



PURNABRAHMA

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SUCCESS STORIES



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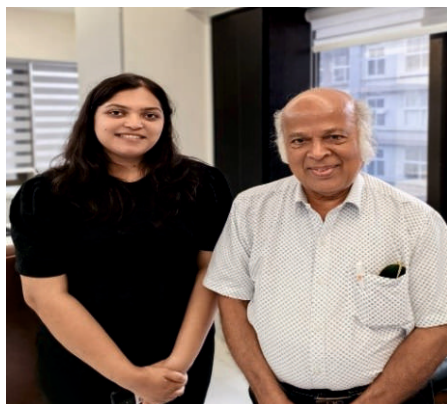
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Nidhi Godbole Deshpande
Editor Purnabrahma
Senior Food Consultant
Farm to Fork Solutions



CASMB MEMBER'S ACHIEVEMENT



Powernoms Foods Private Limited has signed a collaboration deal with dynamic young entrepreneurs to launch an innovative flavored makhana. We're thrilled about this new chapter and the creativity it brings to our production.



Nine startups from the NEC Incubation Centre have been selected for the Seed Spark 12 South Asia Cohort (March-July 2026), marking a significant milestone for Nashik's startup ecosystem! (Mr. Abhishek Ayachit, CASMB Member) is one of the selected startup.



Ms. Bhagyashri Mhatre is Felicitated as Successful Woman Entrepreneur during the Women's Day celebrations at MIT ADT University Pune.



Mr. Raj Waswani present their product to Hon'ble Prime Minister Shri Narendra Modi ji at the AI Summit in New Delhi



GR8 Sports India Named Top Startup of Year at J&K Mela
ANANTNAG based GR8 Sports India Private Limited has been named 'Top Startup of the Year' by the Government of Jammu and Kashmir at the Annual J&K Startup Mela held in Jammu on January 29, 2026. The award was presented by Jammu and Kashmir Chief Minister Omar Abdullah at the event organised by the Jammu and Kashmir Entrepreneurship Development Institute (JKEDI) under the Industries and Commerce Department



CASMB ACTIVITIES



January 2026 – Indusfood Manufacturing & Indusfood

8th – 10th January 2026 | Greater Noida, India

CASMB participated through a dedicated pavilion, enabling members to showcase their products, innovations, and manufacturing capabilities. The platform facilitated high-value interactions with domestic and international buyers, strengthening market access and business opportunities.



January 2026 – Gulfood Participation

26th to 30th Jan 2026 | Dubai, UAE

CASMB represented its ecosystem at one of the world's largest F&B exhibitions, enabling members to gain global exposure and explore export opportunities. The participation led to meaningful networking with international stakeholders and insights into global food trends.



March 2026 – CASMB 6th Foundation Day

17th March 2026 | Mumbai, India

CASMB celebrated its 6th Foundation Day by bringing together MSMEs, industry leaders, and government representatives on a common platform. The event focused on collaboration, knowledge exchange, and strengthening industry linkages within the ecosystem.



March 2026 – She Shines: From Aspiration to Inspiration (Women's Initiative)

23rd March 2026 | Pune, Maharashtra

CASMB conducted a dedicated women-centric initiative aimed at encouraging entrepreneurship, leadership, and self-growth. The session provided a platform for inspiration, peer learning, and empowering women to take forward their professional journeys.

Dr. Prabodh Halde

Chairman
Chamber for Advancement of
Small and Medium Businesses,
CASMB



Building the Safety Net for Success

उद्यमेन हि सिध्यन्ति कार्याणि न मनोरथैः |
न हि सुप्तस्य सिंहस्य प्रविशन्ति मुखे मृगाः ||

"Success is achieved through hard work and effort, not merely by wishing. Just as a deer does not enter the mouth of a sleeping lion, success does not come to those who do not act."

Congratulations to the Purnabrahma team for choosing a critical theme: MSME Success Stories.

In business, we often celebrate the finish line but ignore the gruelling marathon. For Small and Medium Enterprises (MSMEs), the journey is exceptionally tough. Global statistics, including reports from the Small Business Administration (SBA) and various industry trackers, show that while 80% to 90% of businesses survive their first year, the numbers drop drastically over time. By the five-year mark, only about 20% remain active. Truly stable and scalable businesses represent less than 10% of the total landscape.

When we look at product launches, the reality is even sharper. According to Harvard Business School and industry data, nearly 70% to 90% of new food products fail within the first two years. If you define success as scale, repeat sales, and profit, the survival rate shrinks to a mere 5%.

The Need for a Safety Net

How do we move the needle from 10% to 15% or

more? The answer lies in a "Safety Net." The MSME sector is the backbone of our economy, employing approximately 43% of the manpower in India. They provide the greatest service to the nation by creating livelihoods.

However, they cannot survive in isolation. To increase the success rate, we need a robust ecosystem. This is exactly what CASMB is doing—providing the mentorship, networking, and technical support that acts as a buffer against failure.

Why Many Struggle

Failure usually stems from financial strain like delayed payments, weak market understanding, and a lack of execution discipline. While the government has launched many schemes to address these, the benefits must reach the grass-root level to produce real results.

A Collective Responsibility

As a society, we must create a positive environment for business. You do not necessarily need to be an entrepreneur to contribute; you can be a supporter. Whether by choosing local products, providing fair credit, or offering professional guidance, every bit of support strengthens the safety net.

Our Pledge

Unless we learn from failure, we cannot sustain success. If you succeed, you get fame. If you fail, you learn and then you lead.

Let us pledge to support small and medium businesses in every way possible. By helping one MSME succeed, we secure the livelihoods of nearly half our workforce. That is our greatest contribution to society.

Dr. Prabodh S. Halde
Chairman, CASMB



CHAMBER FOR ADVANCEMENT
OF SMALL & MEDIUM BUSINESSES

Nilesh Lele

**President,
Chamber for Advancement
of Small & Medium
Business (CASMB)**



It is a matter of immense pride and privilege to present this special issue of *Purnabrahma Magazine*, dedicated to the inspiring theme of **“Success Stories of MSMEs.”**

Micro, Small, and Medium Enterprises form the backbone of our nation's economy, significantly contributing to employment generation, innovation, and inclusive growth. In recent years, especially with the rise of new and emerging businesses across India, the MSME sector has demonstrated exceptional resilience and adaptability. Whether navigating market disruptions, embracing digital transformation, or creating niche products and services, these enterprises continue to showcase remarkable determination and vision.

This edition is a tribute to such entrepreneurial journeys—stories that reflect courage, innovation, and the relentless pursuit of excellence. These success stories are not just milestones of individual achievement but powerful examples of how dedication and forward-thinking can lead to sustainable growth.

Through this issue, we aim to recognize and celebrate these inspiring efforts while encouraging a culture of entrepreneurship among aspiring individuals. We believe that these narratives will motivate many more to take bold steps, contribute to the economy, and become active participants in nation-building.

Warm regards,

Nilesh Lele

**President,
Chamber for Advancement of Small &
Medium Business (CASMB)**



PURNABRAHMA

Nidhi Godbole Deshpande

Editor Purnabrahma
Senior Food Consultant
Farm to Fork Solutions



We are proud to present this issue of Purnabrahma Magazine, thoughtfully curated around the inspiring theme of “Success Stories for MSMEs.”

The strength of our economy lies in MSMEs, which consistently drive innovation, create jobs, and support sustainable and inclusive growth. In today's dynamic business environment, emerging and new-age MSMEs are reshaping the definition of success through innovation, adaptability, and a forward-thinking entrepreneurial spirit.

In this special edition, we bring to you a collection of real-life journeys that exemplify resilience, determination, and vision. These stories capture how entrepreneurs have navigated challenges, adapted to changing

market dynamics, embraced innovation, and transformed obstacles into opportunities. From grassroots ventures to growing enterprises, each narrative reflects the spirit of perseverance and the courage to dream big.

Beyond celebrating achievements, this issue aims to provide meaningful insights and inspiration to aspiring entrepreneurs, industry professionals, and all stakeholders connected to the MSME ecosystem. We hope these success stories encourage more individuals to embark on their entrepreneurial journeys.

We are deeply thankful to all contributors who have shared their inspiring stories, making this edition a powerful source of learning and motivation.

Nidhi Godbole Deshpande

Editor Purnabrahma
Senior Food Consultant
Farm to Fork Solutions



PURNABRAHMA

Dr. Umesh Kamble

Secretary
Chamber for Advancement of
Small & Medium Businesses
(CASMB)



This special edition highlights the success stories of MSMEs, with a special focus on the dynamic wave of emerging businesses in India. Today's entrepreneurial landscape is witnessing a remarkable transformation, where start-ups and small enterprises are not only contributing to economic growth but also redefining innovation, sustainability, and market adaptability.

Across the country, new-age entrepreneurs are leveraging technology, local resources, and creative thinking to build resilient and scalable businesses. From food processing units and home-grown brands to tech-enabled services and sustainable ventures, these emerging MSMEs are setting new

benchmarks of excellence. Their journeys reflect courage, adaptability, and a strong vision to succeed despite challenges.

Through this issue, we aim to bring forward such inspiring stories that highlight not just growth and achievements, but also the spirit of innovation, self-reliance, and determination that defines India's MSME ecosystem today. We hope these narratives will serve as valuable learning experiences and motivation for budding entrepreneurs, industry professionals, and all stakeholders associated with this sector.

We extend our heartfelt gratitude to all contributors, partners, and participants who have shared their journeys and insights, making this edition truly enriching and impactful.

Warm regards,

Dr. Umesh Kamble

Secretary
Chamber for Advancement of
Small & Medium Business (CASMB)

Dr. Prakash Kondekar

**BSc(Hons) MD(Homeo)
ND Ayurved Ratna LLB
Fellow of Royal Society of
Health (London)
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**About Business Success Stories.**

Failure is the beginning of success in the business. Business success stories are inspiring accounts of how entrepreneurs, organizations or companies transform innovative ideas into profitable and sustainable ventures. These stories often highlight the journey from humble beginnings to significant achievements, illustrating the importance of vision, determination, strategic planning, and adaptability in the business world. Success stories not only motivate aspiring entrepreneurs but also provide valuable lessons in management, leadership and innovation.

In the modern global economy, businesses operate in highly competitive environments. Companies that succeed are those that effectively identify opportunities, manage resources efficiently, respond to market changes & continuously innovate. Business success stories demonstrate how these factors combine to produce long-term growth and positive impact on society and the economy. Successful businesses share several common characteristics that contribute to their achievements.

Every successful business begins with a clear vision or innovative idea. Entrepreneurs identify unmet needs or market gaps and develop products or services to address them. Innovation may involve new technology, improved processes, or creative business models that differentiate the company from competitors e.g. technology companies such as Apple revolutionized the electronics industry by combining innovation, design and customer-focused products. Leadership in the business has to be effective. Leaders guide organizations through uncertainty, motivate employees and make strategic decisions that shape the future of the company. Leaders also create a positive organizational culture that encourages creativity and teamwork leading to enhanced productivity. Entrepreneurs like Ratan Tata and Narayana Murthy are examples of visionary leaders who transformed their companies into globally recognized organizations. Successful businesses understand the importance of satisfying customer needs by providing high-quality products and services. Adaptability and Resilience is a necessity of a success. Many successful companies experienced setbacks in their early years but continued to innovate and refine their strategies until they achieved stability and growth.

Thus Business success stories play a significant role in economic and social development of the company. They are powerful examples of how vision, perseverance, innovation & effective management can transform ideas into thriving enterprises. These stories inspire individuals.....

Export of Indian mangoes to the US market

Dr. S. B. Warriar

**Former Scientific Officer,
Food Technology Division,
Bhabha Atomic Research
Centre, Mumbai and
Former National Vice-
President, AFSTI, Mysore.**



India is the world number one King of fruits “Mango” producing country followed by China, Indonesia and Pakistan. Annual mango production in India is 25 to 26.3 million metric tons accounting for 45 to 50 % of the total global production. The industry spans over 1.6 million hectares with Uttar Pradesh being the top producing State contributing roughly 25 % followed by Andhra Pradesh, Karnataka, Bihar and Gujarat. About 1500 varieties of mangoes are cultivated in India. Among them the most popular varieties are Alphonso, Dasher, Totapuri, Chausa, Langra, Neelum, Kesar, Payri and Banganapalli. Major portion of the mangoes produced in India is consumed inside the country and a small portion (less than 1%) is exported to different parts of the world. In the financial year 2023-24, India exported approximately 32104 metric tons of fresh mangoes generating a revenue of around Rs 495.46 crores. Top destinations for Indian mangoes are United Arab Emirates (UAE), UK, Saudi Arabia, United States, Japan, New Zealand, Australia, South Africa, Kuwait, Qatar and Bahrain. Key exported mango varieties are Alphonso, Kesar, Totapuri and Banganapalli.

The US is the largest importer of mangoes in the world. In the year 2023 the US imported approximately 5,50,000 metric tons of fresh mangoes. Mexico is the primary supplier of mangoes to the US accounting for roughly 63-66 % of total volume followed by Peru, Brazil, Ecuador and Guatemala. Despite being world number one mango producing country, as on 2006 India could not get access to the US market owing to stringent quarantine restrictions.

It has been a long journey for food irradiation R&D as

well as the Indian mango to make it to one of the world's most sought after markets, the US. After sustained R&D efforts, The Food Technology Division (FTD) of the Bhabha Atomic Research Centre (BARC), Mumbai has developed a successful, indigenous and effective phytosanitary protocol using radiation processing to overcome the strict quarantine barriers for exporting Indian mangoes to the US. In this context it is pertinent to mention that United State Food and Drugs Administration (USFDA) and many other countries in the world including India have evaluated the safety of irradiated foods for more than 40 years and found the process to be safe. The World Health Organization (WHO), The Center for Disease Control and Prevention (CDC) and the US Department of Agriculture (USDA) has also endorsed the safety of irradiated foods.

India's mango export operations to the US are conducted under a Co-operative Service Agreement between Agricultural Processed Food Products Export Development Authority (APEDA) and Animal and Plant Health Inspection Service (APHIS). The process involves strict compliance with Indian and US inspection protocols. The procedures are guided by an Irradiation operational work plan jointly developed by USDA- APHIS, India's National Plant Protection Organization (NPPO) under the Ministry of Agriculture and APEDA. The protocol involves sourcing mangoes from registered farms, processing them at APEDA-NPPO certified pack houses, treating them with hot water and fungicide and finally irradiating them at USDA approved and certified gamma radiation processing facilities.

Mangoes processed in APEDA facility undergo hot water treatment and irradiation processing monitored by USDA officer as it is mandatory requirement of FDA for USA import. Exporting mangoes from India to the US requires mandatory USDA-APHIS approved irradiation treatment (a minimum absorbed dose of 400 Gray (Gee) to eliminate pests like mango seed weevil and fruit flies, alongside a phytosanitary certificate. Exporters must use registered packhouses for hot water treatment and inspection adhering to strict packing standard (30 mesh screens). Key documents include APEDA registration, Import Export Code (IEC) and a certificate of origin. APEDA has published guidelines for export of Indian mangoes to USA.

At present three USDA-APHIS approved gamma radiation processing facilities in India are certified to

TECHNICAL ARTICLE

treat mangoes for export to the US, adhering to a minimum absorbed dose of 400 Gy.

1. Krushi Utpadan Sanrakshan Kendra (KRUSHAK) Facility at Lasalgaon, Nasik being the first in the world outside the US to receive USDA-APHIS certification for this purpose.

2. Maharashtra State Agriculture Marketing Board (MSAMB) Irradiation Facility Centre, APMC Market Yard, Vashi, Navi Mumbai

3. Gujarat Agro Radiation Processing Facility (GARPF) Bavla, Ahmedabad, operated by M/S Agrosurg Irradiators (I) Pvt Ltd

Since the resumption of trade in 2007 the export of radiation processed (irradiated) mangoes from India to the USA has shown significant growth, starting from 157 metric tons in 2007 to approximately 2500 metric tons in 2023. In the year 2025, 1598 metric tons of mangoes had been exported to the US from MSAMB irradiation facility at Vashi, Navi Mumbai. Indian mango varieties cleared for and primarily subjected to irradiation treatment for export to the USA include Alphonso, Kesar and Banganapalli. Other permitted varieties often processed through USDA certified irradiation facilities in Maharashtra include Langra,

Chausa, Dasher, Totapuri and Mallika.

Currently 24 gamma irradiation plants located at various parts of our country are under operation treating foods and allied products. Considering the large quantity of fruits, vegetables as well as fish and fish products produced in India existing number of irradiation plants are not adequate, limiting the visibility of radiation processed foods in domestic as well as export markets. Hence there is an urgent need to set up many more radiation processing plants coupled with cold chain, pack house, storage and appropriate transportation facilities. Recently Government of India has launched many schemes to promote setting up of such facilities including cold storage and pack houses. Ministry of Food Processing Industries (MoFPI) is providing financial support for setting up 50 multi-products food irradiation units in Public-Private Partnership (PPP) mode in MSME sector. In view of the above development, in the coming years a greater number of radiation processing facilities operating in different parts of India are expected to get approval to treat fruits and vegetables especially mangoes for export to the US and other countries. This will help to increase the volume of mango export to the US and other countries in the future. □



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New Age Farming in India for a Healthy Planet

**Neha Pandit
Tembe**

**Nutritionist &
Founder- Snack
Right.
B. Sc (Nutrition).
M.Sc. (Dietetics),
CDE.**



Snack Right: A Decade of Perfecting Healthy Snacking Snack Right -naam hi kaafi hai to understand what we are! A venture born out of sheer need to provide genuine healthy (& tasty) snacking options to the masses- the Right Snacks.

The Lightbulb moment: While consulting clients for diet & nutrition 11 yrs. back, “I noticed that most healthy snacks didn't taste good, or the 'tasty' ones were 'hidden' sugar/fat/calorie bombs.” There were hardly any genuinely healthy options in the market which we nutritionists would approve of and there it was- the conception of Snack Right. From the very start certain things were a 'No compromise zone' for me and automatically became our USPs- our products won't have refined sugars, palm oil, additives and focus will be on clean labels and Good Manufacturing Practices. Before the launch in May 2016, I quit my job and spent about 9 months in R& D. Finding ingredients, suppliers, sampling, logistics, trying recipes, tasting rounds, planning and getting FSSAI registration. It was a time very well spent and worth it.

The Initial Vision: We are so proud to have launched something unique in this arena - a Snack Subscription service. Need for munching/ evening snacks is an everyday thing, but people demand variety, plus they are not sure what is the right quantity to consume. Our subscription box solved all those concerns. An assorted box is delivered to your doorstep every 15 days with variety of sweet- savory pre-portioned snacks packs.

With my expertise in Nutrition combined with my love

for food, we created 7 different product categories originally but of course kept on altering the same as per customer response. We started off with about 20-22 snack varieties, now having a range of over 30 snacks under Wholesome Energy Bars, Nutri Pops, Crunchy Crackers, This n That (Trail Mixes), Medley & Mixtures, Pulse & Nuts, Specials, Kids snacks as the main categories now. Our Energy Bars & pops are the bestsellers according to me.

Creating and curating these snacks demanded lot of trials, standardization, tastings but that is something I enjoy most in my job profile. Our focus was always variety & taste, for everyone- all ages and target groups, right from kids to adults to families, fitness enthusiasts & corporate employees.

The First Win: A milestone for us was being featured in national newspaper- The Hindu that too by one of our clients. This made us realize we are being noticed. It was a great boost for the team. In the 1st year itself we got few offers for funding. But we were never keen on it. This helped me to remain the decision maker, adjust to my own learning curve and maintain a slow but steady growth. We also got encouragement from several features in Food- Nutrition- Fitness magazines and most important was Rising Nutriprenuer award in 2018 for Innovative products by my very own fraternity- Indian Dietetics Association, Mumbai. The initial 3 years were an experimentation with different kind of promotions and collaborations to find out what has the best ROI, like putting up stalls in corporates, promoting at marathon events, taking up stalls at weekend flea markets, sending out some tasters to fitness influencers etc. not necessary each

one was a successful event but a learning and reality check definitely.

Navigating the Hurdles: No start up journey is linear. There was lot of challenges, lot of unknowns when you handle a business. Being a gold medalist MSc in Dietetics doesn't help much with business plans, marketing, GST, staff issues or any such curve balls that get thrown at you! But when the passion is bigger than the challenges, one finds ways to overcome them gradually. If you want to be an entrepreneur, you can't be selective and have to learn and do everything related to your business. It took me about 3 years to feel a little equipped to handle these things. Marketing was and still is the biggest challenge for me, esp. with the ever-changing world of social media and online businesses! Another struggle was managing and finding staff that is stable and as committed.

But for a business owner the hurdles are not always external. There were times when I struggled to keep up the motivation, just felt like giving up everything and falling back to the safety of a salaried job; but those weak moments were overcome by all the positive feedback & client appreciation that Snack Right got. For every big order there is nervousness, excitement, sleepless nights, working overtime but a successfully delivered bulk order gives a different kind of satisfaction, making all the efforts worth it.

There were some very stressful, difficult situations in client orders during these 10 years, but when one looks back one remembers the wins and how you triumphantly overcame those. Such a proud feeling to have dealt with all of them, who even knew I was strong enough for them.

We started in a residential rental in 2016, then shifted to a 400sq.ft commercial kitchen in our 3rd year and planned to shift to a larger commercial kitchen space but COVID happened. With the unpredictability we learnt to pivot- some plans got cancelled, some changed and new goals formed. Looking back, it was a blessing in disguise as we got to pause, reflect and plan.

Strategic Growth: Within 2 years, on public demand, we started offering a-la-carte menu and soon expanded into festive healthy gift hampers which have a tremendous response be it Rakhi, Ganpati, Diwali, Christmas or Sankranti. I'm happy with the progress we have made in our gift hamper line. In the last 3 years, we also added seasonal specials and certain products like Badaam Ragi Pops, Seeds Chikki, Nankhatai Bites,

winter pops etc. focused on senior citizens or kids. Protein rich bars and bites are made to order as well!

What worked for us: Being honest with our customers and putting their wellness first was always our non-negotiable priority even above profits. If I have to be candid, we could have easily roped in much higher profits if we worked like many other "healthy food" brands. It hurts me to see people being taken for a ride under health-washing. Educating our customers about food, ingredients and health choices went a long way to build their trust.

The formula of clean labels, simple ingredients, small batches, made to order, lot of variety and tastes to suit Indian palates worked in our favor. Catering to public demands of healthy - tasty foods and balancing them with nutrition principles gives us the upper hand in the already saturated health food market. A qualified nutritionist making them was a bonus.

In our success story I cannot forget to mention the immense support of family, friends and mentors who played a very big role in helping to sustain for 10 years. People who cheer for you, support you are extremely important for any entrepreneur to keep sanity during difficult periods.

My partner- Sarang has been my biggest pillar in this business. After quitting his high paying job in capital markets, he joined Snack Right part time in 2018. All my financial business decisions are vetted by him, he takes care of our entire books, records, client data and that has helped me to carry on successfully this long.

The Next Decade

In our 10th year we plan on expanding into new categories like Pantry Essentials with some Ready to cook products like Seed flours and mixes.

I feel one has to constantly keep learning, un-learning to succeed. Over the years with different experiences, our business strategies might change but ethics don't and for me being true to my beliefs are of utmost importance.

Our goal is to keep motivating more and more people to switch to a healthier lifestyle and make Snack Right a part of that journey! I totally believe that "You are what you eat" because I still call myself a Nutritionist before a businesswoman and can proudly say Snack Right is my brain child, born to help you snack right. Success is different for each and every person. I can loudly say, we not just survived but sustained for a decade and pat myself for this amazing journey. I made it! ❑

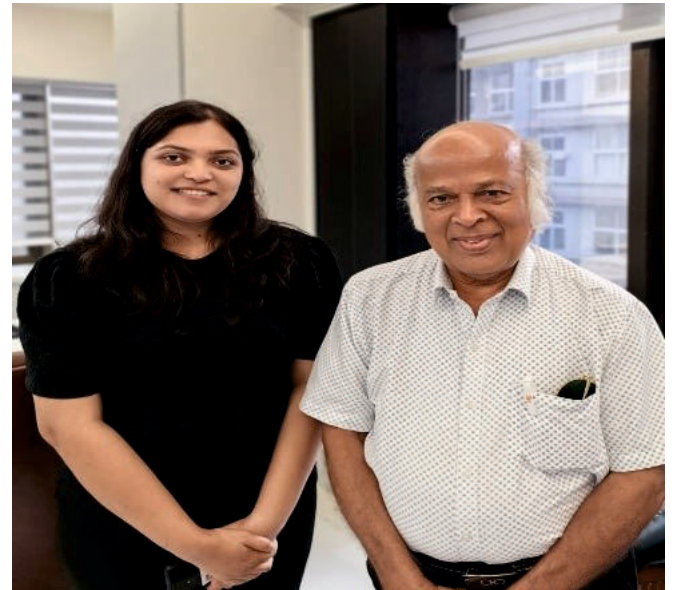
A Success Story of Youth Icon, Akanksha Warade



Akanksha 2026 IIM with Dr Kondekar 1978 NITIE(IIM)

Akanksha, was a National convener of **Think India.. A forum for students in National Institutes across India**. She holds Bachelor's degree in Chemical Engg from ICT Mumbai (2022) and winner of Smart India Hackathon 2022. She also has passed out from IIM Mumbai, her MBA (2024-26) she is a BRICS YEA Secretary for sustainable Fuels. She has represented India on multiple prestigious international platforms including BRICS Summer School at Fudan University, Shanghai where she was the one of only three Indian delegates selected. Thereafter the BRICS Youth Energy Summit in Moscow, Russia. She was also a delegate at COP29, contributing to global climate change discussions & special invited speaker at the L 20 summit in Patna under India's G20 presidency.

I had an occasion to meet her personally in Ghatkopar, Mumbai, on 13th April 2026.



All the best to Akanksha, for her new assignment at PwC AC India, as a consultant, in Bengaluru.



Akanksha With Think India group



[#Dakshinapatha2025](#) [hashtag#ThinkIndia](#)
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A Success Story of Altahar

**Dr Kondekar
& Dr Sushil
Kumar**



The global wellness industry is undergoing a profound shift. Consumers across the world are moving away from reactive, symptom-focused healthcare and toward preventive, nature-aligned solutions. Amid this change, a quiet but powerful brand has been building something rare: a bridge between the depth of ancient healing traditions and the demands of modern, global lifestyles. That brand is Altahar, Dr Sushil Kumar (Dr SK) This story begins not in a boardroom or a laboratory but in a small family home.....Dr Prakash Kondekar, Advisor CASMB.

Q. Dr. PK... Can you tell us about the story, Dr Sushil & how it started?

Ans. Dr SK... My story is shaped by personal experience and Curiosity. It was deeply human response to deeply personal circumstances, watching my mother navigate persistent heart health challenges and then losing my father. That left me with questions that conventional medicine did not fully answer. Why do some people succumb to chronic disease while others do not? What role does daily lifestyle play in long-term health? And what does nature, in its oldest and most studied forms, have to offer that modern systems may have overlooked?

Q. Dr. PK... How the idea of Altahar came to your mind?

Ans. Dr S K.. As indicated earlier, those questions drove me toward a rigorous exploration of free radical biology, the science of oxidative stress and its cumulative role in cellular ageing and chronic illness. I studied how naturally occurring compounds, used for centuries across traditional medicine systems, could support the body's defence mechanisms at a foundational level. What emerged was not just

scientific understanding, but a philosophy that true health is built daily, not restored periodically. This philosophy became the foundation of Altahar.

Q. Dr. PK.. So what are the principles of Altahar?

Ans.. Dr SK.. It is Innovation without Dilution. Building a wellness brand on ancient wisdom carries a risk, a temptation to simplify, dilute or sensationalise in the pursuit of mass appeal. I took the opposite approach. Altahar is built on a commitment to preserving the integrity of traditional formulations while applying modern science, quality standards and consumer-centred design to make them practical for today's world. Every product in the Altahar range is clean-label and plant-based, with formulations grounded in evidence and designed to fit seamlessly into daily routines, not as an intervention but as a lifestyle choice. In a crowded wellness market often characterised by bold claims and short shelf lives, this disciplined approach to quality has become Altahar's most enduring differentiator.

Q. Dr PK.. How do you evaluate Altahar in today's market ?

Ans. Dr SK.. The Trust is the Most Credible Currency in Wellness. One of the clearest markers of Altahar's credibility is the confidence it has earned within professional wellness communities. A growing network of practitioners nutritionists, integrative health specialists and functional medicine experts has begun recommending Altahar's formulations to their clients. This endorsement is significant. Wellness professionals are among the most discerning evaluators of product quality and their trust is rarely extended without rigorous scrutiny. For Altahar, this expert validation is not a marketing tool; it is a reflection of the scientific rigour that has defined the brand from day one. When practitioners stake their own reputations on a product recommendation, it confirms that the brand is delivering on its promise.

Q. Dr PK.. Is Altahar is heading from Local to Global ?

Ans. Dr SK.. Yes, ancient wisdom, by definition, is universal and it evolved to address the fundamental challenges of human health, not the preferences of a single culture or market. Altahar has translated this universality into tangible global reach. Its products are now available in the United Kingdom, Australia, Russia, the UAE & United States, and markets as diverse in their health cultures as they are in geography. This expansion is not merely a distribution milestone. It reflects a deeper truth: that when

traditional knowledge is presented with scientific credibility, cultural sensitivity & practical design, it resonates across borders. Altahar is not asking global consumers to adopt a foreign wellness system, it is offering them solutions rooted in principles that predate and transcend any single tradition. The market response has validated this approach. Consumer behaviour across these regions shows consistent repeat purchase patterns & strong retention signals that go beyond initial curiosity & point to genuine, sustained trust.

Q. Dr PK.. Can you give a short message to the youngsters through Altahar?

Ans. Dr SK.. Perhaps the most significant contribution Altahar is making is not commercial it is conceptual. For too long, traditional and ancient knowledge systems have been positioned as “alternative” medicine: a secondary choice for those sceptical of mainstream approaches. Altahar is challenging that framing directly. By grounding ancient formulations in

contemporary research, meeting international quality & clean-label standards and building trust with both consumers and professionals across multiple continents, the brand is making a compelling case: traditional wisdom is not a relic of the past. It is a resource for the future one that deserves to be taken seriously on the global stage of health and science. With continued investment in research, product innovation & thoughtful international expansion, Altahar is well-positioned to lead that conversation. The brand's journey from one founder's personal reckoning to a globally recognised wellness name is itself a testament to what becomes possible when purpose and science align.



Altahar

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Theme For Next Issue

“DIGITAL TECHNOLOGIES IN AGRICULTURE AND FOOD PROCESSING”

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HOW IT WORKS?

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HOW TO USE:- ADD 6-10 DROPS IN 200ML WATER

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SCAN ME

SPIRULINS

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- ✔️ Reduces Sugar Cravings
- ✔️ Boosts appetite and eases those sudden sweet cravings, supporting better dietary control
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- ✔️ Promotes better metabolism and digestion, helps maintain a healthy weight
- ✔️ Improves Digestion
- ✔️ AOCV and Lemon Balm support digestive enzyme, reducing bloating and promoting gut health.
- ✔️ Encourages efficient energy use from food and to reduce fat storage
- ✔️ Lemon Balm and Tulsi help reduce stress-related and support overall mental balance

When to Take:
Take 6 Full Dropper (fill in Water Before 30 Minutes etc

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Krantisagar More from village Karanjgaon, turns into NANOTECHNOLOGIST

Krantisagar, had earlier days in zilha Parishad School then shifted to Nasik because of his parents and Pune for schooling. Now family is settle down in Nasik.



He holds, a Pharmacy Degree from SND College, Yeola and a PhD in Pharmaceutics from the esteemed Institute of Chemical Technology (ICT), Mumbai. A visionary leader and innovator, he serves as the National Convener for Savishkar India, actively fostering research, entrepreneurship and technological advancements. His leadership journey includes serving as the Convener of Think India Mumbai and Secretary of the Entrepreneurship Cell at ICT Mumbai.

A pioneer in Nano-formulations, Dr. More developed a novel veterinary Vitamin D3 formulation, successfully tested on poultry chickens, leading to a patent filing. His expertise in pharmaceutical formulations, Nano-drug delivery systems and food processing. Beyond healthcare, he has also made significant contributions to agriculture, particularly in cultivating high-quality

export-grade vegetables, such as tomatoes, for markets in Dubai, Oman and Qatar.

Dr. More's groundbreaking work has been widely recognized. He was awarded ₹5 lakh under the RKVY-RAFTAR scheme by the Ministry of Agriculture for developing a cost-effective veterinary feed supplement formulation. His contributions to pharmaceutical research earned him the *Best Scientist Award* from the Indian Drug Manufacturers' Association (IDMA) for his publication on *Vitamin D3 as an anticancer drug*.

Actively engaged in the global innovation landscape, Dr. More is an alliance taskforce member of the *G20 Startup20 Forum*. His international collaborations include attending the *BRICS Conference in Johannesburg (2023)* and participating in the *BRICS Exchange Program at Fudan University, Shanghai*, where he worked on strengthening trade ties between India and China.

Dr. Krantisagar represented India in BRICS Youth summit, at Xiamen China in vertical of Science, Innovation and Technology. Additionally He is appointed as mentor in Arunachal Pradesh Innovation & Investment Park.

A sought-after speaker, Dr. More has delivered lectures at premier institutions, including IITs, IIMs, NIPERs, and NITs, inspiring the next generation of leaders in pharmaceuticals, agriculture and entrepreneurship.

At present Dr K M, is working with Green Laxmi Foods, Coimbtore, as a Scientist and also continuing his research on Vitamin D3.

Wishing Dr Krantisagar and his research every success.....

.....Dr Prakash Kondekar, Advisor, and CASMB



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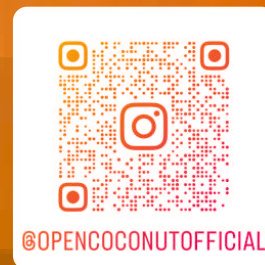
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A Professor to an entrepreneur with lead by Anushka



Abhishek Ayachit, Professor at Polytechnic College, a problem-solver, builds a System for Students known as PaperKeeda. For him, PaperKeeda was not just a business, it was his mission to make learning more accessible, structured and result-oriented, especially for students from Tier-2 and Tier-3 cities. He wanted to create a platform where everything a student needs is available in one place: Learning, Testing, and Analysis & Improvement

Through PaperKeeda, he focused on building a structured system powered by analytics and insights. The goal was simple:

Reduce unnecessary effort and improve outcomes.

Today, the platform helps students: Attempt mock tests, Analyze performance, Identify strengths and weaknesses & Improve efficiently.

In fact, the system is designed to reduce study effort by up to 40%, allowing students to focus on what truly matters. After identifying the gap, there comes creation of Anupriya Foods, led by Anushka Ayachit, his life partner.....Dr Prakash Kondekar (DrPK), Advisor, CASMB.

Q. Dr PK.. Abhishek how was your life in early years?

Ans. A A. I come from a simple, value-driven family in Nashik.

My father was an Income Tax Consultant, a man of discipline, precision & integrity. My mother, a homemaker, taught me patience, resilience and balance. I did not inherit a business background but I inherited something far more powerful, Values. And over time, I realized that values are the strongest foundation any entrepreneur can have.

Q. Dr PK.. Where was your schooling ?

Ans. AA.. My primary schooling was in Smt Rangubai J English Medium school and further in K K Wagh Institute of Engg & Research, Nashik.

Q. Dr PK.. What was your first profession ?

Ans. A A.. After my Engg Graduation, I served as a Professor in K.K. Wagh. Polytechnic College where I

spent years teaching and mentoring students. It was during this phase that I encountered a problem that would eventually shape my entrepreneurial path. I saw students working extremely hard to prepare for government exams. Their intent was strong, their effort was genuine—but their results did not reflect it. When I observed closely, I understood why students were: Searching MCQs on one platform, solving them on another. Looking for solutions somewhere else. They were failing because their **learning process was fragmented**. They were spending more time searching than studying. That realization stayed with me that is where my journey as a problem-solver truly began. **From Problems to Purpose...**

Building PaperKeeda: A System for Students came into existence.

PaperKeeda was not just a startup idea—it was a solution born from real classroom experiences.

Q. Dr PK.. What were the thoughts behind, PAPER KEEDA?

Ans. AA.. I wanted to create a platform where everything a student needs is available in one place:

- Learning, Testing, Analysis & Improvement.

Through PaperKeeda, I focused on building a structured system powered by analytics and insights. The goal was simple:

Reduce unnecessary effort and improve outcomes.

Today, the platform helps students:

- Attempt mock tests, Analyze performance, Identify strengths and weaknesses & Improve efficiently

In fact, the system is designed to reduce study effort by up to **40%**, allowing students to focus on what truly matters.

For me, PaperKeeda is not just a business—it is a mission to make learning more **accessible, structured, and result-oriented**, especially for students from Tier-2 and Tier-3 cities.

Q. Dr PK.. Abhishek, how suddenly you came into coffee business & created, Anupriya Foods.

Ans. AA.. While building in EdTech (Education Technology) I came across another completely different but equally important problem.

In the coffee industry, I observed that many café owners and businesses:

- Did not fully understand the quality of coffee they were buying
- Faced inconsistency in taste
- Struggled with standardization

In simple words, they were buying coffee—but not clarity.

That insight led to the creation of **Anupriya Foods**.

Q. Dr PK.. Can you tell us about, Anupriya Foods?

Ans. AA.. Sure, sir. We built Anupriya Foods with a very clear philosophy:

“Where quality meets consistency.”

Our focus was not just to sell coffee but to build trust.

We worked on: Standardized sourcing of Arabica and Robusta beans,

Consistent taste profiles, transparent quality for B2B clients, Bulk supply and private labelling. As reflected in our offerings, we cater to cafés, traders and brands

across India and beyond. Today, when our clients buy from us, they know exactly what they are getting—and they get it consistently.

Q. DrPK.. Who is the lady behind you, Abhishek?

Ans. AA.. Actually my wife, **Anushka**, who is leading from front, Strength Behind my Journey. No entrepreneurial journey is built alone.

Anushka is now a Director at Anupriya Innovations Private Limited and Anupriya Foods. Her expertise in marketing and communication has played a crucial role in scaling our business. While I focused on systems, operations and strategy, she brought the brand to life. Together, we combined: Strategy with communication,

Systems with market understanding and that balance became one of our biggest strengths.

Q. Dr PK.. You may like to talk about your future plans.

Ans. AA.. What I Truly Build Over time, I have realized something very clearly:

I am not just building businesses. I am building **systems**.

As reflected in my professional journey, my work has always revolved around:

Structuring businesses, Building scalable models, Creating revenue systems Bringing clarity to operations. **The Road Ahead** My vision is clear: To build one of India's most student-friendly EdTech ecosystems. To scale Anupriya Foods into a globally recognized coffee brand

To help entrepreneurs move from ideas to structured businesses. **Lessons That Define My Journey**

There are a few principles that I strongly believe in: Hard work without direction leads to slow growth. Clarity creates faster results. Systems create scale.

Consistency builds trust and most importantly: real success comes from solving real problems. When I look back at my journey—from a professor to an entrepreneur—it may seem like a shift across industries.

But for me, it has always been about one thing:

Understanding problems deeply—and solving them practically.

Whether it is a student struggling to study efficiently or a business struggling with consistency, my goal remains the same: To build systems that simplifies lives and creates real impact. □



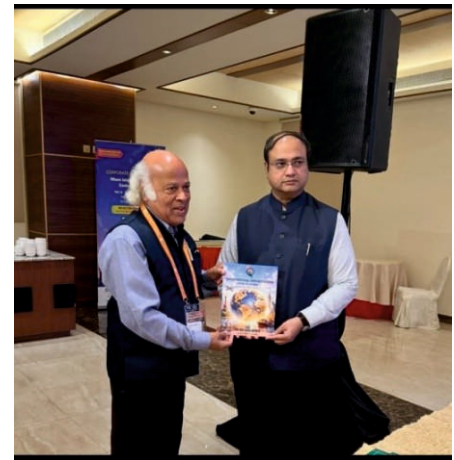
Prerna- Women Empowerment Summit & CASMB National Awards 2026



CASMB Team in Gulfood



Addressed at India Club Dubai, on 28th January 2026, by Dr Prakash Kondekar.



Purnabrahma Magazine release at the Hands of HE Satish Sivan, Consul General of India in Dubai, in India Club Dubai, on 28th January 2026.



Dr. Kondekar with Director HyFun Kamlesh Karamchandai, GulfFood WT Centre, Dubai, 27th January 2026.



Members of United International Business Facilitation Centre Dera Dubai, in Hotel Ramada, on 29th Jan 2026.

A journey of a successful Women Entrepreneur



Dr Aparna with her Office & Lab Building in Nashik

Dr. Aparna Pharande (Dr AP) doctorate in Environmental Science & post-graduate in Microbiology from Pune University, is the Managing Director of Ashwamedh Engineers & Consultants. She is a FSSAI notified Food Analyst as per Rule, 2.1.4:1(ii) of Food Safety & Standards Rules, 2011, having passed the 1st Food Analyst Exam conducted by FSSAI in 2012 & first Microbiologist of the country in the private sector having qualified as Food Analyst. She also holds position as Government Analyst as per Section 13 of Environment (Protection) Act, 1986. She is Lead/Technical Assessor with NABL, QCI since the last 20 years for ISO/IEC 17025 & ISO 17043 standards. She has wide experience of assessing Laboratories & Proficiency testing providers. She has done 300+ Assessments for NABL. She has been Expert Member on the NABL Accreditation Committee (including integrated) for Testing Laboratories. She is NABL Trained Faculty for Training of Assessors & Laboratories on ISO/IEC 17025:2017. She is also a Master Trainer of FSSAI for Laboratory Capacity Building (in area of Pesticide residues & Mycotoxins) (Trained in Singapore under Global Food Safety Partnership (GFSP) by Joint Institute of Food Safety & Applied Nutrition (JIFSAN), USA). She is also FSSAI National Level Resource Person (NLRP) for Water & Water based Beverage Sector, Master Trainer of FSSAI for Safe and Nutritious Food at School & FoSTaC Trainer for Advanced Manufacturing for Food Safety Supervisor course. She is also Lead Auditor for ISO 22000. She has been an Expert Member on BIS working group, CHD 36, WG02, Review of IS 1622, Methods of sampling & microbiological examination of water. She has been a Member of Technical Advisory Committee for strengthening Medical Oxygen Ecosystem in India (USAID RISE Project). She is also a Member of Quality Promotion & Advisory Committee (QPAC) of Quality Nashik initiative under Quality Council of India(QCI)...

Dr Prakash Kondekar (Dr PK), Advisor CASMB

Q. Dr PK.. Dr Aparna, where you had your primary education?

Ans. Dr AP. I was born in Narayangaon, Pune district at my maternal uncle's place. I grew up on a farm in a joint family at Kopargaon and Manjur, small villages. Studied in Sharda English Medium School, Kopargaon up to 2nd STD further in St.Mary's School, Pune, and a boarding school. H.Sc. (Sci) from Abasaheb Garware College, Pune. Then passed B.Sc (Microbiology and Environment Science) from KTHM College, Nashik, and M.Sc. (Microbio) Pune. Ph.D.in 2015.

Q. Dr PK. How was the beginning of your career?

Ans. Dr AP. My career started in August 1994, after my marriage in 1993, with consultancy assignments in the Environmental field including Environment Impact Assessment studies. Some of the assignments included consultancy for operation of sewage & effluent treatment plants which also included operation of site laboratories for testing of wastewater. Laboratory being my passion area, it was in the year 1998, I set up my laboratory in a 500 ft² area, for wastewater & water analysis when I got an assignment for characterisation & flow measurement of wastewater

nallas of Nashik city, the data of which was used for designing of new sewage treatment plants for Nashik city. Further the laboratory started analysing various environment matrices such as Air, Soil and Wastes due to the business potential in the industrial area. In about two years, the laboratory expanded into 2500 ft² space. The laboratory started food analysis in the year 2000 with the first customer as General Mills followed by Sula Vineyards. The laboratory further expanded into 28000 ft² in 2009. The laboratory was recognised by Ministry of Environment and Forests in the year 2004 & accredited by NABL in the year 2006, being the first Laboratory accredited for Pollution and Environment Testing in the Maharashtra State. With the enforcement of Food Safety Standards Act, 2006, I found the potential & need of building up the capability of the testing laboratory to cater to the requirement of various food sectors. The Laboratory was notified by FSSAI in the year 2011. Further the laboratory was recognised by BIS, APEDA, AGMARK, EIC, Tea Board, State Agriculture Dept. & State FDA. The lab is also ISO 9001:2015, ISO 14001:2015 & ISO 45001:2018 certified. My lab has been accredited by NABL since the last 20 years in Chemical, Biological, Mechanical & Radiological disciplines & recognised by CPCB/MoEFCC, FSSAI, APEDA, EIC, Tea Board, BIS, AGMARK, State FDA, State Agriculture Dept. & is ISO 9001, ISO 14001 and ISO 45001 certified. Our Lab is the only one in North Maharashtra with ALL these certifications.

Q. Dr PK.. We shall be happy to know about your recognitions on various platforms.

Ans. Dr AP. Sure, sir. I have been honoured with the "Maharashtra Udyogini Award 2014 - Gold Medal" by Sakal Media Group and MITCON in August 2014 & was selected for the award from amongst 1000 women participants. I have been felicitated by FSSAI as a Laboratory for active participation in "Swasth Bharat Yatra" during culmination ceremony in Delhi on 28.01.2019. It was my honour to get felicitated with the Swayamsiddha Puraskar by Swayam Foundation on World Women's Day, 7.03.2017, "Deshdoot Karmayogini Puraskar 2019", 'Hirakani Maharashtrachi" Award 2021, "Distinguished Bioentrepreneur 2020" Award by Microbiologists Society, India, "Nashik Woman Leaders Award" by World Women Leadership Congress Awards 2023, Certificate of Excellence – Women in Science 2025 by

CASMB, Mumbai. We have received an Award of Honour on behalf of Ashwamedh from the Bureau of Indian Standards for promoting the Quality Culture & building the Quality Ecosystem of our Country. I have been a Member of the Board of Post Graduate Studies of the Depart of Microbiology, Babasaheb Ambedkar University, Lucknow University of Mumbai.

Q.. Dr PK.. Because of your family guidance, I am told that you believe in the moral and social values while working in this field.

Ans. Dr. AP. Yes, it is true. We has provided technical expertise to Hydrology Project Laboratories (Govt. of Maharashtra, World Bank aided Project) for Testing of Water samples of various River basins in Maharashtra. We have implemented project on Water Quality Testing & Mapping under *Jalswarajya* Project, Water Supply & Sanitation Dept., Govt. of Maharashtra (World Bank aided Project) along with conduction of awareness campaigns regarding water quality. We have implemented projects on Soil Quality Monitoring of Nashik District for the State Agricultural Dept. under Prime Minister's Soil Health Card Scheme. Executed various Environmental monitoring projects for industries. We have also provided Training on Microbiological Testing of Food samples to National Food Testing Laboratory, Bhutan Agriculture and Food Regulatory Authority (BAFRA), Thimphu, Bhutan. We have conducted Gap Analysis of 10 Public Health Laboratories on behalf of FSSAI (2014). I have five research publications to my credit.

Q. Dr PK.. Can you tell us about the support you got from the people around you ?

Ans.. Dr.. AP. My journey to success would be quite incomplete without the support of a well-qualified, experienced and competent staff which is an asset to the organisation. About 135 women work with the laboratory out of the total strength of 185 staff. This laboratory has empowered women which has helped them become financially independent and have helped them gain respectable position in society which in turn has helped in uplifting their quality of life. I am grateful for all the support and motivation from my family members, my husband Sunil, children Aakanksha and Atharva and my mentors Prof. Suhas Pharande and Prof. Devayani Pharande.

Q. Dr PK.. How vast is your area of operations ?

Ans. Dr AP. Ashwamedh Engineers and Consultants has 1000+ customers in the industry with major clients such as United Spirits, Pernod Ricard, Signature International Foods Pvt. Ltd., Sahyadri Farms Post Harvest Care Ltd, Carlsberg, Sula Vineyards, Moet Hennessey, Capital Foods, Foods and Inns, Fresh Trop, Empire Spices, Orana India Pvt. Ltd., Parle Products, Shree Saibaba Sansthan Shirdi, Haldiram Foods, to name a few. The laboratory also works for FSSAI for testing of Import samples, for the Regulatory samples and Surveillance samples. The laboratory does testing of export samples, being APEDA and EIC approved laboratory. The laboratory also works for BIS for testing packaged drinking water, packaging material and skimmed milk powder samples.

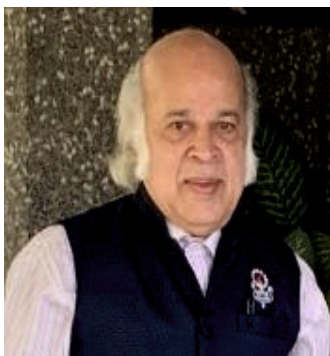
Q. Dr PK. Any special mention about Ashwamedh?

Ans. Dr AP.... The laboratory has participated in FSSAI projects such as FSSAI National Milk Survey for testing of adulterants (2016), Edible Oil Quality Survey, 2020

(BOOST SAFE OIL)" (2020), National Milk Survey (2022), FSSAI Vegetable Survey (2022), FSSAI Trans Fatty Acid Survey (2022) & FSSAI Fortified Rice Kernels Survey (2023). The laboratory has executed various Environmental monitoring projects for industries. The laboratory has also tested Medical oxygen in 8 states during the Covid period.

Q... Dr PK.. Any advice for the newcomers, women in particular?

Ans.. Dr A P. One is bound to be successful if one works passionately, to the best of abilities, putting in 100% & performing up to the very best of abilities, with a curiosity for learning all the way, taking hold of every opportunity, following all quality practices, making use of the basic knowledge gained out of schooling, college and university days i.e. putting theory into practice/application, making use of the basic values inherited or instilled through family and work culture.



Dr Prakash Kondekar with CASMB Team Nashik.



DECLARATION



- The contents of this issue is referred and compiled from various sources and Purnabrahma doesn't claim it's authenticity.
- The contents given in the article are the views of the respective authors.

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