



INTERNATIONAL OPPORTUNITIES LOCAL TO GLOBAL

Jan - Mar 2026 | Year 6 | Volume - 1



PURNABRAHMA

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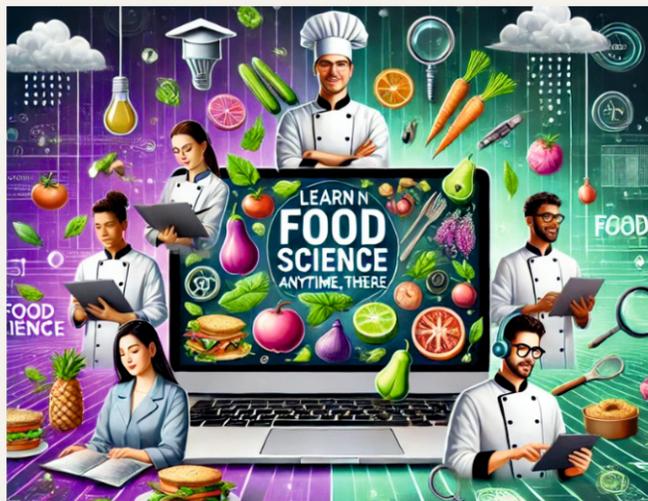
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TECHNICAL ARTICLE

Forms of Malnutrition

-  **Under nutrition**
Insufficient intake of energy and nutrients.
-  **Micronutrient deficiencies**
Lack of essential vitamins and minerals.
-  **Obesity and lifestyle disorders**
Excessive body fat and related health problems.



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CASMB MEMBER'S ACHIEVEMENT



“Scaling solutions that matter — one milestone at a time.” Excited to share that Gusteau Foods Private Limited have won 35 Lakhs of Investment at "The Ten Minute Million" Startup event Organized by IIT Bombay as part of E-Summit.



Proud moment for **Envirocare Labs**, Director-**Dr Priti Amritkar**, was invited by the **Bureau of Indian Standards** to present the BIS-funded R&D project on “Multi-Lab Validation of an LC-MS/MS Method for Vitamin D (D₂ & D₃) in Fortified Edible Oils.”



Rishikesh Lakhote

Got recognised for the innovative work doing on AI Receiving the honour from Rajya Sabha member



Store Sampling

Happy customers of Dough Adventure Pancake Mix



CASMB ACTIVITIES



9 Day VAC course on Entrepreneurship and Grassroot Analysis in PVP college, SNTD university in collaboration with CASMB



BRSI - CASMB Award 2024

In 2023, Chamber for Advancement of Small and Medium Businesses (CASMB) instituted a "Startup Award" along with The Biotech Research Society, India (BRSI).



CASMB members participated and showcased their innovations and capabilities through the CASMB pavilion, at Indusfood Manufacturing (6th-8th January) representing our community with great enthusiasm and professionalism.

Dr. Prabodh Halde

Chairman
Chamber for Advancement of
Small and Medium Businesses,
CASMB



Happy New Year 2026

वसुधैव कुटुम्बकम् – The world has become one family.

As we step into 2026, I extend my heartfelt wishes to each of you. May this year bring prosperity, growth, and good health. The theme of this message, “Local to Global,” reflects the journey India is undertaking—transforming local strengths into global opportunities and global strategies into local impact.

India's Export Achievements – Local Strength, Global Reach

India today stands as a global leader in food and agricultural exports. The numbers from 2025 and early 2026 are testimony to our collective progress:

- Rice exports touched \$12.47 billion, with volumes projected at 30 million metric tons.
- Marine products reached \$7.41 billion, making India the fourth-largest exporter globally.
- Spices achieved an all-time high of \$4.72 billion, supplying over 200 destinations.
- Buffalo meat contributed \$3.7 billion.
- Coffee grew to \$1.81 billion, a sharp rise from the previous year.
- Processed fruits and vegetables crossed \$1.5 billion annually.

- Oil meals added \$1.22 billion.
- Fresh fruits and vegetables saw demand rise by 25%, led by mangoes, grapes, and onions.
- Tea exports crossed \$605 million in April–October 2025.
- Pulses grew by 20% year-on-year in 2024–25.

These achievements are not just statistics—they represent the hard work of our farmers, entrepreneurs, and exporters, supported by government vision and industry collaboration.

Government Schemes – Building the Foundation for Viksit Bharat

India's export success is powered by forward-looking government initiatives that create an enabling ecosystem:

- Production Linked Incentive Scheme (PLISFPI): Encourages large-scale food manufacturing and global promotion of Indian brands, reimbursing up to 50% of overseas marketing costs.
- APEDA Financial Assistance Scheme (FAS): Supports exporters with infrastructure like packhouses and cold storage, plus subsidies for certifications and trade fairs.
- RoDTEP: Neutralizes hidden taxes, providing rebates directly to exporters' digital ledgers, ensuring competitiveness.
- Export Promotion Mission (EPM): A mission-mode framework (2025–2031) offering trade finance, branding support, and logistics reimbursement under a single digital platform.
- Pradhan Mantri Kisan SAMPADA Yojana (PMKSY): Builds Mega Food Parks and integrated cold chains, reducing post-harvest losses and linking farmers to

CHAIRMAN'S MESSAGE

global markets.

- PM Formalisation of Micro Food Processing Enterprises (PMFME): Provides subsidies to micro-units under the One District One Product (ODOP) model, creating specialized export clusters.
- Operation Greens: Stabilizes prices of perishable crops with 50% subsidies on transport and storage during surplus periods.
- Together, these schemes form a holistic framework that empowers farmers, SMEs, and large industries to participate in India's export journey.

Global to Local – The Indian Way

India stands at a unique crossroads. On one hand, we are rapidly integrating with global markets; on the other, we have a vibrant domestic economy powered by innovation and entrepreneurship. The challenge—and the opportunity—lies in harmonizing these forces.

Global brands see India not just as a market but as a hub for manufacturing, innovation, and talent. For Indian businesses, especially SMEs, this is a golden era. By aligning with global standards and leveraging local strengths, SMEs can become powerful contributors to India's export story.

The world today seeks quality, sustainability, and innovation—areas where Indian enterprises can excel. From food and agriculture to technology and consumer goods, India's potential is immense.

Challenges and Opportunities

While opportunities are abundant, success requires adaptability. Exporters must:

- Invest in quality and certifications.
- Embrace digital transformation.
- Build resilient supply chains.

- Understand consumer preferences across geographies.

At the same time, India must continue strengthening logistics, cold storage, and port infrastructure. Policy support and industry collaboration will remain critical to sustaining momentum.

Vision – Viksit Bharat 2047

India's journey from global strategies to local impact is shaping the future of trade. With strong government schemes, entrepreneurial spirit, and farmer participation, India is ready to shine as a trusted partner in global commerce.

As we move towards Viksit Bharat 2047, our mission is clear:

- Empower local producers.
- Connect them to global markets.
- Build India's reputation as a reliable, innovative, and sustainable trade partner.

Closing Message

As Chairman, I am proud of the progress we have made together. But I am even more excited about the opportunities ahead. Let us work hand in hand—government, industry, and citizens—to ensure that India's local strength becomes global opportunity. CASMB team is always supporting the sector and that's why we are taking delegates to Dubai for worlds largest show of Food this month end.

On this New Year 2026, I wish you all success, prosperity, and happiness. Together, let us make India shine brighter on the world stage and fulfil the dream of Viksit Bharat.

With gratitude and best wishes,

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 gives me immense pleasure to present this special international issue of **Purnabrahma Magazine**, themed “**International Opportunities – Local to Global.**” As India advances confidently on the path of economic growth, innovation, and global integration, we stand at a defining moment where local enterprises are no longer limited by geography. Today, Indian businesses are empowered to compete, collaborate, and succeed across international markets with confidence and capability.

The true strength of our nation lies in its entrepreneurs, MSMEs, start-ups, and innovators—who are transforming traditional knowledge, indigenous skills, and local resources into globally competitive products and services. Supported by progressive government policies, improved ease of doing business, export promotion initiatives, and strengthening international partnerships, Indian enterprises now have unprecedented access to global platforms, value chains, and opportunities.

This edition of *Purnabrahma Magazine* has been thoughtfully curated to highlight global trends, policy frameworks, market insights, and real success stories that can guide businesses aspiring to expand beyond domestic boundaries. Our objective is to inspire confidence, encourage global thinking, and provide strategic direction to enterprises at every stage of their international journey—whether they are exploring exports, forming cross-border collaborations, or building global brands.

As Indian businesses scale globally, it is equally important that they retain their local essence—upholding values of quality, compliance, sustainability, and ethical growth. Through this issue, we seek to reinforce the message that global excellence is best achieved when rooted in strong local foundations.

I extend my sincere appreciation to our contributors, partners, and readers who continue to support *Purnabrahma Magazine* as a platform for thought leadership and knowledge exchange. I wish all stakeholders great success as they embark on this journey from **local strength to global excellence.**

Warm regards,

Nilesh Lele

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



PURNABRAHMA

**Nidhi Godbole
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**Editor Purnabrahma
Senior Food Consultant
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As we step into **2026**, we extend our warmest New Year wishes to our readers. A new year brings renewed aspirations, fresh opportunities, and the confidence to think beyond boundaries. In this spirit, Purnabrahma Magazine proudly presents this special international issue themed **“International Opportunities – Local to Global.”**

In an era where borders are increasingly becoming gateways rather than barriers, the journey from local to global has never been more relevant. This edition explores how Indian enterprises can identify, access, and sustain opportunities in global markets, while remaining rooted in their local strengths.

From international trade policies and export readiness to global branding, regulatory compliance, and cross-border collaborations, this issue brings together expert insights, real-world experiences, and emerging trends shaping the future of international business. Our focus is not only on opportunity, but on preparedness—ensuring that global growth is sustainable, compliant, and impactful.

As we step into 2026, we encourage our readers to view this issue as a strategic guide, a wellspring of inspiration, and a driving force for global opportunities.

Nidhi Godbole Deshpande

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PURNABRAHMA

Dr. Umesh Kamble

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The theme “**International Opportunities – Local to Global**” reflects the evolving aspirations of Indian businesses in an increasingly interconnected world. Today, global expansion is no longer the exclusive domain of large corporations. MSMEs, start-ups, women-led enterprises, and grassroots entrepreneurs are equally well positioned to explore international trade, exports, strategic collaborations, and global investments.

Across sectors, we are witnessing encouraging examples—local food processors accessing overseas markets through export facilitation platforms, handicraft and textile clusters reaching international buyers via e-commerce and trade fairs, start-ups forming cross-border technology partnerships, and service-based enterprises catering to global clients from within India. These developments highlight

that with the right knowledge, compliance, and market readiness, global participation is achievable at every scale.

This issue of **Purnabrahma Magazine** has been carefully curated to serve as a practical guide for such enterprises. It highlights international policies, export and trade opportunities, regulatory frameworks, quality and compliance requirements, and real-world success stories that offer valuable learning. Our objective is to bridge critical knowledge gaps and create awareness about the tools, institutions, and platforms—such as export promotion councils, government schemes, international exhibitions, and digital marketplaces—that support global engagement.

I hope this edition inspires Indian businesses to think globally, act confidently, and grow from strong local roots.

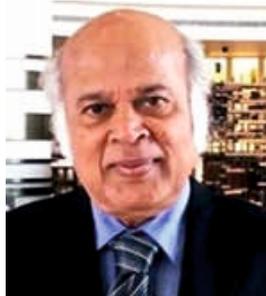
Warm regards,

Dr. Umesh Kamble

Secretary
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Key factors for Local to Global

A term local to global business is not merely geographic expansion; it involves changes in strategy, organizational structure, marketing, operations and corporate culture. Understanding this change is crucial for startups and practitioners of business management in the modern economy.

World advances toward carbon neutrality and sustainable development, the role of advanced materials will become even more critical. Continued innovation, interdisciplinary research and global collaboration will shape the next generation of clean energy and environmental applications, securing a greener and more resilient future for humanity.

World is getting interconnected very fast. Businesses are no longer confined to local or national boundaries. The concept of “Local to Global Business” describes the strategic transition of enterprises from operating within limited geographic markets to competing and functioning at an international or global level. It has many drivers, stages, strategies,

challenges and success factors associated with local-to-global business expansion. It is interesting to know that how globalization, technology and strategic management enable firms to achieve sustainable global growth. It is necessary to have systematic expansion of an organization's operations, markets, and value chain activities beyond domestic boundaries to serve international and global markets. This transformation requires organization to balance global efficiency with local responsiveness, which can be called as the glocalization approach.

Market Expansion and Growth, Competitive Pressure, Cost Advantages, Technological Advancements, Government Policies and Trade Liberalization, these are the factors to be taken care of while doing business Globally. Further, free trade agreements, export incentives and foreign investment policies encourage firms to explore global markets.

There can be few stages like, Local Stage, National Stage, International Stage, Multinational Stage and Global Stage, so as to do business globally. Also, Challenges in Local to Global Transition, are like, Cultural Differences, Legal and Regulatory Issues, Financial Risks, Operational Complexity, Ethical and Sustainability Concerns etc.

In short, Success Factors for Global Business, Clear vision and leadership, Strong brand identity and value proposition, Continuous innovation and learning, Deep understanding of local markets and Adoption of sustainable and ethical practices.

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Green Chemistry- Local Solutions for Global Problems

Asha S Byahatti

Sustainable Nutritionist
& Food Safety Officer-
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“How small ideas from everyday life are quietly changing the world!”

When we hear words like climate change, global health crisis, or food insecurity, the problems feel huge. Almost overwhelming. The natural reaction is to think:

“This needs big governments, big money, and big technology.” But what if the truth is a little different?

What if some of the most powerful global solutions are hiding in local kitchens, communities, schools, and neighborhoods—already working quietly, without fancy names?

Why “Local” Matters More Than Ever

Global problems vary in their local impact.



A single, universal solution rarely works.

That's why the world is now paying attention to local

wisdom, community practices and context-based solutions.

Local solutions are:

- Affordable
- Practical
- Culturally accepted
- Easy to scale when done right

And most importantly—they actually stick.

Food & Nutrition: A Local Answer to a Global Crisis

Forms of Malnutrition



Ironically, all can exist in the same country.

The Local Fix

Traditional diets built around:

- Millets
- Pulses
- Seasonal vegetables
- Fermented foods

These aren't “trendy super foods”—they are time-tested nutrition systems.

Today, millets grown in Indian villages are being promoted globally as:

- Climate-resilient crops
- High-fiber, low-glycemic foods

- Sustainable alternatives to refined grains

What was once “poor man's food” is now a global nutrition solution?

Water: Small Community Ideas, Big Global Impact

Water shortage is a worldwide problem- but many communities never waited for global conferences to act.

Local Practices That Work

Local Practices That Work

| Characteristic | Description |
|---|---|
|  Rainwater Harvesting | Collecting rainwater for later use |
|  Step Wells and Tanks | Structures for water storage and access |
|  Reusing Household Water | Using greywater for gardening purposes |
|  Natural Filtration | Purifying water using natural materials |
|  Use Local Materials | Relies on resources available nearby |
|  Minimal Energy | Requires very little power to operate |
|  Easy to Maintain | Simple upkeep and repair processes |

Waste: When “Nothing Goes to Waste” Becomes a Solution

Modern life creates enormous waste. Traditional communities created almost none.

The Local Habit

- Kitchen waste fed animals or composted
- Leaves used as plates or bio gas fuel
- Cloth reused and repaired
- Oil tins repurposed

This wasn't environmental activism—it was common sense.

Now, the global world is trying to relearn:

- Composting
- Circular economy
- Zero-waste living

What's new to the world is something local communities practiced for generations.

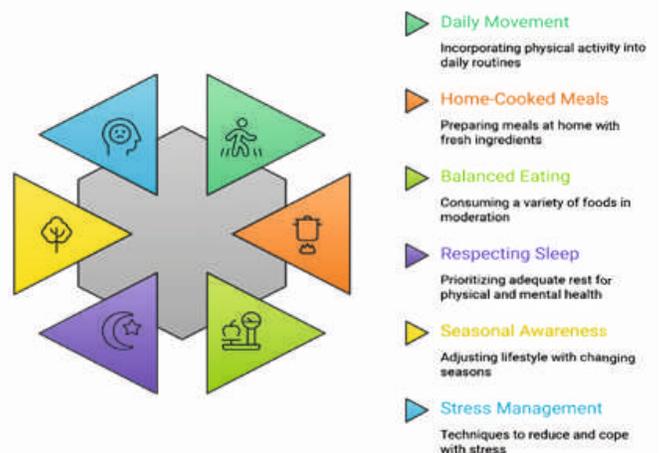
Health: Prevention Starts at Home

Global healthcare systems are under pressure. Hospitals are full. Costs are rising.

The realization is simple:

You can't treat your way out of lifestyle diseases.

Local Health Wisdom for Disease Prevention



This is why the world is shifting focus from treatment to prevention- something communities always understood.

Energy: Simple Choices, Collective Power

Global energy problems feel highly technical, but some solutions start at home.

Local Actions That Matter

- Using daylight instead of artificial lighting
- Cooking efficiently
- Switching to renewable sources where possible

- Sharing resources

When millions of households make small energy-smart choices, the global impact is massive.

Education & Skill Sharing: Learning Beyond Classrooms

Knowledge doesn't only live in universities. Local knowledge includes:

- Farming techniques
- Food preservation
- Craft skills

Community problem-solving Today, this knowledge:

- Inspires sustainable startups
- Creates livelihood opportunities
- Becomes content for global learning platforms

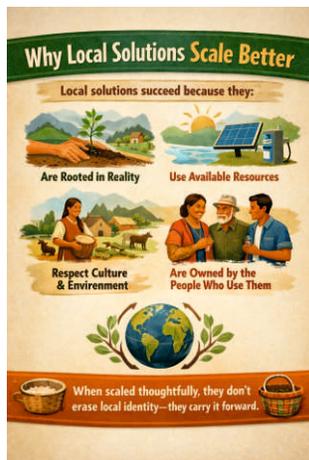
What was once informal learning is now globally valuable expertise.

Why Local Solutions Scale Better

Local solutions succeed because they:

- Are rooted in reality
- Use available resources
- Respect culture and environment
- Are owned by the people who use them

When scaled thoughtfully, they don't erase local identity—they carry it forward.



The Role of Young People

You don't need to invent something new to change the world. You can:

- Improve an existing local practice
- Adapt it for modern needs
- Share it through digital platforms
- Collaborate across borders

That's how local ideas go global today—through storytelling, innovation, and technology.

Local Doesn't Mean Small

One village practice can:

- Influence national policy
- Inspire global programs
- Shape international sustainability goals

The world doesn't need more complicated solutions. It needs practical, proven, human-scale ideas.

Final Thought

Global problems may look big, but solutions don't always have to be. Sometimes, the answer is:

- In your kitchen
- In your community
- In practices passed down quietly

The future isn't built only in boardrooms and laboratories. It's built where people live, eat, work, and care.

Because when local solutions work well, the world naturally follows. □

International Opportunities - Local To Global

R. K. Mishra, IRS,

Additional DGFT, Mumbai



India stands at a pivotal juncture in its economic journey, where domestic capabilities are progressively aligning with global opportunities. As the world undergoes a major shift driven by geopolitics and supply chain diversification, India is emerging as a reliable and competitive partner in global trade. India's sustained and concerted efforts underscore that the 'Local to Global' trajectory is no longer merely aspirational but entirely attainable. Such progress is underpinned by the coordinated engagement of diverse stakeholders, Government schemes, sound policy frameworks, institutional facilitation, and proactive trade diplomacy.

The Indian foreign trade landscape has undergone significant changes. While traditional strengths such as agriculture and textiles remain important, exports of pharmaceuticals, engineering goods, gems and jewellery, chemicals, and services have gained traction. India's trade and economic diplomacy reflected in the recently signed Foreign Trade Agreements with major global partners such as Australia, Oman, the United Kingdom, and New Zealand, underscores a push for trade diversification with key emerging and developed economies. These FTAs have enhanced preferential market access for Indian exporters, reduced tariff barriers, and improved integration into global value chains. Together, these agreements expand the ambit of exports while also bolstering domestic firms to meet international competitive standards.

At the heart of this progressive environment is the

Directorate General of Foreign Trade (DGFT), under the aegis of the Ministry of Commerce and Industry, which plays a crucial role in translating policy intent into actionable facilitation. DGFT has taken numerous steps to promote ease of doing business and reduce transaction costs for exporters. Digitization of services, online issuance of Importer Exporter Code, paperless authorizations, and faceless and time-bound approvals has markedly improved transparency and procedural certainty. These reforms reflect a shift from control-based trade to trust-based trade.

DGFT schemes such as the Remission of Duties and Taxes on Exported Products Scheme ensure that domestic taxes do not get embedded in export prices. Advanced Authorization and Export Promotion Capital Goods schemes support exporters by lowering input and capital goods costs. The Districts as Export Hubs initiative seeks to identify local entities with exportable products, thereby linking grassroots entrepreneurship with global markets. Through coordination with export promotion councils, industry bodies, and State Governments, DGFT aims to promote a decentralized and inclusive export growth support model.

Micro, Small, and Medium Enterprises (MSMEs) form the backbone of India's export ecosystem and are central to the Local to Global vision. The MSME sector accounts for 30.1% of India's GDP and 45.73% of exports, contributing significantly to employment generation and industrial output, but often faces constraints related to information gaps, compliance complexity, access to finance, and market linkages. DGFT has been actively working to integrate MSMEs and first-time exporters into the formal export ecosystem through simplified procedures and awareness initiatives under the Niryat Bandhu Scheme. A recent facilitation measure is the Trade Connect ePlatform, which strengthens DGFT's digital outreach and coordination role. The portal enhances the ease of doing business for small and

medium enterprises (SMEs) by providing them with information and guidance, fostering a more seamless and transparent export ecosystem. DGFT will also be acting as an implementing agency for the Export Promotion Mission, which is a flagship initiative to strengthen India's export competitiveness, especially for MSMEs, first-time exporters, and labor-intensive sectors.

In conclusion, India's journey from local to global is being driven by a coordinated and institutionalized approach. The Ministry of Commerce and Industry provides strategic direction, DGFT acts as the key facilitator and implementer, and the various schemes and initiatives bridge information and execution gaps. Together, these efforts are transforming India's export ecosystem into one that is efficient, transparent, and globally competitive.

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Local to Global – The Indian Perspective

Chef Sumit Ghadiyali

Brand Consultant and
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India's journey from local strength to global influence is one of the most striking stories of the modern world. With its vast population, deep cultural roots, and growing economic power, India has steadily transformed local talent, ideas, and industries into international opportunities. From traditional crafts to cutting-edge technology, India demonstrates how local foundations can support global success.



At the local level, India is defined by diversity. Every state, language, and community contributes unique skills and knowledge. Farmers understand regional climates and crops. Artisans preserve centuries-old techniques in textiles, metalwork,

and pottery. Small traders and shop owners form the backbone of local economies. These grassroots activities may seem limited in scale, but they carry enormous potential. When supported by infrastructure, technology, and policy, local capabilities can be elevated to meet global demand.

One of the strongest drivers of India's global integration has been education and human capital. India produces

millions of graduates every year in fields such as engineering, medicine, management, and science. Institutions like the IITs, IIMs, and central universities have gained international recognition. Beyond elite institutions, online learning platforms and skill development programs are helping young people from smaller towns gain access to global-standard education. This has enabled Indian professionals to compete and collaborate internationally with confidence.

The information technology and services sector is a clear example of local to global growth.



What began

as modest software support and outsourcing in a few Indian cities has grown into a global industry. Indian IT companies now serve clients across the world, managing complex systems, cyber security, artificial intelligence, and digital transformation. Indian professional work in multinational teams while remaining based in India, demonstrating how international opportunities no longer require physical relocation. Remote work has further expanded this reach, allowing talent from Tier 2 and Tier 3 cities to access global careers.

Entrepreneurship has also played a major role in India's international rise. Startups in sectors such as fintech, health tech, edtech, and e-commerce have attracted global investment and users. Government initiatives like "Startup India," "Make in India," and "Digital India" aim to strengthen local innovation while connecting it to international markets. Indian startups are no longer just solving domestic problems. Many are designing solutions that can be scaled globally, particularly for emerging economies with similar challenges.



Traditional industries have found new life in global markets as well. Indian handlooms, handicrafts, spices, tea, coffee, and ayurvedic products are in demand worldwide. E-commerce

platforms and export-focused programs have helped artisans and small producers reach international customers directly. This shift not only increases income but also preserves cultural heritage. When local products gain global recognition, they create pride and sustainability for traditional communities.

India's role in global trade has expanded significantly. The country exports pharmaceuticals, automobiles, textiles, engineering goods, and agricultural products to numerous nations. Indian pharmaceutical companies, in particular, are known for producing affordable generic medicines used around the world. This has positioned India as a key player in global healthcare supply chains. At the same time, trade agreements and diplomatic partnerships have opened new doors for Indian businesses.

The Indian diaspora has been another powerful bridge between local and global. Millions of Indians live and work



abroad, contributing to economies in North America, Europe, the Middle East, Africa, and Southeast Asia. They maintain strong ties with India through investment, knowledge transfer, and cultural exchange. Many global companies with Indian-origin leaders actively invest in

Indian operations, creating two-way opportunities. The diaspora has helped shape India's global image as a source of talent and innovation.

However, the transition from local to global is not without challenges. Infrastructure gaps, unequal access to quality education, language barriers, and regulatory complexity can limit participation in international opportunities. Rural areas and marginalized communities often struggle to benefit fully from globalization. Addressing these gaps is essential for inclusive growth. Expanding digital connectivity, improving logistics, and strengthening vocational training can help ensure that international opportunities reach beyond major cities.

Cultural adaptability is another important factor. While Indian professionals are highly skilled, success in global environments often requires understanding different work cultures, communication styles, and expectations. Exposure to international collaboration,



cross-cultural training, and global work practices helps bridge this gap. India's long history of cultural exchange gives it a natural advantage, but continuous learning remains essential.

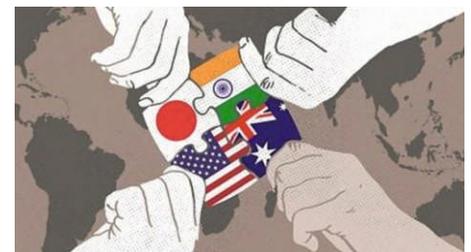
Sustainability and responsibility are becoming central to India's global engagement. International partners increasingly value ethical sourcing, environmental



responsibility, and social impact. Indian businesses that adopt sustainable practices are better positioned for long-term global success. This includes responsible manufacturing, fair labor practices, and environmentally conscious production. Aligning growth with sustainability strengthens India's credibility on the global stage.

The future of international opportunities in India lies in deeper integration between local strengths and global needs. Emerging areas such as renewable energy, digital public infrastructure, space technology, and biotechnology offer vast potential. India's experience in delivering large-scale, cost-effective solutions can be valuable to many countries facing similar challenges. By focusing on innovation, inclusion, and collaboration, India can continue to move from local capability to global leadership.

In conclusion, India's path from local to global is shaped by its people, policies, and persistence. International



opportunities are no longer distant or exclusive. They are built daily through local effort, skill development, and global engagement. As India continues to connect its villages, towns, and cities to the world, it proves that global success does not require abandoning local identity. Instead, it grows strongest when rooted firmly at home and shared confidently with the world. □

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Dr Umesh Kamble and Dr Prabodh Halde has been appointed as professor of practice by VNMKV Parbhani University for 2026-2027



Padmvibhushan Dr Raghunath Mashelkar was felicitated on his 83 rd Birthday on 1st January 2026, in Pune by Dr Kondekar.

From Indian local farm to Global Fork: Indian Dehydrated food exports on the rise

Ms. Nikita Kansara

Msc (Micro)



Busy lifestyles, growing health awareness, and changing consumer preferences regarding flavour, taste, price, availability and attractive packing have significantly increased the demand for convenient food products. The rising needs for the instant breakfast items, cereals, snacks and ready-to-eat meals has strengthened the global market for dehydrated foods.

India, being an agro - based country, has well positioned to meet these international market demands. With its vast agriculture resources and diverse crop production, India plays crucial role in supplying dehydrated foods products to the global market. The dehydrated food products offer a diverse range:-



1. Vegetables (Onion, beetroot, tomatoes, garlic),
2. Fruits (Amla, orange, lemon, papaya)
3. Herbs and Spices (Ginger, chilli powder, mint)
4. Instant meals (Curries, Biryanis, Combo meals)
5. Powders (Milkshake powder, chutney powder, spice powders)
6. Papad, waffers, chips, amla and mango candies.

These products are available in multiple forms such as flakes, powders, granules, cubes and are processed using various modern drying process. Ready-to-eat and Ready-to-cook products are also gaining more popularity across the world for quick, easy meal solutions for working individuals, students and busy families as it saves time.



As global consumers, increasingly seek nutritious, convenient, and long - shelf - life food options, Indian dehydrated food products are emerging as a reliable competitive choice in the international market. It includes North America (USA and Canada), Europe (Germany, the UK and the Netherlands), the Middle East (UAE and Saudi Arabia), Asia (Vietnam, Malaysia and Japan) and Africa. Countries such as Russia, the USA and Turkey are among the major importers of dehydrated vegetables.

India's dried vegetables exports reached \$217M in 2003, ranking 287 globally with a 6.2% share of the global exports, making India the second -largest exporter for this category in 2023 (as reported by OEC). It was valued US\$89.2 Billion in 2025 and is expected to reach US\$132.3 Billion by 2032.



India's dry fruit market has approximately reached US\$9.3 billion in 2024 to US\$12.7 billion by 2009, exhibiting a CAGR (Compound Annual Growth Rate) of 6.55%. Likewise, the demand for other dehydrated products is growing at a comparable pace.

The Major Brands and Exporters involved in uplifting local dehydrated products of India to international market are -

- MTR Foods
- Haldiram's (Minute Khana)

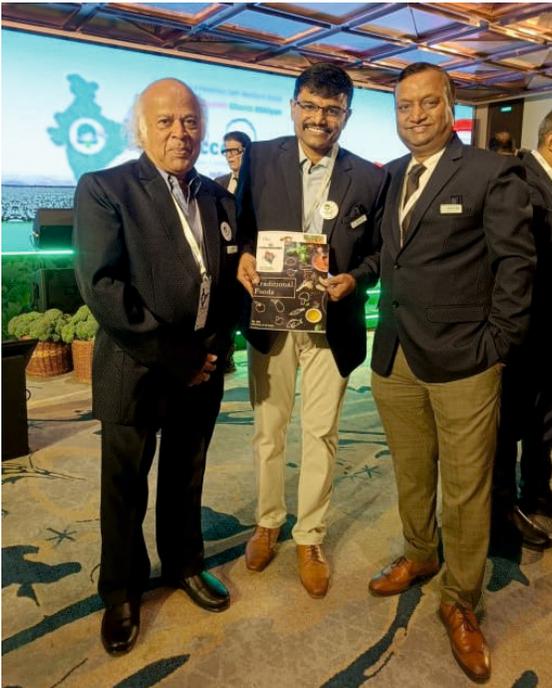


- ITC (Kitchens of India)
- Glee Impex Put Ltd.
- Patekar Agro Food Products
- M e v i v e International



- Oceanic Foods limited, and many more...

Numerous small scale food industries are steadily emerging, introducing a variety of dehydrated and ready-to-eat or ready-to-cook products. In order to keep up with this growing trend, they are making efforts to take their products to the global market. □



Dr. Prakash Kondekar and Dr. Umesh Kamble represented CASMB at the Broccoli Consumption Conference 2026, held on 15th January 2026 at Hotel JW Marriott, Juhu, Mumbai. CASMB had a major participation at the conference, in collaboration with SAKATA, Japan.

In Mantralay, Executive Committee of IIPA, 27th Nov 2025. Event, BG Deshmukh, memorial lecture, by Mrs Ashwini Bhide IAS Addl Chief Secy GOM.





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CASMB Pavilion at Indusfood mfg, Delhi



Purnabrahma Magazine last issue released in Mantralay.

From Local Roots to Global Reach: Agribusiness Management in the Rural Economy

Prof. Rupa Rawal

Faculty-MITCOM. MIT ADT University, (PUNE)

**Mr. Abhishek Kadadi,
Mr. Kapil Patil**

Students MBA-AFBM (MITCOM)



Reaching foreign markets is a major obstacle for emerging nations. While some businesses have successfully entered global markets, it remains unclear what truly enables a small enterprise to survive and grow in a highly competitive global economy. When compared with the world's top performers, the question remains: how can small businesses build market share and sustain their position?

These challenges are especially relevant to rural economies, which have always been closely connected to agriculture. Today, however, this relationship is being reshaped by changing markets, rising competition, and growing expectations around sustainability. Farmers and small agribusinesses are no longer influenced only by local conditions; national and global market forces increasingly shape their production and marketing decisions. While globalization opens new opportunities, it also creates serious challenges particularly for small and medium enterprises that must meet international quality, safety, and sustainability standards while remaining economically viable. In this context, agribusiness management plays a critical role in helping rural economies transition from local production systems to broader market participation.

Recent studies point to the emergence of the New Natural Resource Economy (NNRE) as a useful

framework for understanding this transition. The NNRE emphasizes the use of natural resources, including agriculture, in ways that support healthy environments and resilient local economies. A key insight from the literature is its focus on very small businesses, which dominate rural regions. Although these enterprises operate on a limited scale, they collectively contribute significantly to employment, income generation, and local economic activity.

An important development supporting this approach is the growth of Regional Food Networks (RFNs). These networks connect producers and consumers within local or regional markets, reducing reliance on long and complex supply chains. Evidence from rural regions shows that producers participating in RFNs are typically small, diversified enterprises engaged in multifunctional agriculture. Many combine production with direct marketing, processing, or local distribution, allowing them to retain greater value within their communities while strengthening local market linkages.

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<https://rootsfoundation.in/>



<https://farmonaut.com/asia/xinjiang-agriculture-ethics-5-gis-insights-impacting-global-supply>

The research further highlights that success in wider and international markets depends not only on production capacity but also on management capability. Research on agro-industrial enterprises indicates that firms with skilled and internationally exposed management teams perform better in export markets. Factors such as education, global exposure, and food-safety or quality certifications often have a stronger influence on export performance than firm size or the age of equipment. This finding underscores that effective agribusiness management rather than scale alone is essential for competing in global value chains.

On the demand side, consumers are showing increasing interest in supporting local agriculture and small businesses. While environmental concerns may not always be the primary motivation, factors such as trust, quality, freshness, and community support strongly influence purchasing decisions. This interaction between motivated producers and supportive consumers creates a positive cycle, strengthening rural economies while encouraging more sustainable practices.

In conclusion, agribusiness management acts as a bridge between local agricultural roots and global market reach. By strengthening small enterprises, encouraging regional networks, and building managerial capabilities, rural economies can respond to changing market conditions without losing their local identity. Supported by appropriate policies and

institutional frameworks, agribusiness becomes not only a means of production but a pathway to resilient, inclusive, and sustainable rural development.

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Rodríguez, C., Gómez, M. I., & Pérez, R. (2016). Management capabilities and export performance of agro-industrial SMEs in developing countries. *International Food and Agribusiness Management Review*, 19(3), 1–20. □



DECLARATION



- The contents of this issue is referred and compiled from various sources and Purnabrahma doesn't claim it's authenticity.
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Theme For Next Issue

**"DIGITAL TECHNOLOGIES IN
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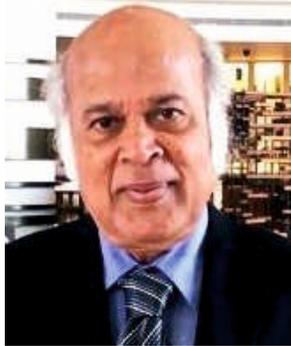
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Ease of doing a Global Marketing

**Prof (Dr.) Prakash
Kondekar (80)**

BSc (Hons) LLB MD (Homeo)
ND Ayurveda-Ratana,
Bowtech (UK).Alumni, IIM
Mumbai.

Hon Director, Indian Institute
of Naturopathy. Member of
American Diabetic
Association



Fellow of Royal Society of
Health (London)

It is interesting to note that the Global marketing is not merely about selling products abroad; it involves a comprehensive approach to understanding international markets, adapting or standardizing marketing strategies, managing cultural diversity, complying with international regulations and building strong global brands. Global marketing has emerged as a critical strategic function that enables firms to identify, anticipate and satisfy customer needs across different countries and cultures. **Global marketing** refers to the planning, development, pricing, promotion and distribution of goods and services on a worldwide basis. It emphasizes the integration and coordination of marketing activities across different countries while taking care of local market conditions. It also addresses the regulatory aspect of importing nation. Global marketing refers to the planning, development, pricing, promotion, and distribution of goods and services on a worldwide basis. It emphasizes the integration and coordination of marketing activities across different countries while responding to local market conditions. Globalization has transformed the way businesses operate, compelling organizations to move beyond domestic boundaries and engage

with international markets.

One can define the Global Marketing as, the process of designing and implementing marketing strategies that operate across multiple national markets, aiming to achieve organizational objectives through efficient use of global resources. **Global marketing plays a vital role in modern business due to the following reasons:**

- 1. Market Expansion: Enables firms to reach new customers and geographic regions.**
- 2. Economies of Scale: Reduces production and marketing costs through large-scale operations.**
- 3. Risk Diversification: Reduces dependence on a single domestic market.**
- 4. Brand Building: Helps in creating strong global brands with consistent identities.**
- 5. Innovation and Learning: Exposure to diverse markets fosters innovation and best practices.**

Future Trends in Global Marketing

- 1. Artificial intelligence and big data analytics**
- 2. Sustainable and green marketing.**
- 3. Localization with global branding.**
- 4. Influencer and content-driven marketing.**
- 5. Cross-border e-commerce growth**

In short Global marketing is a strategic necessity in today's interconnected world. Organizations that successfully balance global efficiency with local responsiveness gain competitive advantage, build strong global brands, and achieve long-term growth. ▣

Empowering Indian MSMEs for Global Markets: A Conversation with Ms. K. D. Sushma

Interviewee: Ms. K. D. Sushma

**Chairman – IGTD EXIM Chamber of Commerce, India
Founder & Director – GF (Global Fortune) Mission India
Pvt. Ltd. Founder & Director – Kaushal Food Products**



Ms. Nidhi: Your journey spans food manufacturing, export facilitation, and trade leadership. What inspired you to take Indian products from local markets to global platforms?

Ms. K D Sushma – My passion for nature naturally led me to the **agro and food sector**. During my professional journey in **international marketing**, I gained strong exposure to global markets and understood the vast opportunities available for Indian products. I began my export journey with agro products and completed my first **air shipment of drumsticks to the UAE**, which gave me valuable on-ground experience. Over time, I expanded into products like **onion and banana**, and today I have transitioned into **processed foods and spices**, aligning with global demand and value-added exports. While working in Agro & food export, I realized that with the right guidance, compliance, and market strategy, these products can compete globally. That motivated me to not only take Indian products to international platforms but also to **support MSMEs and first-time exporters** in confidently entering global markets.

Ms. Nidhi: For a first-time exporter, what are the basic steps to start an export business in India?

Ms. K D Sushma – A first-time exporter in India should start by selecting the right product and target market, obtain an IEC (Import Export Code), complete basic registrations (GST, bank, compliance), understand export pricing and documentation, find reliable buyers, and begin with a small, low-risk shipment to gain experience.

Ms. Nidhi: Which sectors—especially in food and FMCG—currently offer strong international opportunities for Indian MSMEs?

Ms. K D Sushma - Indian MSMEs have strong international opportunities in **spices, rice (especially basmati), processed foods (ready-to-eat/ready-to-cook), snacks & packaged foods, organic and health foods, tea & coffee, and herbal/natural FMCG products**. These sectors have consistent global demand, especially in Asia, the Gulf, Europe, and Africa.

Ms. Nidhi: How should entrepreneurs decide which country or market to target initially?

Ms. K D Sushma - It would be advisable to first target nearby regions like Asia and the Gulf, where ease of travel helps in market understanding, importer meetings, and faster trade execution.

Ms. Nidhi: What are the most effective ways for Indian exporters to find genuine international buyers today?

Ms. K D Sushma - Study the market carefully, focus on one target country, conduct thorough research, explore the market on ground, and meet local businesses. This approach will help you understand the market better, build relationships, and confidently initiate trade.

Ms. Nidhi: How important are trade fairs, B2B meets, and export promotion councils in buyer discovery?

Ms. K D Sushma - Active participation in trade fairs, B2B meetings, and engagement with Export Promotion Councils is crucial. These platforms allow direct interaction with potential importers, better

INTERVIEW

understanding of buyer requirements, and higher chances of conversion through strong communication and business skills.

Ms. Nidhi: How should exporters price their products for international markets while remaining competitive and profitable?

Ms. K D Sushma - To price right for international markets, exporters must first know their **actual cost** from production and packaging to logistics, bank charges, and currency fluctuations. Then check the **market price in the target country** and keep margins realistic. The goal is simple: stay competitive, cover all costs, and still make profit—while being flexible in the beginning to build long-term business.

Ms. Nidhi: What are the safest payment methods in export business, especially for new exporters and how can exporters protect themselves from delayed payments or payment defaults?

Ms. K D Sushma - While advance payment and confirmed LC are the safest payment methods, new exporters may need to be flexible during the initial stage. Taking calculated risks can help in entering the market and building long-term business.

Ms. Nidhi: What are the major risks involved in export business—commercial, financial, and operational?

Ms. K D Sushma - While business comes with multiple risks, each risk has a solution. With the right knowledge and timely action, these risks can be managed effectively.

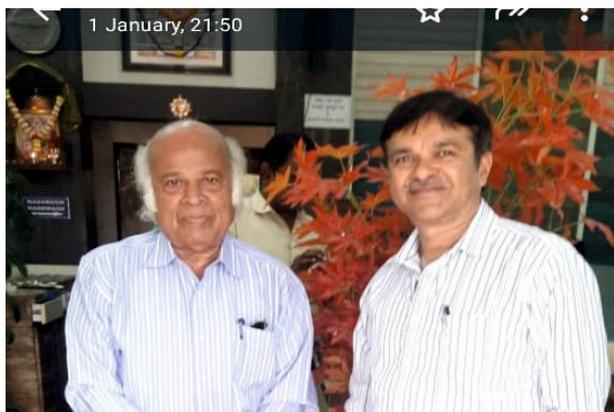
Ms. Nidhi: Your one key message to Indian entrepreneurs aspiring to go from local to global?

Ms. K D Sushma - Even though our exports are lower than imports, the world offers massive opportunities for our products. With the right quality, smart packaging, and a clear strategy, anyone can go global. □



Dr Prabodh Halde (CASMB Chairman) was part of Chintan shibir 19-20 January at Udaypur arranged by Ministry of food processing to discuss the future plan of food processing policies for india . Entire leadership team of ministry including Hon Minsiter was present with selected people from industry

An Industrial Electronics Engineer gives Health Solution



Dr Prakash Kondekar with Shri Anil Sutar & his products

On 1st January 2026, a new year's day, I had an occasion to meet, Mr. Anil Sutar, in Pune, who has recently entered into, food processing industry. He worked in the ' Industrial Electronics Engineering' department for 39 years, thought of helping the society with the help of Nutritious food. Such work has to be applauded.....Dr. Prakash Kondekar, Mumbai.

Q. Dr PK... Can you tell us about your journey?

Ans. Shri AS... I did my Schooling from Mahatma Gandhi Vidyalay, Ambernath near Kalyan in Thane District. Followed by higher education, in ' Industrial Electronics Engineering' followed by PGDBA in Marketing from Welinkar Institute Mumbai.

Q. Dr. PK... Why you thought of taking the task of Millet Processing?

Ans.. Shri AS.... After working for 39 years and at very senior position over 20 years in the Industries somehow things became very Monotonous in addition to dirty competition and unethical practices. Hence I thought of taking VRS.

By taking VRS I have a plan to work for a Nobel cause on working in the Millets based Food segment and also in the Health, Education & Training segment.

Q. Dr. PK... How much was your initial investment?

Ans. Shri AS.. My initial investment in My Millets Cafe Startup was about Rs. 15 Lacs.

Due to lack of awareness the products movement was not as expected initially but with methodical Marketing activities over social media the things started picking up. The annual turnover is now expected to cross over 12 Lacs.

The Projected Turnover for FY 2026-27 can be over 20L i.e. expected growth is going to be doubled with few strategies in place.

Q. Dr. PK.. How much staff you have at present to manage the business ?

Ans. Shri AS.. With my partial involvement and my wife's who is also a certified nutritionist along with two working staff we are able to run this business. The place is located Just next building away from our home.

Q. Dr. PK.. Can you tell us about your products ?

Ans. Shri AS.. We get Millets processed outside and get the ready premixes which we process further for the final product like Pizza, Burger, Sandwiches, Bread, Cookies and Cakes.. For other Millets based packed products we sourced from our Partners after a due evaluation from our side.

Wishing you more successful year, 2026, dear Anil.....Dr. Prakash Kondekar. ☐



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