



Protein Foods & Nutrition Development
Association of India
in collaboration with Lady Irwin College
Organising



Webinar on Women's Nutrition- Importance, Challenges and Way Forward

SPONSORED by-



HEXAGON NUTRITION
Nutritionally Yours....

9th April, 2022

3:00pm - 5:30pm

Registration Link

<https://forms.gle/brnhApjXyz5o8wV8>

SPEAKERS



Ms Nadiya Merchant
Associate Director - Nutrition at
Kellogg India Private Limited



Dr Prabodh Halde,
Head Regulatory R & D, Marico



Dr. Nikhil Kelkar
Group Jt. Managing Director
Hexagon Nutrition, India



Ms Naaznin Husein,
Founder Director, Freedom Wellness
Management

Every problem is an
opportunity in disguise.

John Adams

आत्मनिर्भर भारत

Part-2 : Poor, including migrants and farmers

14.05.2020



सामर्थ्यं धनम्
Government of India

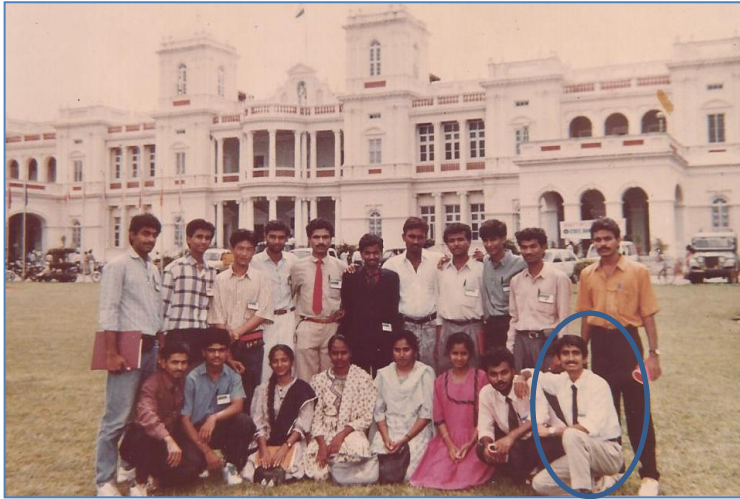


www.taxguru.in

3 Lakhs Cr Package to
Agriculture
Agri food processing
Food Processing
SMES

Good news for Start-up

AFSTI Journey

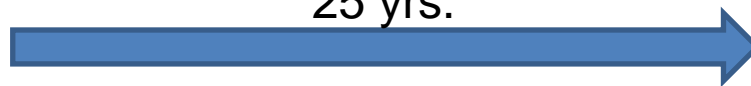


1993 – IFCON 1993 ATTENDED
AS STUDENT MEMBER



2018 – IFCON 2018 CHAIRMAN
AFST INDIA President

25 yrs.



Mentor is a must

One Has to Work

- उद्यमेन हि सिध्यन्ति कार्याणि न मनोरथैः ।
न हि सुप्तस्य सिंहस्य प्रविशन्ति मुखे मृगाः
- कोई भी काम कड़ी मेहनत से ही पूरा होता है सिर्फ सोचने भर से नहीं। कभी भी सोते हुए शेर के मुंह में हिरण खुद नहीं आ जाता



How many have done these things in Life ?



Watching movie during exam period



Eating fruits on the tree



General coach without reservation



Solo Traveling to unknown places

Have you done this ?



Selling Product in anand mela



Arranging Picnic for friends



Brother's shoes



Ganapati Vargani

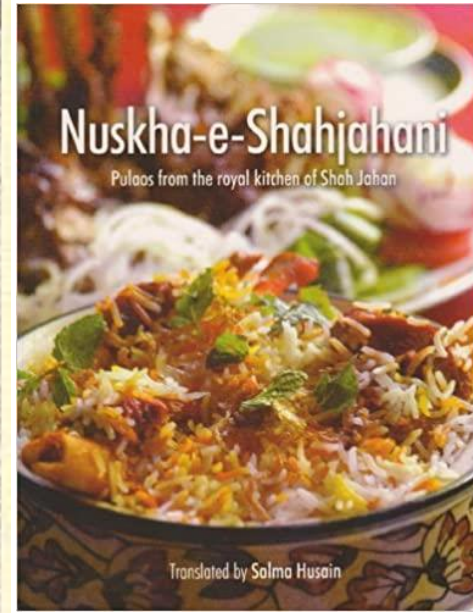
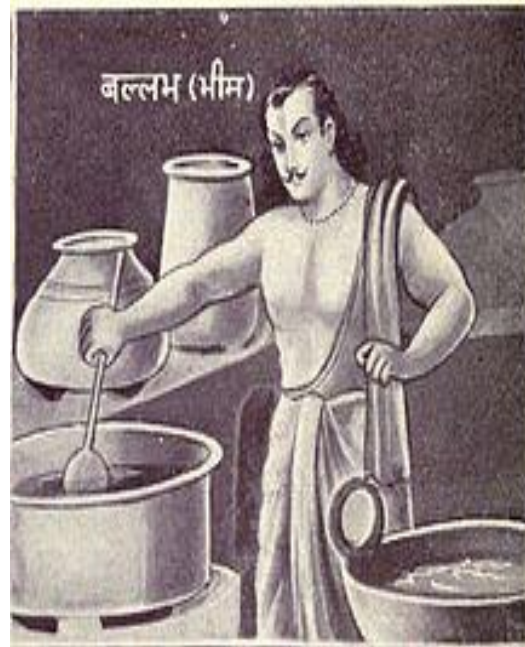
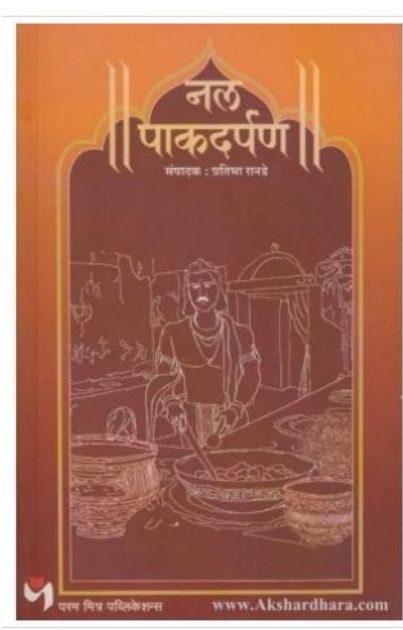


Raise funds for NGO



Hostel life

Do You know



Kind Nala was best cook and food scientists

Mata Sita was best Chef

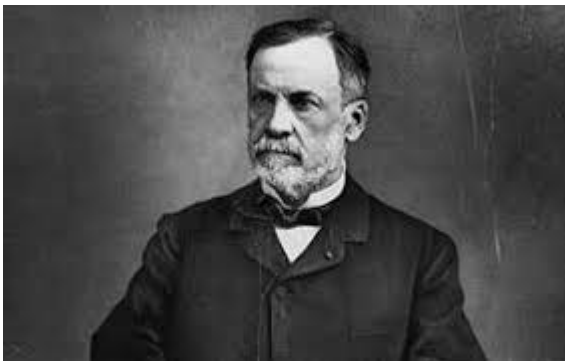
Ballava Bhim was King's chef

Shahajan's cooking book has given many modern food recipes

Sambar was first time served in Honour of Chatrapati Sambhaji Maharaj

Turning Point In Food Processing

- Only with the 1864 work of Louis Pasteur on bacteria and asepsis did it become possible to understand the principles behind this food preservation technology.
- It was not until 1928 that Charles Olin Ball worked out the mathematical formula that made the thermal processing of foods possible.



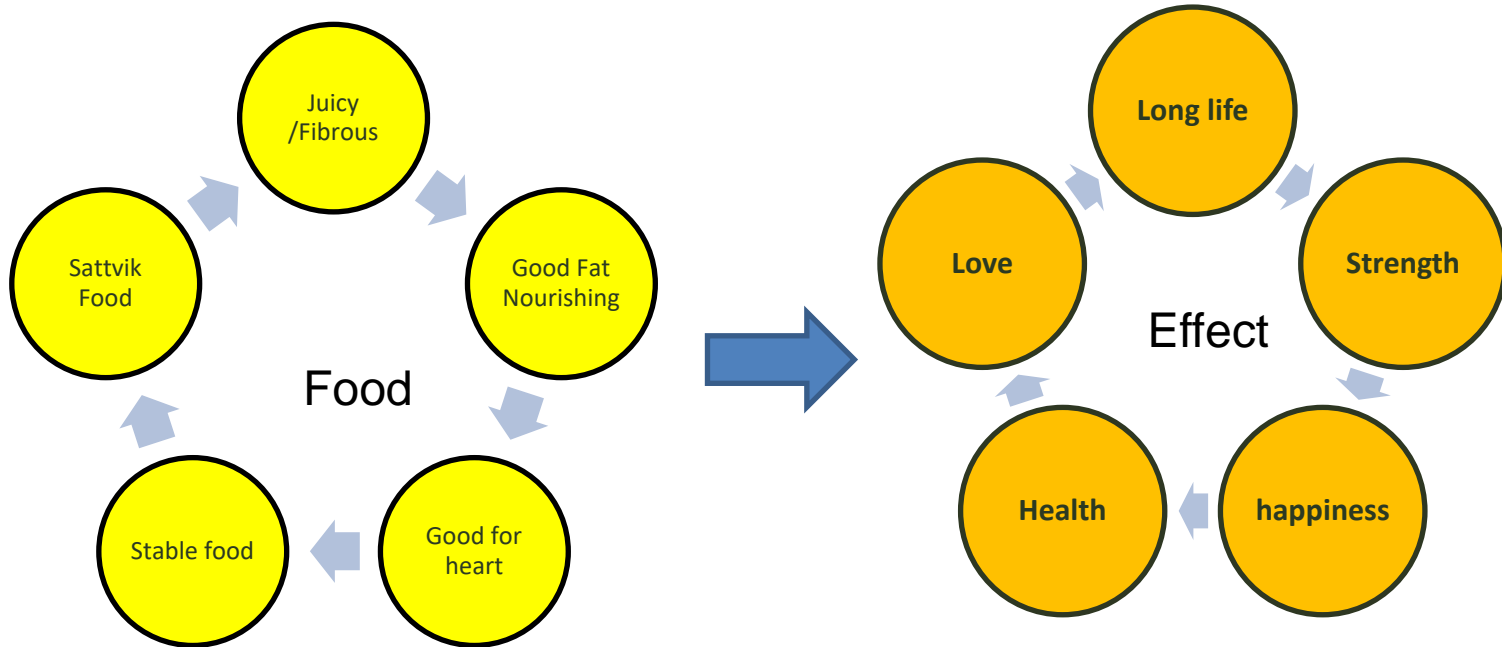
Sattvic Food = सात्विक भोजन

आयुःसत्त्वबलारोग्यसुखप्रीतिविवर्धनाः ।
रस्याः स्निग्धाः स्थिरा हृद्या आहाराः सात्त्विकप्रियाः ॥ ८॥

Ref : Bhagwat Gita – Chapter 17.8

• āyuh sattva—which promote longevity; bala—strength; ārogya—health; sukha—happiness; prīti—satisfaction; vivardhanāh—increase; rasyāh—juicy; snigdhāh—succulent; sthirāh—nourishing; hridyāh—pleasing to the heart; āhārāh—food; sāttvika-priyāh—dear to those in the mode of goodness

Sattvic Food = सात्विक भोजन



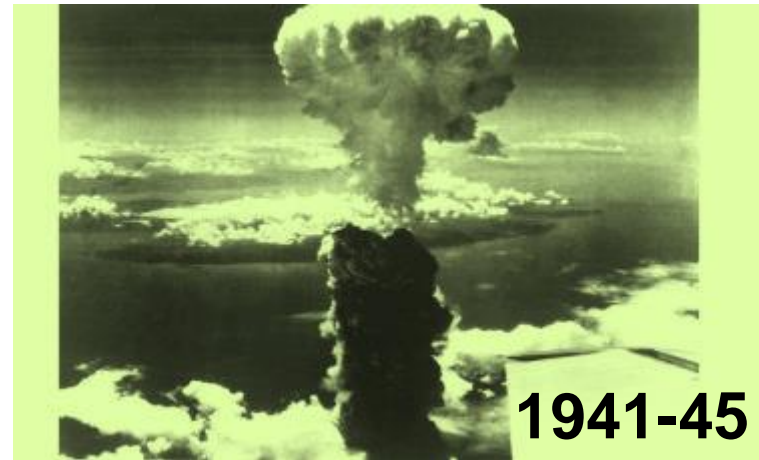
INNOVATION

CRISES = INNOVATION

Innovations during World Wars



10 million death



60 million death

- Sanitary Towels
- Sun lamps
- Tea Bags
- The wristwatch
- Vegetarian sausages
- Zip
- Stainless steel
- Air Lines / Pilot Navigation

- Penicillin
- Concept of computers
- Machine processing
- Ball Pen
- Photocopy
- Ready to Drink Coffee - *Nescafe*
- Carbonated Beverages - *5 Cent Coke*
- Jet engine
- Canning technology
- Process food Industry

What Do you think about this?

- Ola
- Make my Trip
- Face book
- Paytm
- Smart Phone
- Internet

Can such Innovation happened in Food Industry?

Where are these companies today?

- AMBBASADOR CAR
- KODAK FILM
- PAGER
- HMT Watch
- Dukes
- Rawalgaon Chocolates

Food Processing = Farmer's Development



- Less Processing
- High wastage
- No value addition
- Low shelf life
- Middle man dependant

- Optimum Processing
- Wastage Utilisation
- Value addition
- High shelf life
- Direct market

2nd largest arable land in the world

- Diverse agro-climatic zones
- Round the year sunshine
- Potential to cultivate a vast range of agricultural products
- Large marketable surpluses and abundant raw material for processing
- Pool of skilled manpower

Did we know this?



**Largest taxi co., No
Cars**



**Most popular media,
No Content**

amazon.



**Most valuable retailer,
No inventory**



**Largest accommodation
provider, No Real Estate**



**Sale of 200 million
devices, no factory**



**3 billion users/day
No Server**

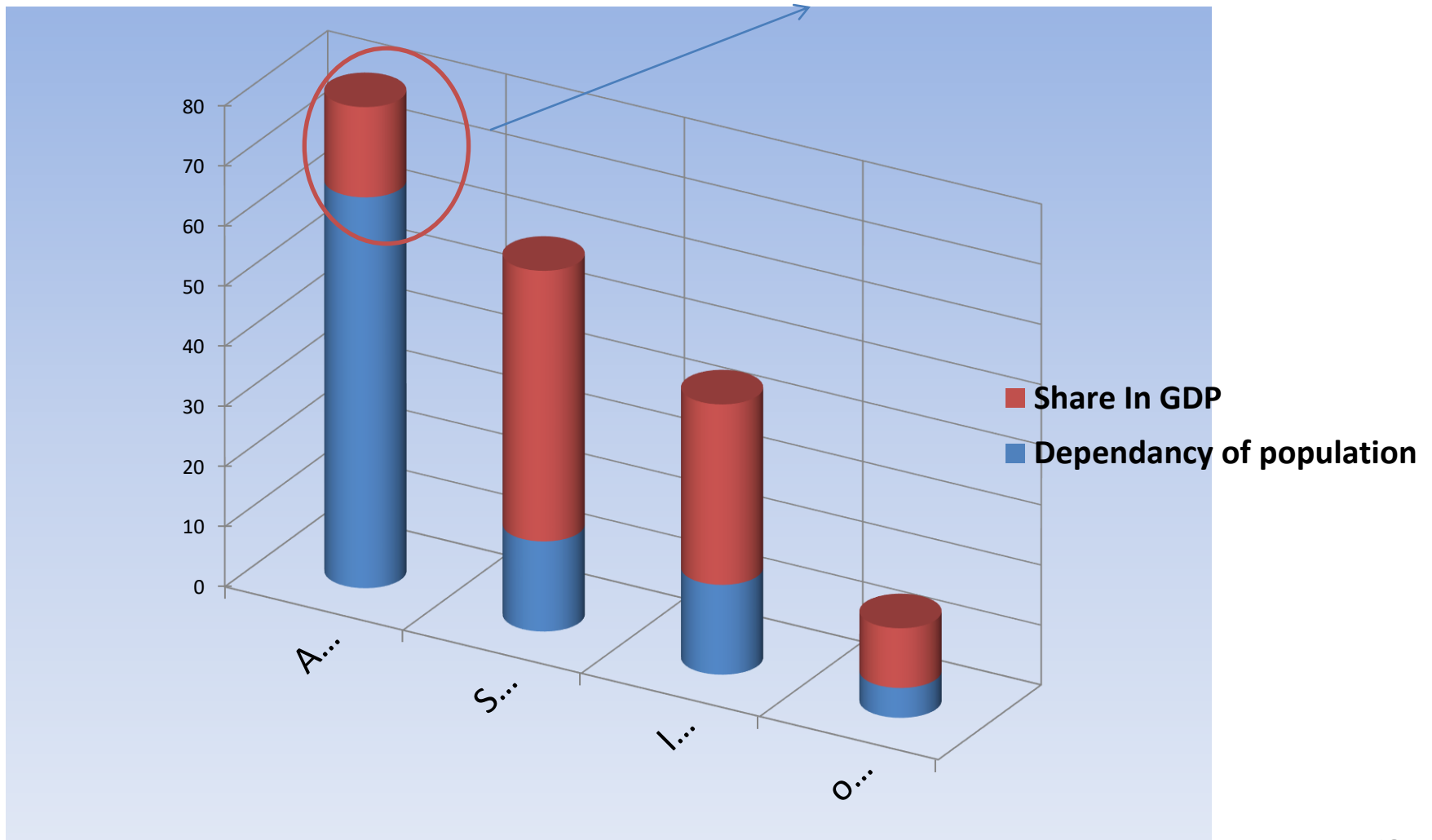
Disruptive

Innovative

Collaborative

GDP Vs Population

70% People contributes less than 20% in GDP



How Big is Food Market – Growth factors

Indian Population

120 Cr

Total Families

40 Cr

Monthly Food Expense

Rs 3000 / family

Total domestic demand

120000 Cr / M

Annual Food expense

15 Lacs Cr / Y

Wellness and Hygiene is new normal

Preference for food over medicines

Food and Nutrition goes in hand

Shift towards healthy habits

Nutraceuticals, Herbal, Ayurveda

High demand for traditional foods

Immunity boosting – New Mantra

Future Food Trends

**Personalised
Nutrition**

**Safe /New
Packaging**

Cloud Kitchen

**High
Protein/Multigrane
/cereal science**

**Organic, All Natural
/ Traditional
Vegan**

Plant base Meat

AI In Food P

CONVENIENCE

E Platform foods

**Intermediate
Products**

**BD /ML In
Food P**

**RTE, RTC, On the
go foods**

Exports

Ayurvedic Food

**Post covid
Food**

**Immunity foods
Mental health
Sleep Disorders**

**Home Cooked
foods**

Packed Vs Loose

**Functional food,
nutraceuticals**

Cut Vegetables

Top 10 Immuno-building Foods



CITRUS FRUITS



VEGETABLES



TURMERIC



PINEAPPLE



GINGER

TOP 10 IMMUNE BOOSTING FOODS



PUMPKIN SEEDS



GARLIC



BERRIES



YOGHURT



WHEATGRASS



India's Home Immunity Booster

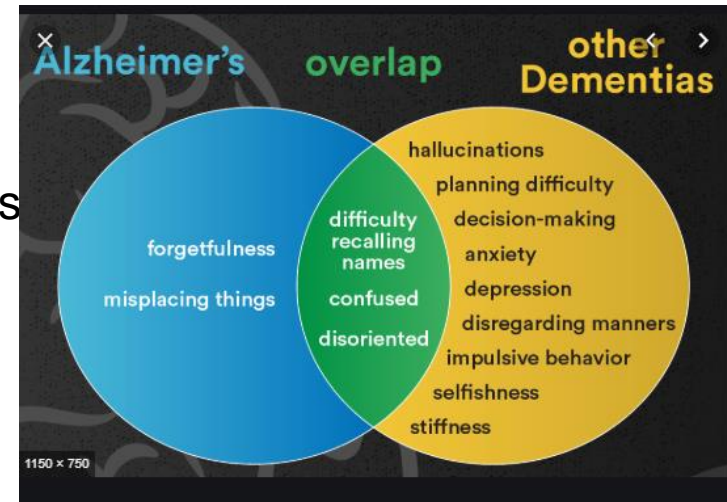
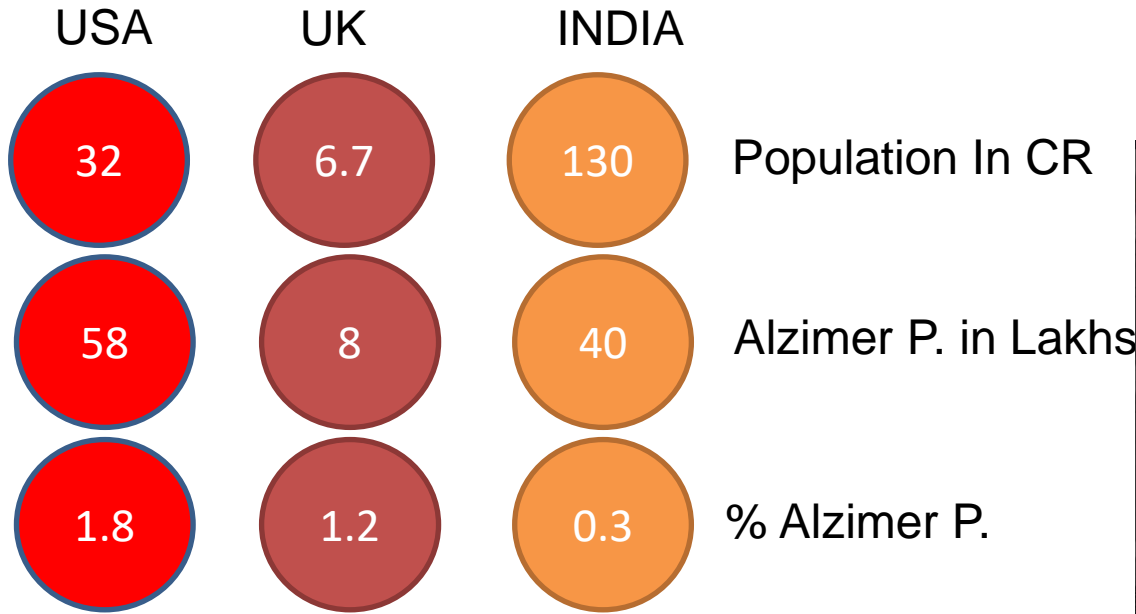


- Mustard seeds.
- Cumin seeds.**
- Turmeric powder.
- Red chili powder.
- Coriander-cumin powder.**
- Homemade garam masala.
- Amchur (Dried mango powder)

HOME MASALA BOX

NUTRITION WILL HAVE HUGE SCOPE

Mental Health – Turmeric Health

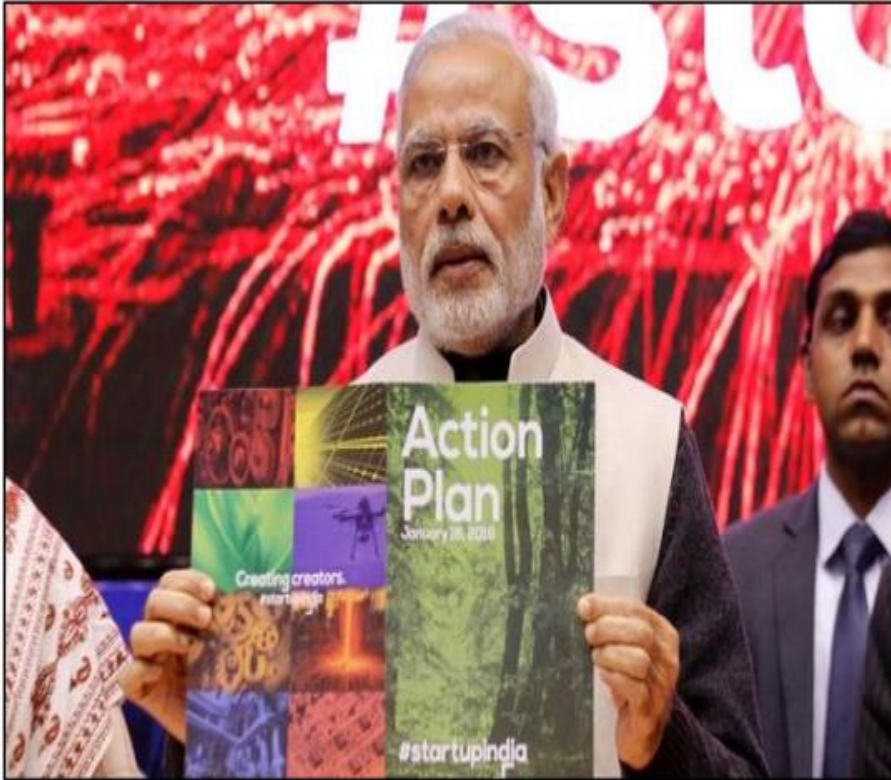


| Country | Population | Alzheimer Patients | % Affected Population |
|---------|------------|--------------------|-----------------------|
| USA | 320 | 5.8 | 1.81 |
| INDIA | 1300 | 4 | 0.31 |
| UK | 67 | 0.8 | 1.19 |

How many wants to Try



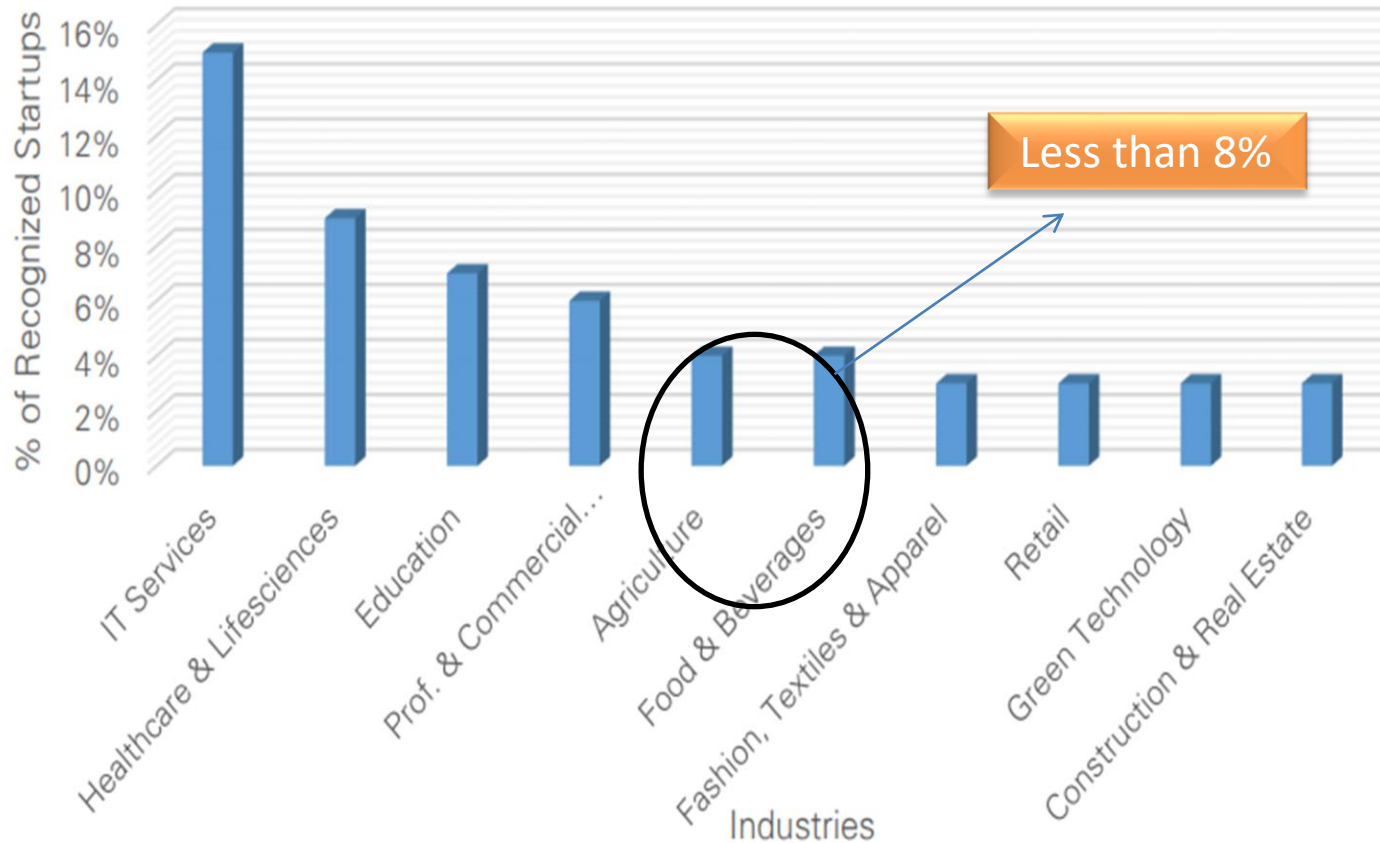
PM On Start-up



“हिंदुस्तान का कोई जिला,
हिंदुस्तान का कोई ब्लॉक
ऐसा न हो जहां आने वाले
दिनों में नए स्टार्टअप शुरु
न हुए हों।”

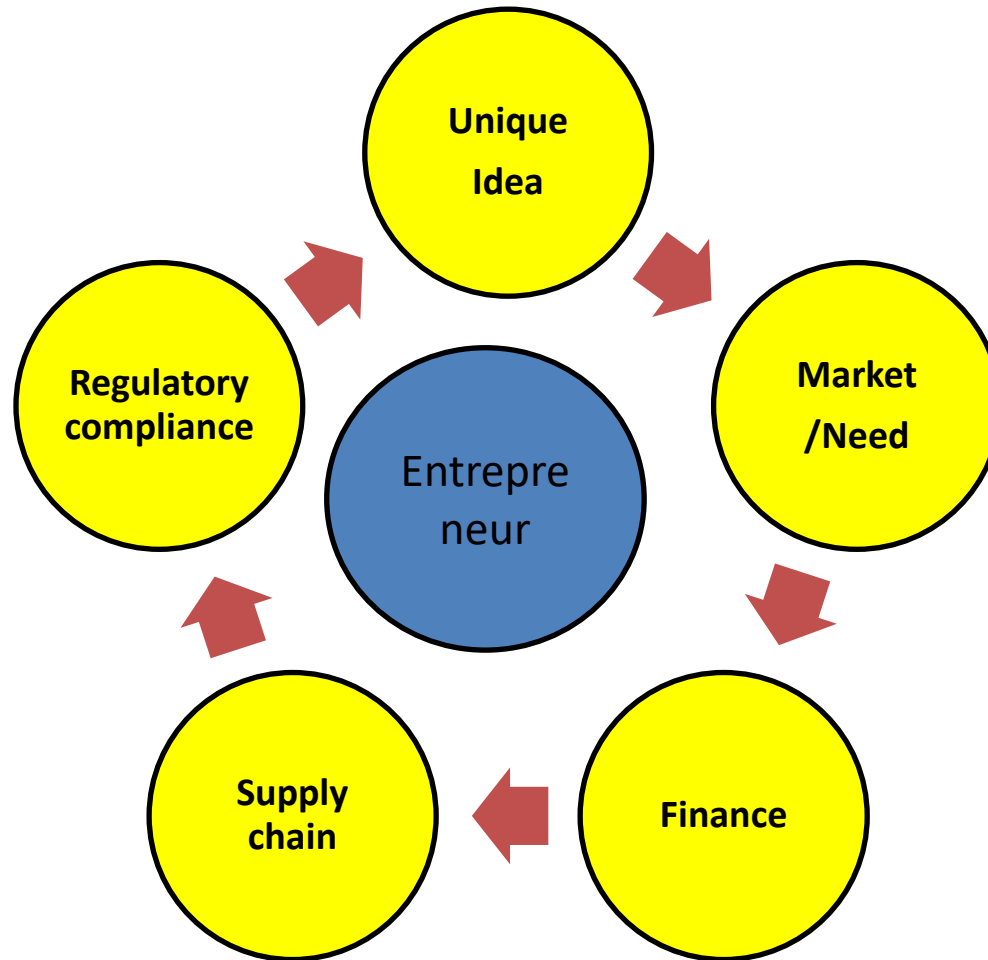
***Sh. Narendra Modi, Hon'ble Prime Minister of India, at the launch of Startup India Programme,
Vigyan Bhawan, New Delhi, 16th January 2016***

Start-up Statistics



Total Startups: 36377
Startup Recognition: 15417
Funding Support: 129

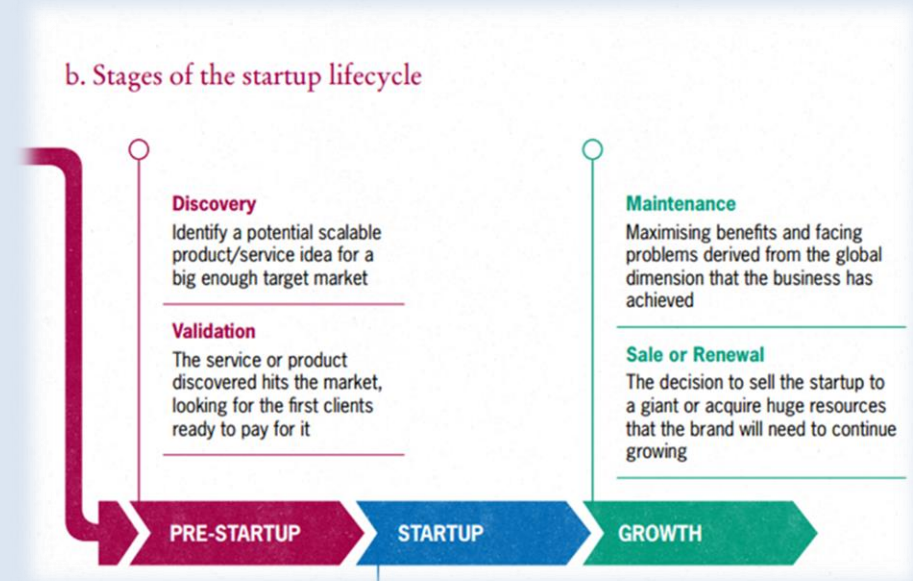
Basic Components of Start-up



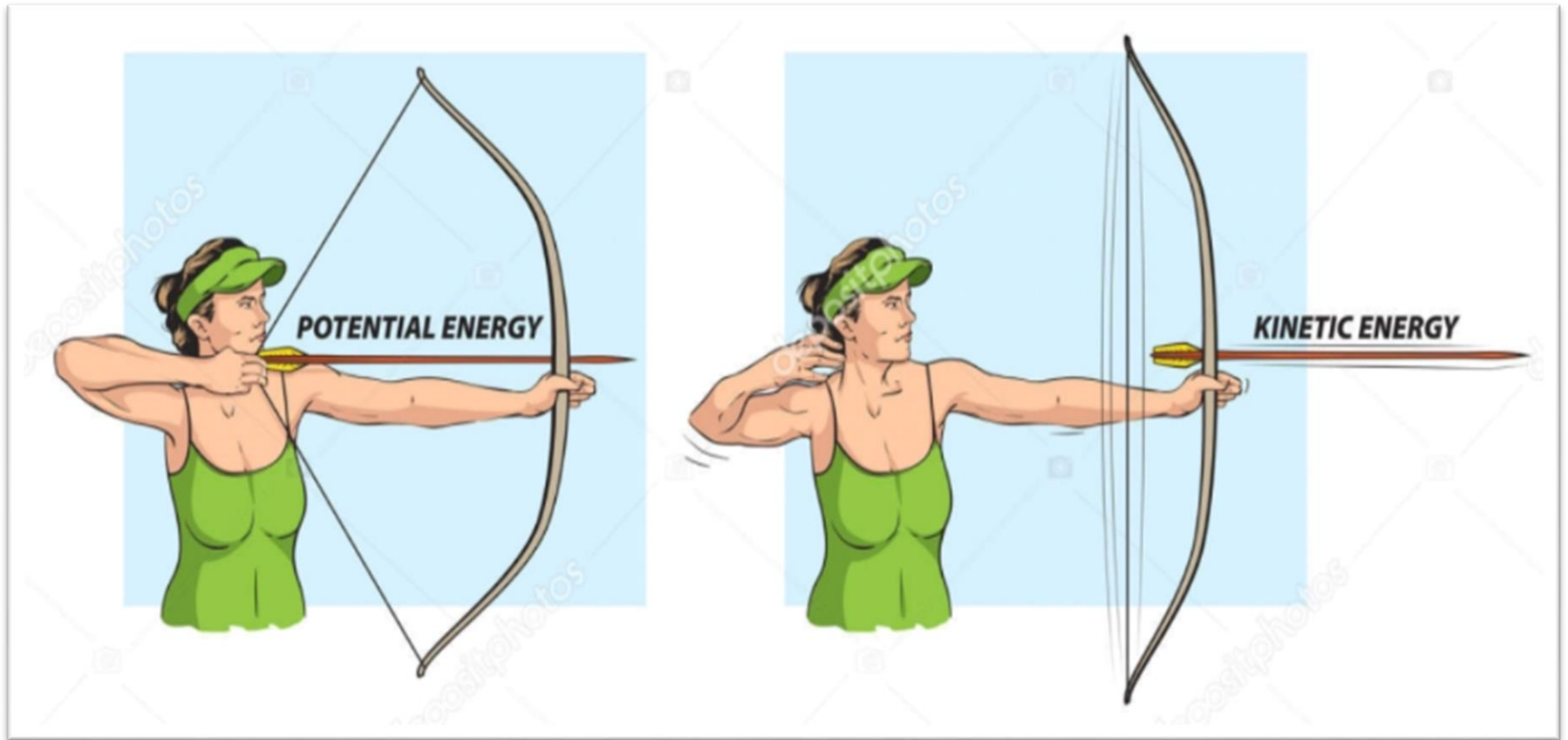
Start-up is like an orchestra having playing different instrument but in one tune.

What is Start-up ?

- Start-up is a
 - Registered firm/Business (No Proprietary firms)
 - Less than 7 years of establishment.
 - Less than 25 Cr Turn over 207-18
- <https://www.startupindia.gov.in/content/dam/invest-india/homepage/home-india-map.png>



Idea to Start

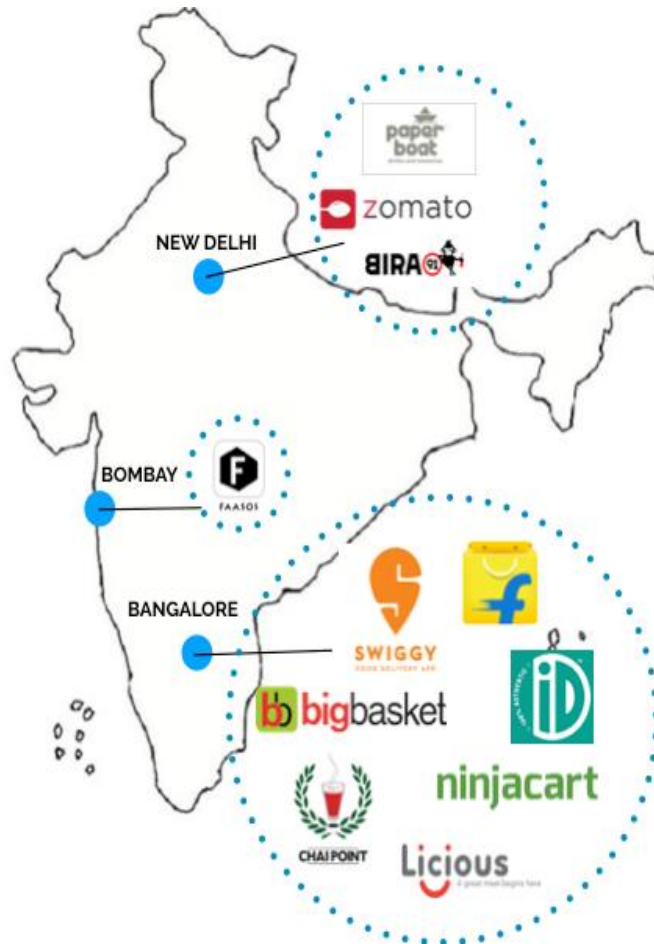


FOOD STARTUPS



Only 3 % Technical People as founder

SOUTH IS BECOMING HUB FOR FOOD STARTUPS



Bangalore, the Indian silicon valley

Although Bombay or New Delhi is better known to the general public in the West, it is Bangalore that is asserting itself as the Indian capital of technology. With a population of 12.34 million, the capital of Karnataka, in the south-east of the country, is already the fourth largest technology centre in the world.

COVID 19 will Change the way we do business

Online Sale
Digitalisation

Modern
Trade

Rural
Market

Export
Potential

Home Delivery



Innovate or Evaporate

- Not to worry about future
- R&D Job opportunity will be good
 - Improve educational skills
- Control on expenses
- Do not wait for good package
- Playing on strengths
- Help others
- Sharpen your skills
- Start-up is good option

Innovative

Innovative

Innovative

SCOPE OF FOOD & Nutrition

Traditional approach

- Agri based
- Food processing (f &V)
- Bakery
- Confectionary
- Oil and fats
- Food engineering companies
- Meat and poultry
- R &d
- Institutes
- Beverage (alcoholic/non alcoholic)
- Milk and Milk products
- Spices and condiments
- Flavor and coloring
- Additives
- Food packaging

- **In R&d/Quality and production**



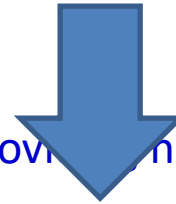
SCOPE OF FOOD & Nutrition

- Quality systems /Certification
- FSSAI /government
- Food process improvement
- Equipment design
- Food Safety
- Regulatory
- Quality Auditing
- Labeling and documentation
- Product testing : NABL
- Product Registration
- EURO/US GAP certification
- Organic certification /supply
- Retailing
- Environment & safety
- Hospitality
- Functional food and health care

Domestic and Abroad

Emerging Trends

1. Regulatory
2. Government Jobs – FSSAI/BIS/Banks etc
3. Food safety & Nutrition /Training /Auditing
4. Food engineering
5. Ayu/Functional /Health FOOD
6. Post harvest technologist
7. Food bio technologist
8. Self employment



1. Central & state Govt. is providing huge support
2. FSSAI implementation
3. Food parks
4. Easy loan
5. Export promotion councils
6. Agri/herbal export
7. Supply to big retailers
8. Third party operation etc.

Innovation = Success



Innovation



“There is a way to do it better - find it”

-Thomas Edison

Hope



Curt P. Richter

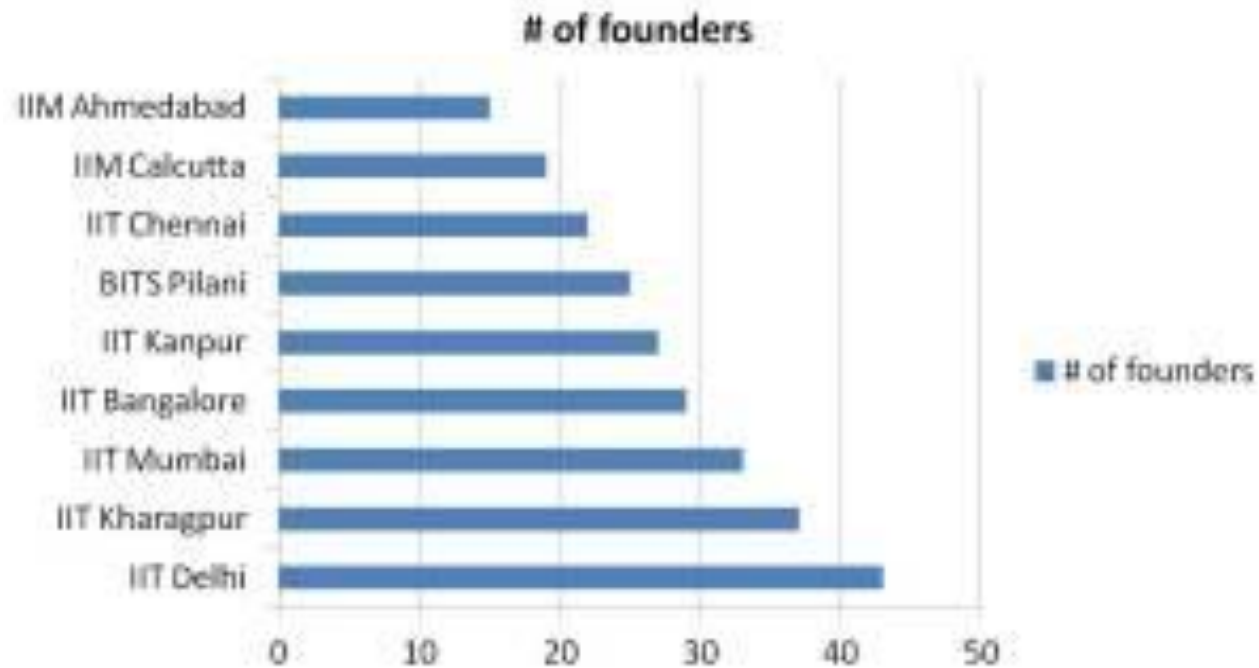
At Harvard in the 1950s, Dr. Curt Richter placed rats in a pool of water to test how long they could tread water.

The conclusion drawn was that since the rats BELIEVED that they would eventually be rescued, they could push their bodies way past what they previously thought impossible.

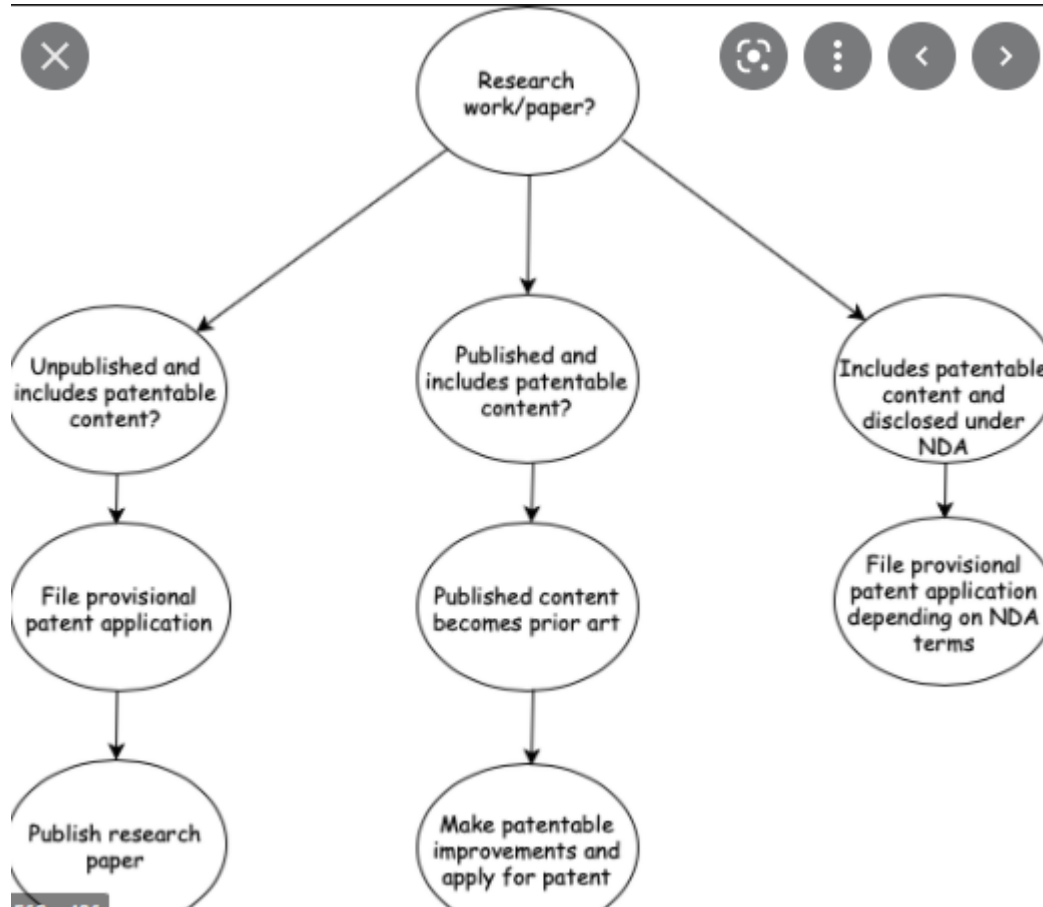
Future is Industry & Academia Synergy



Indian Story –Campus startup



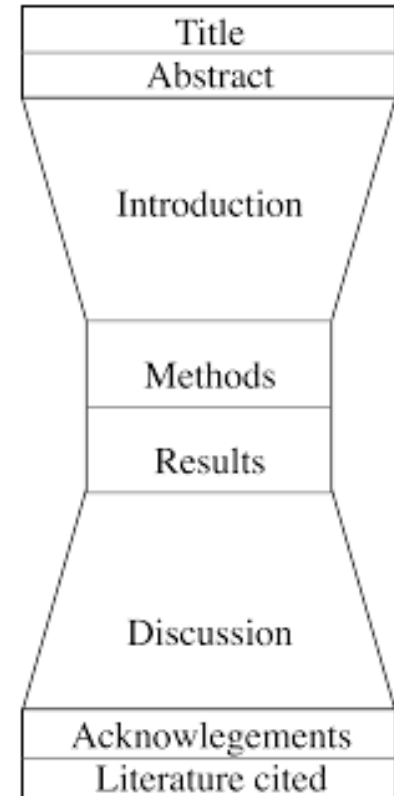
Research Paper Vs Patent



Phd = 1 Patent /2 RA

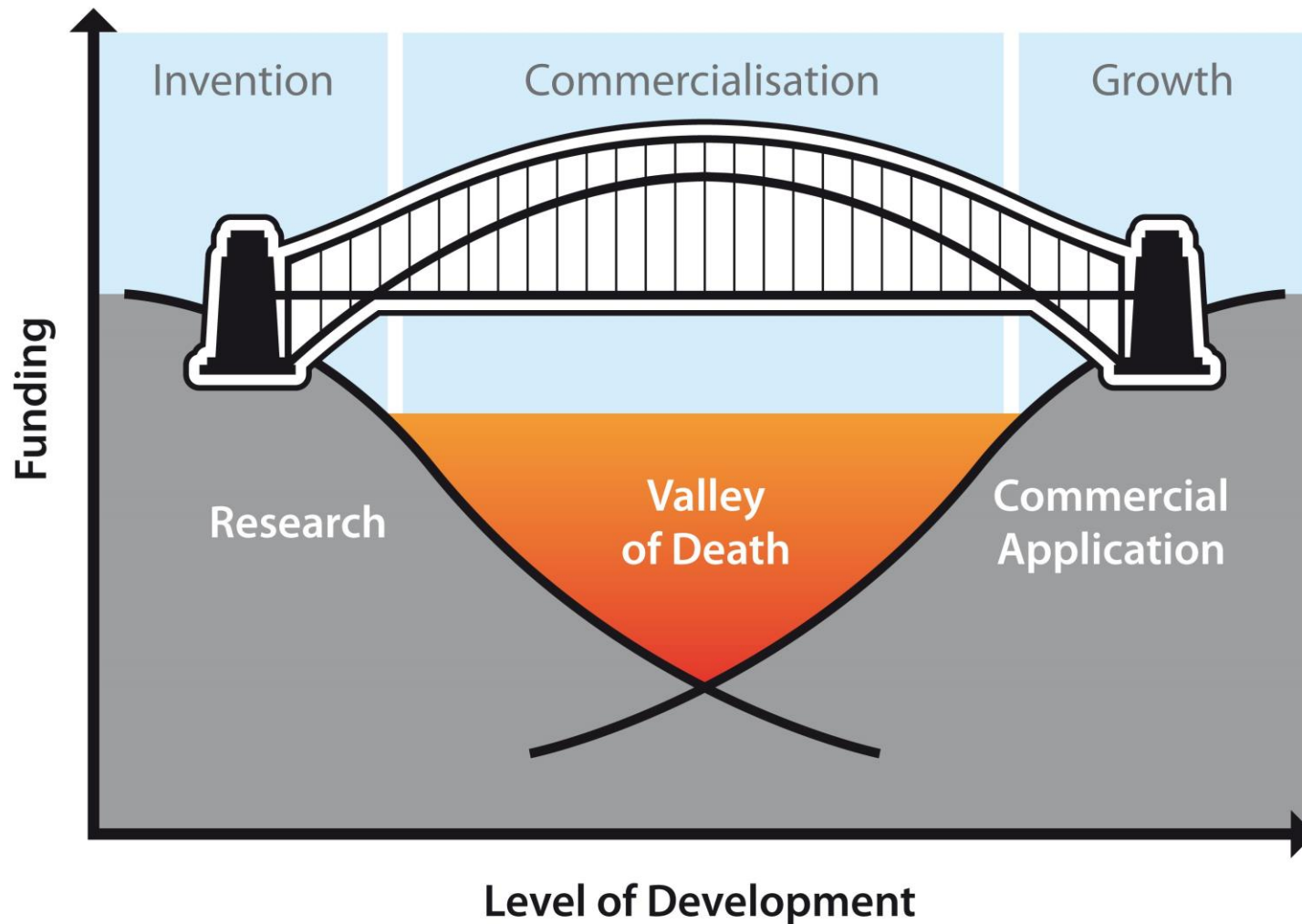


Patent



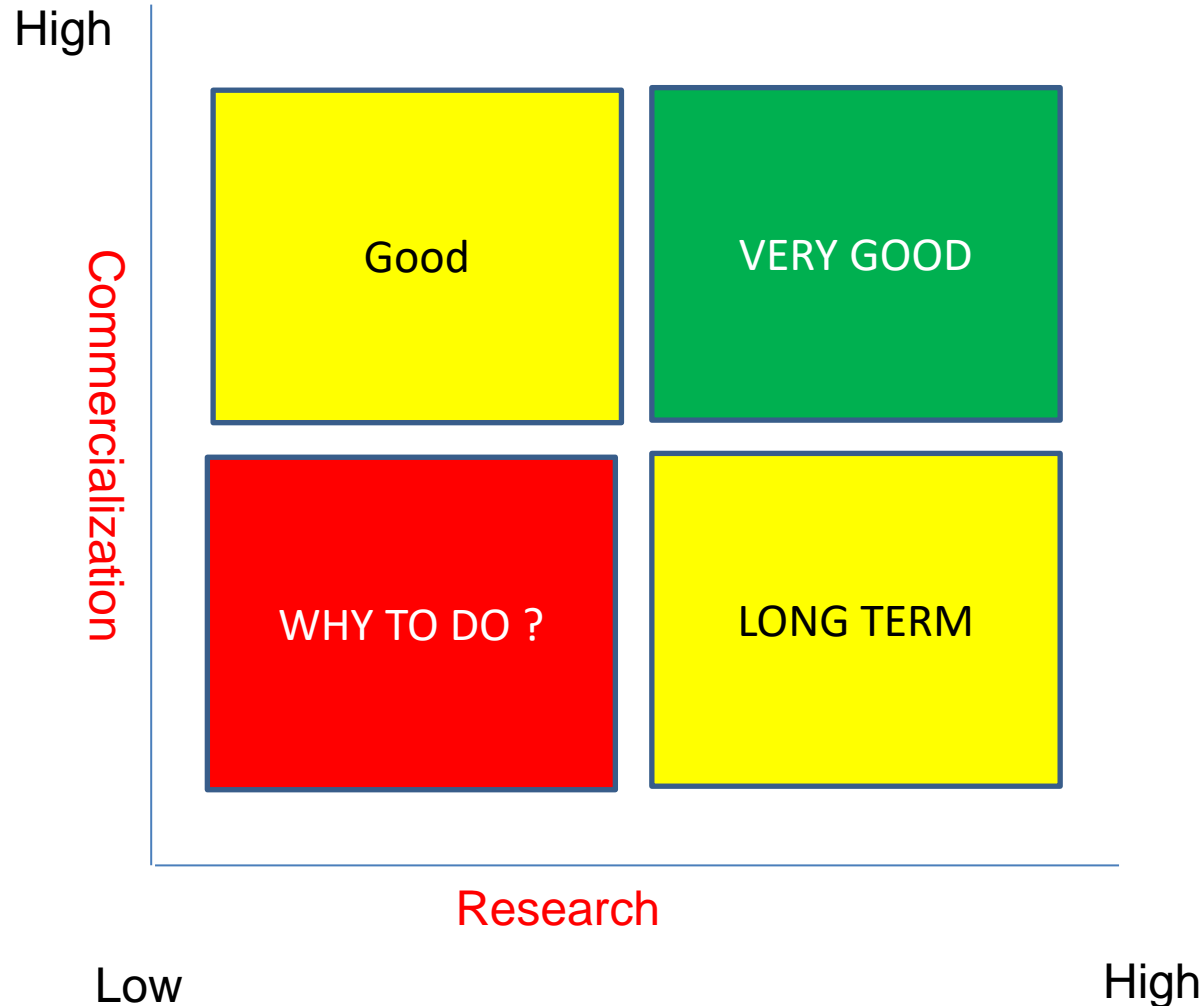
Research Article

Research vs Commercialization



2 X 2 Matrix

Research and Commercialization





Future CEO

**The one who
comes out of
the bed in
30 Sec**

**DREAM is not what you see in sleep, DREAM is something
which doesn't let you sleep. – Dr. A.P.J Abdul Kalam.**



**Books are best
friends**

**Average 12 new
books per year
students should
read**

WHAT YOU WANT Vs WHAT YOU GET

Dream Job

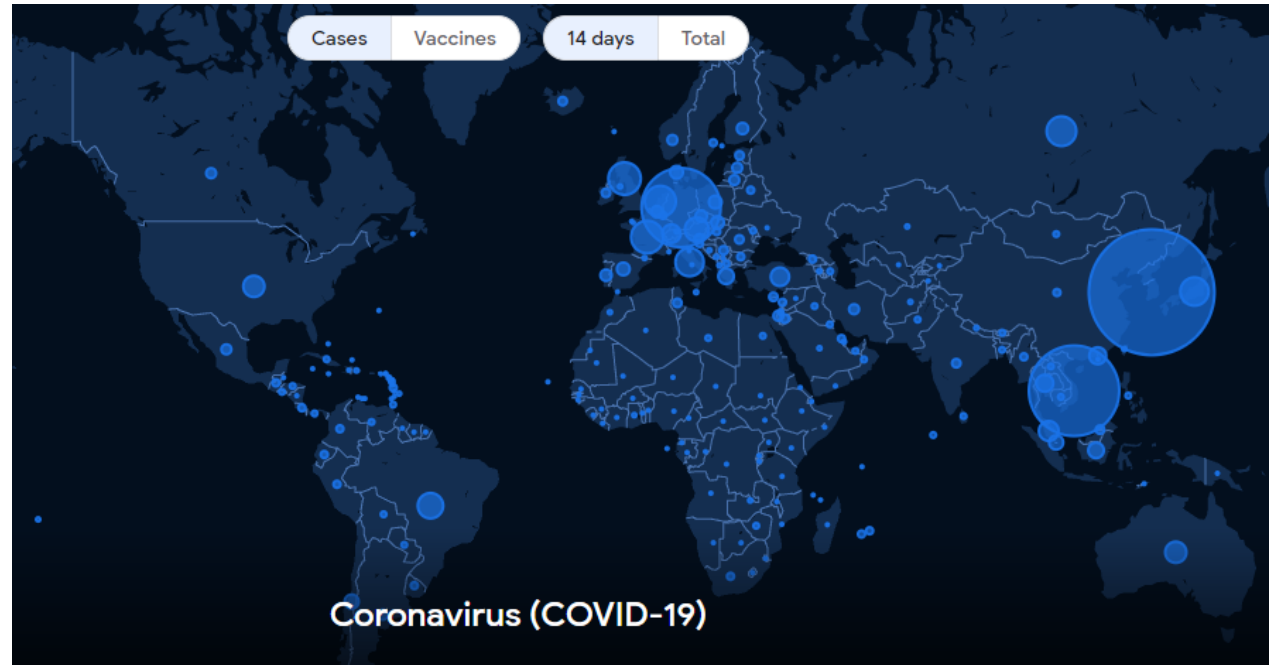
LIFE SET
AC JOB
LOTS OF MONEY around



LIFE SET
100 s of Vehicles on my finger tips
1000 s of Driver will listen to me



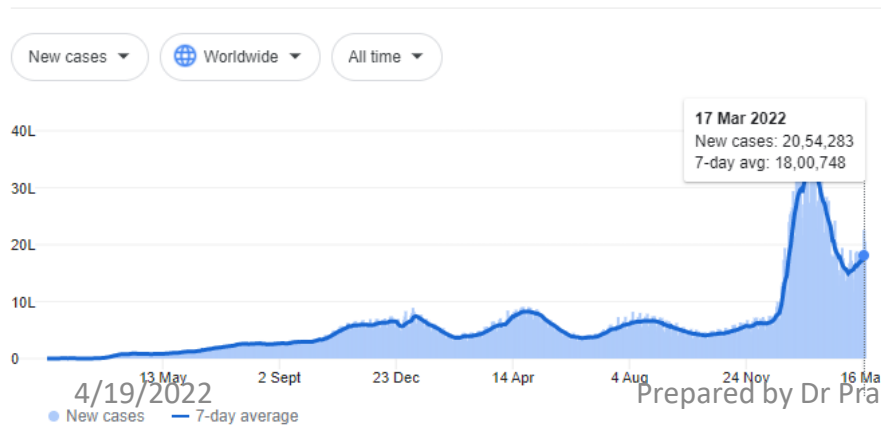
Is fourth wave on doorstep ?



Statistics

📈 New cases and deaths

From [Our World in Data](#) · Last updated: 17 hours ago

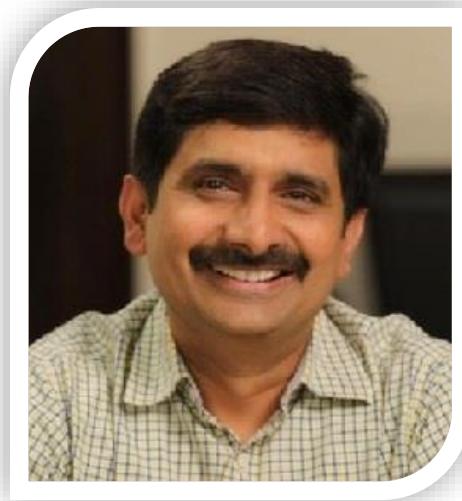


Prepared by Dr Prabodh S Halde for FOSTAC



कोशिश करने वालों की हार नहीं होती

कोशिश करने वालों की हार नहीं होती,
लहरों से डरकर नौका पार नहीं होती।
नहीं चीटी जब दाना लेकर चलती है,
चढ़ती दीवारों पर, सौ बार फिसलती है।
मन का विश्वास रगों में साहस भरता है,
चढ़कर गिरना, गिरकर चढ़ना ना अखरता है।
आखिर उसकी मेहनत बेकार नहीं होती,
कोशिश करने वालों की हार नहीं होती।
डुबकियां सिंधु में गोताखोर लगाता है,
जा जाकर खाली हाथ लौट आता है।
मिलते नहीं सहज ही मोती गहरे पानी में,
बढ़ता दुगुना उत्साह इसी हैरानी में।
मुट्ठी उसकी खाली हर बार नहीं होती,
कोशिश करने वालों की हार नहीं होती।
असफलता एक चुनौती है, इसे स्वीकार करों,
क्या कमी रह गयी, देखों और सुधार करों
जब तक न सफल हो, नींद चैन से त्यागो तुम
संघर्ष का मैदान छोड़कर मत भागो तुम।
कुछ किये बिना ही जय जयकार नहीं होती,
कोशिश करने वालों की हार नहीं होती।



Prabodh Halde

Regulatory Head Marico Ltd

EC PFNDAI

AIFPA Chairman Maharashtra

Ex President AFST India

Prabodh_halde



prabodh1972@gmail.com



+91 9820278746



<https://www.linkedin.com/in/dr-prabodh-shirish-halde-1802523/?originalSubdomain=in>