

PARKHE AWARDS | From vehicle management to bio-diversity, they develop products & systems that cut costs

Meet Pune's Fab Five: Beating the competition with innovations

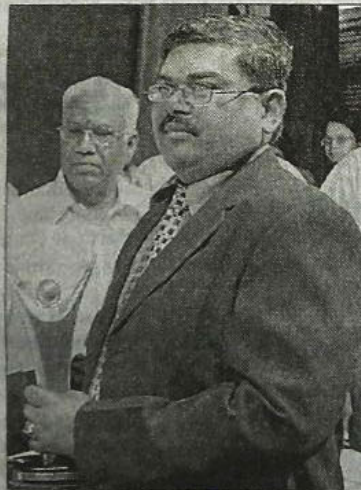
EXPRESS NEWS SERVICE

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ON Sunday evening when the Mahratta Chamber of Commerce, Industries and Agriculture (MCCIA) hosted its annual G S Parkhe Industrial Merit Awards' function for 2006, five entrepreneurs from Pune were honoured for their innovative designs and products. If one of them — Mahesh Deshmukh — had a meter to measure flow and velocity of liquids, another — Shivdas Menon — had a system for monitoring vehicle efficiency thereby reducing fuel consumption. The duo — Manasi Karandikar and Ketaki Ghate — won the award for offering services for ecological management, while V M Nadkarni bagged it for designing electronic polyurethane system. All the entries had gone through a rigorous selection procedure that included a review by a panel of 10 judges. The awards are given to small scale industry (SSI) entrepreneurs from the State and during the last 59 years, over 400 entrepreneurs have received this award for their innovative products of various types. Here is a quick look at the award-winners and their products:

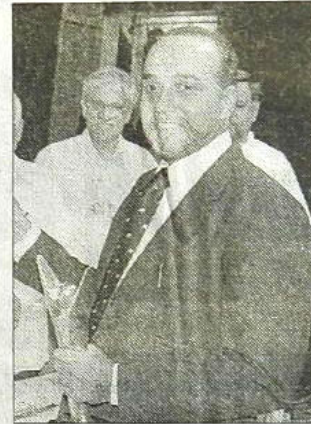
SAVING FOREIGN CURRENCY

THE ultrasonic flow meter, designed, developed and marketed by Mahesh Deshmukh of Chetas Control Systems, one of the winners of the GS Parkhe Award, is not only cost-competitive, but also accurate. Currently, ultrasonic flow meters, which finds application in a wide range of industrial processes, including petroleum and pharmaceuticals, have to be imported. "My company was dealing with such imported systems, but after sales and price were a big issue. Hence, we developed an indigenous system," says Deshmukh. An Italian Company Aqua-Quanta will soon sign a joint venture with Chetas Control Systems to market their product overseas. "In fact, our system is already being used in places like Jordan, Sri Lanka and even Iraq," he adds.



MONITORING VEHICLES

SHIVDAS Menon, another GS Parkhe awardee enjoys a monopoly in the field of vehicle monitoring system in India. This system, designed specifically for Indian conditions, monitors various parameters of diesel vehicles, thus enabling one to streamline the working of a vehicle fleet. The system monitors the diesel consumption and the distance traveled, thus making it impossible for fuel pilferage. The system also calculates and logs detailed overall trip efficiency in kms per litre, computes gear position and usage highlighting driving efficiency, prompts driver to use the best gear for given road condition, as well as logs distance traveled above programmed speed limit, thus keeping a check on over-speeding. The information is downloaded to an instrument, which is then hooked on to a computer for analysis. "We have been selling this system for the past three years. There are no such systems tailor-made for Indian conditions. I would like to take this product to every corner of India as well Third World countries n Africa, where similar conditions exist," Menon says.



SUMMARISING APPLICATIONS

RAND Poly Products Private Limited chairman and Hari Malini Joshi award winner V M Nadkarni is a chemical engineer by profession, with 30 years' research & technology development experience in the US, India and Europe. He has been awarded for designing a two component electronic polyurethane system christened 'Encast 100' for encapsulating applications in electronic and electrical industry.



MAINTAINING ECO BALANCE

RAMABAI Joshi award winners Manasi Karandikar and Ketaki Ghate of Oikos, an ecological management consultancy, have completed 20 projects in the last four years. The services that they provide include consultancy on Natural Resource Management, Bio-diversity Conservation, Ecological Landscaping and Eco-tourism planning. "We felt that there was a need for these services as the usage of land for various developmental purposes increases," says Manasi, an engineer-



ing graduate having a masters degree in Environmental Science. Manasi and her partner Ketaki, a graduate in Botany, can handle projects ranging from half-an-acre to 10,000 acre. "We work to make the piece of land maintain its bio-diversity and its ecological balance," Mansi says. Their next target is to undertake projects in the entire State.