

Parkhe award for Mahesh Deshmukh

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THE clock has turned a full circle as P P Chhabria of the Rs 2,000-crore worth Finolex group will be presenting the G S Parkhe awards to young entrepreneurs in Pune this week on Sunday. Chhabria himself had received the award as a young entrepreneur years ago when he started his venture.

This year, the Parkhe award has been awarded to Mahesh Deshmukh of Chetas Control system and Shivdas Menon of Fluidyne Control Systems. While Deshmukh was awarded for an ultrasonic flow meter that measures velocity of liquids, Menon got it for his 'Fleetlog' vehicle efficiency monitoring systems for commercial vehicles that deters fuel pilferage, reduces fuel consumption and wear and tear of engine.

"These products are being imported but Deshmukh has been able to make it indigenously," M G Sathe, chairman of the G S Parke Awards

coordination committee said.

V M Nandkarni of Rand Poly Products has been awarded the Hari Malini Joshi Award for designing a system called Encast 100, which is a two-component electronic polyurethane system having applications in the electronic and electrical industry. Manasi Karandikar and Ketki Ghate have bagged the Ramabai Joshi award among women entrepreneurs. They run Oikos that offers services for natural resource management, biodiversity conservation, wildlife habitat, ecological landscaping and eco-tourism destination development.

Like the Chhabrias, the award has been given to 400 other winners since last 60 years. Instituted by the Mahratta Chamber of Commerce, Industries and Agriculture, the awards not only recognises an innovative product, but also a successful business strategy to commercialise the product.