



**CITYSTATS**  
— AIR QUALITY —

According to figures released by the Road Transport Office, the air should have less than 50 respirable suspended particulate matter (RSPM) per cubic metre. But pollution statistics released by the Pune Municipal Corporation in winter 2004 showed it to vary between 200 and 300 RSPM in parts of the city.

**AS PUNE LIKE WE DO. ALL THE NEWS IN DETAIL, DEPTH AND COLOUR.**

Annual industrial merit awards of the Maharashtra Chamber of Commerce, Industries and Agriculture (MCCIA) are a cherished possession for budding entrepreneurs. Not only for the prestige and recognition they bring, but also for being an important stepping stone in moving up the professional value chain. **Vishwas Kothari** profiles this year's winners

**Driver**

Managing Director, Fluid Pvt. Ltd):

product innovation:

engineering graduate of the

g-Pune (CoEP), Menon

is a habitual innovator,

having bagged the Parkhe award a

second time. The small

engineering workshop he runs

from a mini-industrial

estate at Shivne, near

Warje, forms the hub of

Menon's core activity,

which he describes as "instru-

ment-

al".

Menon

explains, is a system that

ensures

conducted trials on two BEST buses at Worli (Mumbai) depot, and now hope to get all 85 buses fitted with Fleetlog," he says. His firm has also forayed into state transport undertaking in partnership with the Chandigarh-based JCBL coach building firm.

**Water Man**

**Mahesh Deshmukh** (MD, Chetas Control Systems Pvt Ltd):

*G.S. Parkhe award for successfully product commercialisation.*

There is an unmistakable sense of pride

when Deshmukh

declares that the

technology that

has earned him the

MCCIA recogni-

tion is developed

for the first time in

south-east Asia.

Also, it is in tune

with furthering his



ambition of making pioneering contribution to water conservation in India. Says Deshmukh, "In India, water conservation is largely based on approximations and confusion, and the absence of apt water audits. Leakage, water

thefts and negligence in water usage are common problems." Deshmukh has attempted to overcome the main limitation of conventional flow meters: accuracy.

Picosonics' measurements are independent of type and diameter of pipe, type of liquid and its gravity. His meters are performing in 24 municipal corporation and water supply boards, including Mumbai, Navi Mumbai, Thane, Kalyan, Surat, Bangalore, Jaipur and Delhi.

**Tech Wizard**

**Vikas M. Nadkarni** (Chairman, Rand Polyproducts Pvt. Ltd):

*Hari Malini Joshi award for product innovation.*

With a doctorate in

chemical engineering

and materials science

from the University of

Delaware, US, Nad-

karni is an industry

veteran in polymer

research, technology

development and inno-



vation management. After a 12-year stint in R&D with US majors such as DuPont and Owens Corning Fiberglas, Nadkarni joined

the chemical engineering division at the National Chemical Laboratory.

But he found it "difficult to adjust with the then NCL work culture" and quit to set up a consulting and manufacturing firm of his own. Support came from erstwhile NCL

colleagues, Rajiv Dongre and Waman Nayak, who left their jobs to join Nadkarni. Rand

Polyproducts has now grown into a Rs 5.50-

crore firm offering tailor-made polymer

resins for specific end-use in capacitors, auto-

mobile & electronic components, assembled

printed circuit boards, transformers, pharm-

aceutical products, paints and even speciality

coating for floors.

**Green Fingers**

**Manasi Karandikar & Ketaki Ghate** (Partners, Oikos for Ecological Services):

*Ramabai Joshi award for women entrepreneurs.*

Coming from diverse academic fields —

Manasi holds a degree in instrumentation

engineering and is a post-graduate in environ-

mental science, while Ketaki is a double

graduate in chemistry and botany — it was a year-

long diploma study at the Ecological Society

that fostered a partnership four years ago.

Oikos' (meaning an ancient Greek equivalent of household, of late used to describe social groups) USP, as Ketaki pointed out, is so-

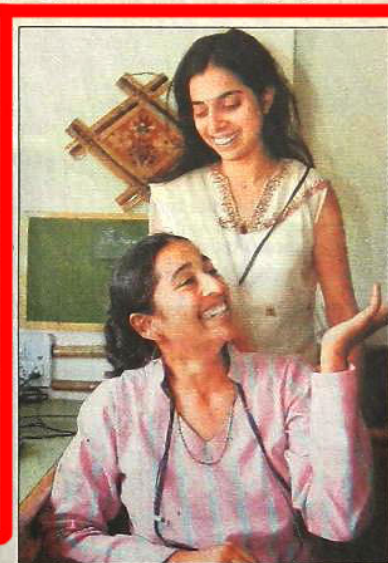


Photo: Sandhanand Ghosh

lutions combining ecology and economy for both, private land owners and farmers, in

managing and restoring biodiversity, landscap-

ing and eco-tourism destination development.

Promoting indigenous and medicinal plants through a nursery is another activity,

Karandikar added.

From an initial involvement in survey and

plan for mega projects like the Lavasa lake

city, Oikos is now engaged in developing a

model farm house scheme at Warasgaon,

which can be replicated elsewhere. Also, a restoration project on a land belonging to actor Atul Kulkarni at Wan, near Koyna, in neighbouring Satara district.