

# ANULOM

## NEWSLETTER

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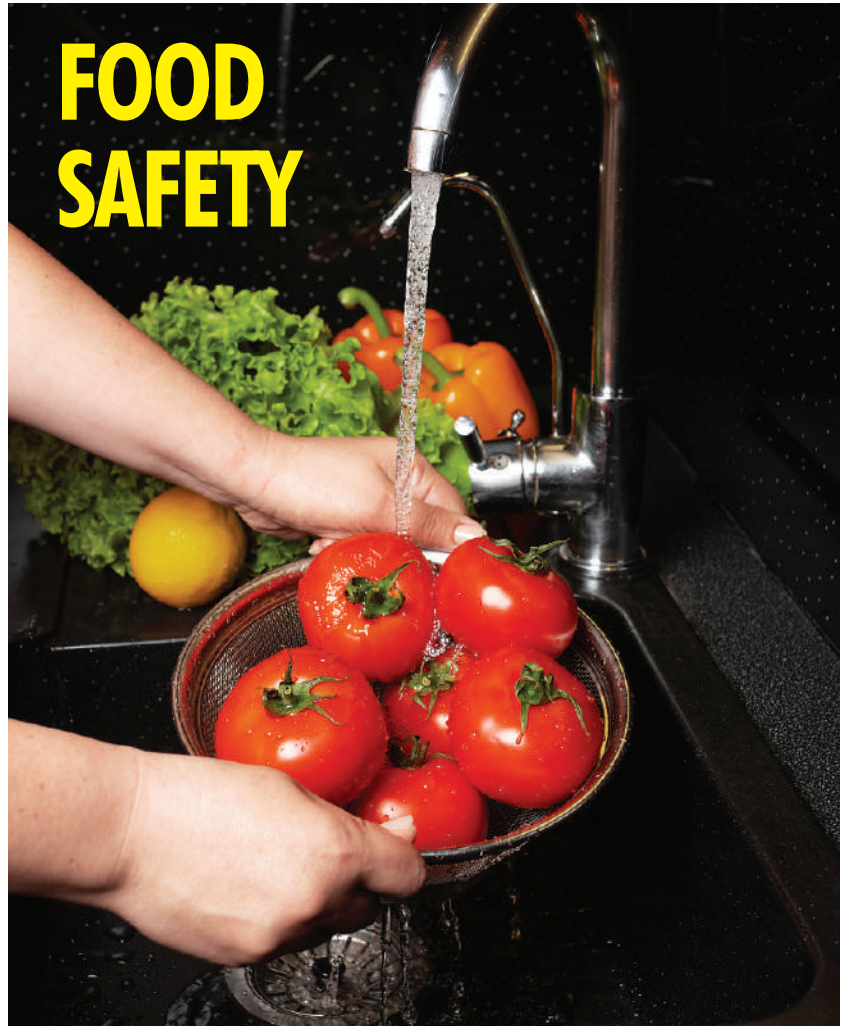
### Editorial...

Dear Readers,

Wish you all a very happy, healthy, wealthy, prosperous and a peaceful New Year 2025.

We welcome you one more issue of Anulom Newsletter with yet another important and sensitive topic of Food Safety. This subject is very close to all of us in our day-to-day life and would need everybody's attention. Hope you will find this article informative and useful, in your daily business and personal life.

— Editor



## FOOD SAFETY

**Food safety** (or **food hygiene**) is used as a scientific method/discipline describing handling, preparation, and storage of food in ways that prevent foodborne illness. The occurrence of two or more cases of a similar illness resulting from the ingestion of a common food is known as a food-borne disease outbreak. This includes several routines that should be followed to avoid potential health hazards. In this way, food safety often overlaps with food defence to prevent harm to consumers. The tracks within this line of thought are safety between industry and the market and then between the market and the consumer.

In considering industry-to-market practices, food safety considerations include the origins of food including the practices relating to food labelling, food hygiene, food additives and pesticide residues, as well as policies on biotechnology and food and guidelines for the management of governmental import and export inspection and certification systems for foods.

In considering market-to-consumer practices, the usual thought is that food ought to be safe in the market and the concern is safe delivery and preparation of the food for the consumer. Food safety, nutrition and food security are closely related. Unhealthy food creates a cycle of disease and malnutrition that affects infants and adults as well.



Food can transmit pathogens, which can result in the illness or death of the person or other animals. The main types of pathogens are bacteria, viruses, parasites, and fungus. The WHO Foodborne Disease Epidemiology Reference Group conducted the only study that solely and comprehensively focused on the global health burden of foodborne diseases. The first part of the study revealed that 31 foodborne hazards considered priority accounted for roughly 420,000 deaths in LMIC and posed a burden of about 33 million disability adjusted life years in 2010. Food can also serve as a growth and reproductive medium for pathogens. In developed countries there are intricate standards for food preparation, whereas in lesser developed countries there are fewer standards and less enforcement of those standards. Another main issue is simply the availability of adequate safe water, which is usually a critical item in the spreading of diseases. In theory, food poisoning is 100% preventable. However, this cannot be achieved due to the number of persons involved in the supply chain, as well as the fact that pathogens can be introduced into foods no matter how many precautions are taken.

#### **Food safety issues and regulations concern:**

##### **Food contamination**

Food contamination happens when foods are corrupted with another substance. It can happen in the process of production, transportation, packaging storage, sales, and cooking process. Contamination can be physical, chemical, or biological.

##### **Physical contamination**

Physical contaminants (or 'foreign bodies') are objects such as hair, plant stalks or pieces of plastic and metal. When a foreign object enters food, it is a physical contaminant. If the foreign objects contain bacteria, both a physical and biological contamination will occur.

Common sources of physical contaminations are: hair, glass or metal, pests, jewellery, dirt, and fingernails.

Physical food contamination is a hazardous yet natural accident of contaminating food with dangerous objects around the kitchen or production base when being prepared. If kitchens or other places where food may be prepared are unsanitary, it is very likely that physical contamination will occur and cause negative consequences. Dangerous objects such as glass and wire may be found in food which can cause many issues with the individuals who consume it including choking, breaking of teeth, and cutting the insides of the body. Children and the elderly are at the highest risk of being harmed by food contamination due to their weaker immune systems and fragile structures. The most



common reasoning for physical contamination to occur is when the food is left uncovered without lids. To prevent such contamination and harm to those consuming food from restaurants, cooks are recommended to wear hair nets, remove jewellery, and wear gloves, when necessary, especially over wounds with bandages.

##### **Chemical contamination**

Chemical contamination happens when food is contaminated with a natural or artificial chemical substance. Common sources of chemical contamination can include: pesticides, herbicides, veterinary drugs, contamination from environmental sources (water, air or soil pollution), cross-contamination during food processing, migration from food packaging materials, presence of natural toxins, or use of unapproved food additives and adulterants.

##### **Biological contamination**

It happens when the food has been contaminated by substances produced by living creatures, such as humans, rodents, pests or microorganisms. This includes bacterial contamination, viral contamination, or parasite contamination that is transferred through saliva, pest droppings, blood or faecal matter. Bacterial contamination is the most common cause of food poisoning worldwide. If an environment is high in starch or protein, water, oxygen, has a neutral pH level, and maintains a temperature between 5°C and 60°C (danger zone) for even a brief period of time (~0–20 minutes), bacteria are likely to survive.

##### **Safe food handling procedures (from market to consumer)**

The five key principles of food hygiene, according to WHO, are:

1. Prevent contaminating food with pathogens spreading from people, pets, and pests.
2. Separate raw and cooked foods to prevent contaminating the cooked foods.
3. Cook foods for the appropriate length of time and at the appropriate temperature to kill pathogens.
4. Store food at the proper temperature.
5. Use safe water and safe raw materials.

Proper storage, sanitary tools and work spaces, heating and cooling properly and to adequate temperatures, and avoiding contact with other uncooked foods can greatly reduce the chances of contamination. Tightly sealed water and air proof containers are good measures to limit the chances of both physical and biological contamination during storage. Using clean, sanitary surfaces and tools, free of debris, chemicals, standing liquids, and other food types (different from the kind currently being prepared, i.e. mixing vegetables/meats or beef/poultry) can help reduce the chance of all forms of contamination. However, even if all precautions have been taken and the food has been safely prepared and stored, bacteria can still form over time during storage. Food should be consumed within one to seven (1–7) days while it has been stored in a cold environment, or one to twelve (1–12) months if it was in a frozen environment (if it was frozen immediately after preparation). The length of time before a food becomes unsafe to eat depends on the type of food it is, the surrounding environment, and the method with which it is kept out of the danger zone.

- Always refrigerate perishable food within 2 hours — 1 hour when the temperature is above 90°F (32.2°C).

- Check the temperature of your refrigerator and freezer with an appliance thermometer. The refrigerator should be at 40°F (4.4°C) or below and the freezer at 0°F (-17.7°C) or below.

For example, liquid foods like soup kept in a hot slow cooker (149°F or 65°C) may last only a few hours before contamination, but fresh meats like beef and lamb that are promptly frozen (-2°C) can last up to a year. The geographical location can also be a factor if it is near wildlife. Animals like rodents and insects can infiltrate a container or prep area if left unattended. Any food that has been stored while in an exposed environment should be carefully inspected before consuming, especially if it was at risk of being in contact with animals. Consider all forms of contamination when deciding if a food is safe or unsafe, as some forms of contamination will not leave

any apparent signs. Bacteria are not visible to the naked eye, debris (physical contamination) may be underneath the surface of a food, and chemicals may be clear or tasteless; the contaminated food may not change in smell, texture, appearance, or taste, and could still be contaminated. Any foods deemed contaminated should be disposed of immediately, and any surrounding food should be checked for additional contamination.

In India, Food Safety and Standards Authority of India, established under the Food Safety and Standards Act, 2006, is the regulating body related to food safety and laying down of standards of food in India. Hence, it regulates the manufacture, storage, distribution, sale, and import of food articles, while also establishing strict standards to ensure food safety.



## BONDING AND BRANDING

Words have a remarkable way of guiding our understanding, shaping our perceptions, and ultimately influencing our actions. Two such words — “Bonding” and “Branding” — may sound similar, but beneath their phonetic resemblance lie profoundly valuable concepts that carry tremendous significance, both personally and professionally. The roots of these words trace back to their simpler forms: “Bond” and “Brand.” According to a dictionary entry, “Bond” is defined as “anything that joins while Brand is a maker of goods.

At first glance, these definitions might seem simplistic, but upon deeper reflection, the word “Bond” resonates with the very essence of joining, connecting, and solidifying relationships. To bond is to unify disparate elements — people, ideas, values — into a cohesive whole.

This principle plays out vividly in family life, where emotional ties, shared experiences, and collective identities deepen the bond. During a recent family gathering in December 2024, my family’s bonds were exemplified. We celebrated two milestones on the same day: my son Ajit’s 60th birthday and my great-grandson Ari’s 1st birthday. The continuity of generations, the shared laughter, and the joint commemoration of past and future highlighted the power of bonding. In that moment, as Mona, my daughter-in-law, wife of another son Prabodh, praised Ajit for his contributions, I realized how bonding serves as the invisible thread weaving families together, ensuring their strength, unity, and successful functioning over time.

On the other hand, the concept of “Branding” also originated from “Brand,” which interestingly points to creating something recognizable — an identity that distinguishes products, services, and, by extension, companies. While bonding cements relationships, branding carves out an identity in the marketplace. My son, Prabodh, exemplifies this principle as a Promoter / Managing Director of Anulom Technologies Private Limited. Over the past decade, he has painstakingly nurtured, promoted, and refined a product — shaping its image, reputation, and value proposition.

In business, branding is not merely about logos or slogans; it is about forging an emotional connection with the customer, establishing trust, credibility, and a promise of quality. Just as bonding cements familial ties, branding cements a company’s position in its industry. Through consistent quality, strategic messaging, and a clear sense of purpose, a brand can become synonymous with reliability and innovation, guiding the company toward sustainable growth and long-term success.

Examining both concepts side by side reveals a critical lesson: the principles that make families strong are not entirely different from those that make companies thrive. Families need bonding — love, trust, understanding, and shared celebrations — to stand the test of time and weather life’s inevitable storms.

Companies, too, need to establish their brand identity to remain competitive, relevant, and appealing in ever-changing markets. In essence, bonding serves as the internal glue, uniting people behind a common purpose, while branding forms the external shell, presenting that purpose to the wider world.

From these reflections, we can derive an important takeaway. Whether building a family legacy or fostering a corporate empire, one must nurture strong bonds internally and cultivate a strong brand externally. A family bond ensures solidarity, passing values and traditions seamlessly through generations. A powerful brand, similarly, ensures recognition, trust, and loyalty, allowing a business to flourish in the marketplace. Together, bonding and branding form a comprehensive blueprint for longevity and success — highlighting that what works to strengthen our closest relationships also lays the groundwork for accomplishing our professional ambitions.

So, Family Bonding and Company Branding are so invaluable for our Country to become a World Leader.

— **Dr. Aravind Navare**  
 Director, Anulom Technologies Pvt. Ltd.  
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## कायद्याच्या चौकटीत...

### सहकारी गृहनिर्माण संस्था नोंदणी

द महाराष्ट्र को-ऑपरेटिव्ह सोसायटीज ॲक्ट : १९६० हा कायदा १९६१ मध्ये लागू झाला आणि महाराष्ट्रातील सहकारी चळवळीच्या क्षेत्रात एक नवें दालन सुरू झालं. बांधकाम क्षेत्रात मोठ्या उलाढाली सुरू होऊन सहकारी गृहबांधणीला वेग आला. जमीन खरेदी करून त्यावर घर बांधणं अनेकांना शक्य होत नाही. त्यामुळे ही नवी सहकारी गृहबांधणी लोकांना खूपच उपयुक्त ठरू लागली.

या नव्या कायदानुसार, गृहनिर्माण संस्थांच्या नोंदणीसाठी किमान दहा सभासदांची आवश्यकता असते. १९९५च्या एका अध्यादेशानुसार, दहा पेक्षा कमी सभासद असले तरी संस्था नोंदविता येते. मात्र त्यासाठी एक अट आहे. प्रत्येक सदनिका ७०० चौरस फूटांपेक्षा कमी असली पाहिजे. एकूण सदनिका खरीददारांपैकी साठ टक्के खरीददार नोंदणीस तयार असतील तरी संस्थांना नोंदणी करण्यास परवानगी दिली जाते.

(क्रमशः)

- **ॲड. अविनाश चाफेकर**

मोबाइल : ९८५०९३५९११

## FEEDBACK FROM OUR SATISFIED CUSTOMERS...

Excellent service by Anulom. Much appreciated Sujata's support executing agreement timely and seamlessly.

- **ARVIND PAWASHE**

I had great experience working with Anulom team for the past few years. Rohit a representative from Anulom has been very quick and helpful with rent agreement.

- **DHIRAJ PANJWANI**

Very co-operative and great experience with Amol Thorat. Thank you very much.

- **HARSH SHAH**

Great service of agreement renewal by Anulom team. Mr. Amol has ensured smooth process of biometric verification.

- **PATHIK SHAH**

It is really a nice experience with the team. Very prompt and cooperative. Also, I would like to thanks to Monali, helped me a lot in getting the document registration.

- **BALARAM HELGAONKAR**



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I sincerely appreciate the services provided by Anulom technologies in getting my rent agreement through. I was doing this through any agency for the first time. The staff dealing with my document /case Ms. Komal provided timely help in resolving issues, providing information, responding to my quarries which made possible to execute the agreement in time. It was hassle free and satisfying experience with Anulom technologies. I am grateful to Anulom technologies and their staff for their cooperation.

- **SUBASH PAWAR**

Good Service by Mr. Shambhu Marane.

- **UMESH AGNIHOTRI**

Great support by Rohit Pisal. The process was smooth.

- **ASHISH DUBE**

Priya and Komal were excellent in helping the agreement process, always recommended.

- **SANJAY NERALI**

## Want to become a Partner of Anulom?

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The editor does not necessarily agree with the opinions published in the Articles in this magazine.

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