

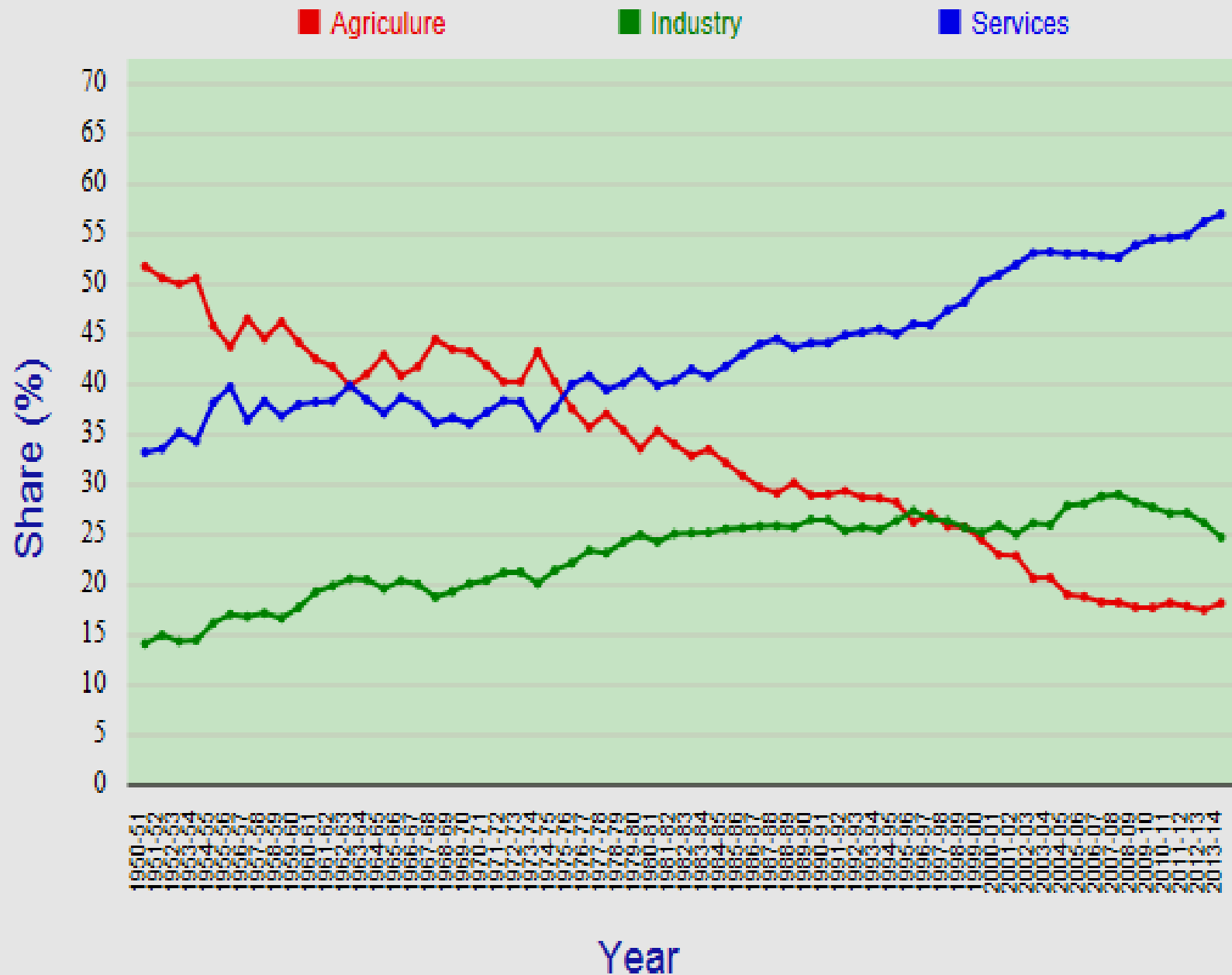
Idea generation, Creative & Innovative thinking

CFTRI-Dec 28,2020

Entrepreneurial Opportunities in Food and Allied Sector



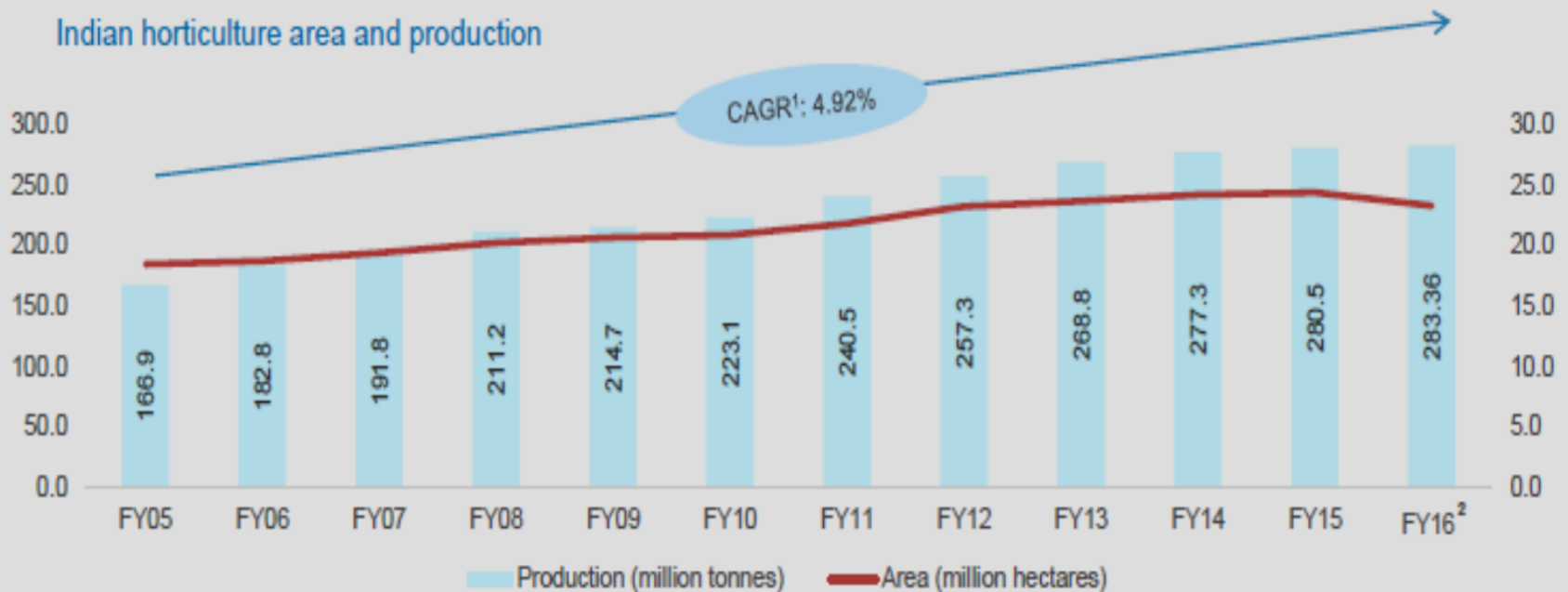
Sectorwise contribution of GDP of India (1950-2014)



FRUIT AND VEGETABLE PRODUCTION CONTINUES TO INCREASE

- * India ranks 2nd in global production of fruits & vegetables & is a leading exporter of mangoes & bananas. The country also exports grapes in a large quantity across the world.
- * National Horticulture Mission, National Horticulture Board, Technology Mission for Integrated Development of Horticulture in North-East are some of the initiatives taken by the Government of India to boost the horticulture sector of the country
- * The National Horticulture Board has launched a new capital investment subsidy scheme for construction & expansion of cold storages & storages of horticulture products
- * During FY05-16, horticulture production in India grew at a CAGR of 4.92 per cent.

Indian horticulture area and production



Source: National Horticulture Board, Assorted Articles, FAO Stat, TechSci Research

Note: ¹ - CAGR Mentioned is for Production

² - As per 3rd Advance Estimates

2015

Indian food and Retail industry: USD258 billion

Strong demand growth

- Demand for processed food rising with growing disposable income, urbanisation, young population & nuclear families
- Household consumption set to double by 2020
- Changing lifestyle & increasing expenditure on health & nutritional foods

Food processing hub

- India benefits from a large agriculture sector, abundant livestock & cost competitiveness
- Investment opportunities to arise in agriculture, food infrastructure & contract farming
- Diverse agro-climatic conditions encourage cultivation of different crops

2020E

Indian food and Retail industry: USD482 billion

Advantage India

Increasing investments

- Investments, including FDI, would rise with strengthening demand & supply fundamentals
- Launch of infrastructure development schemes to increase investments in food processing infrastructure
- Entry of foreign players

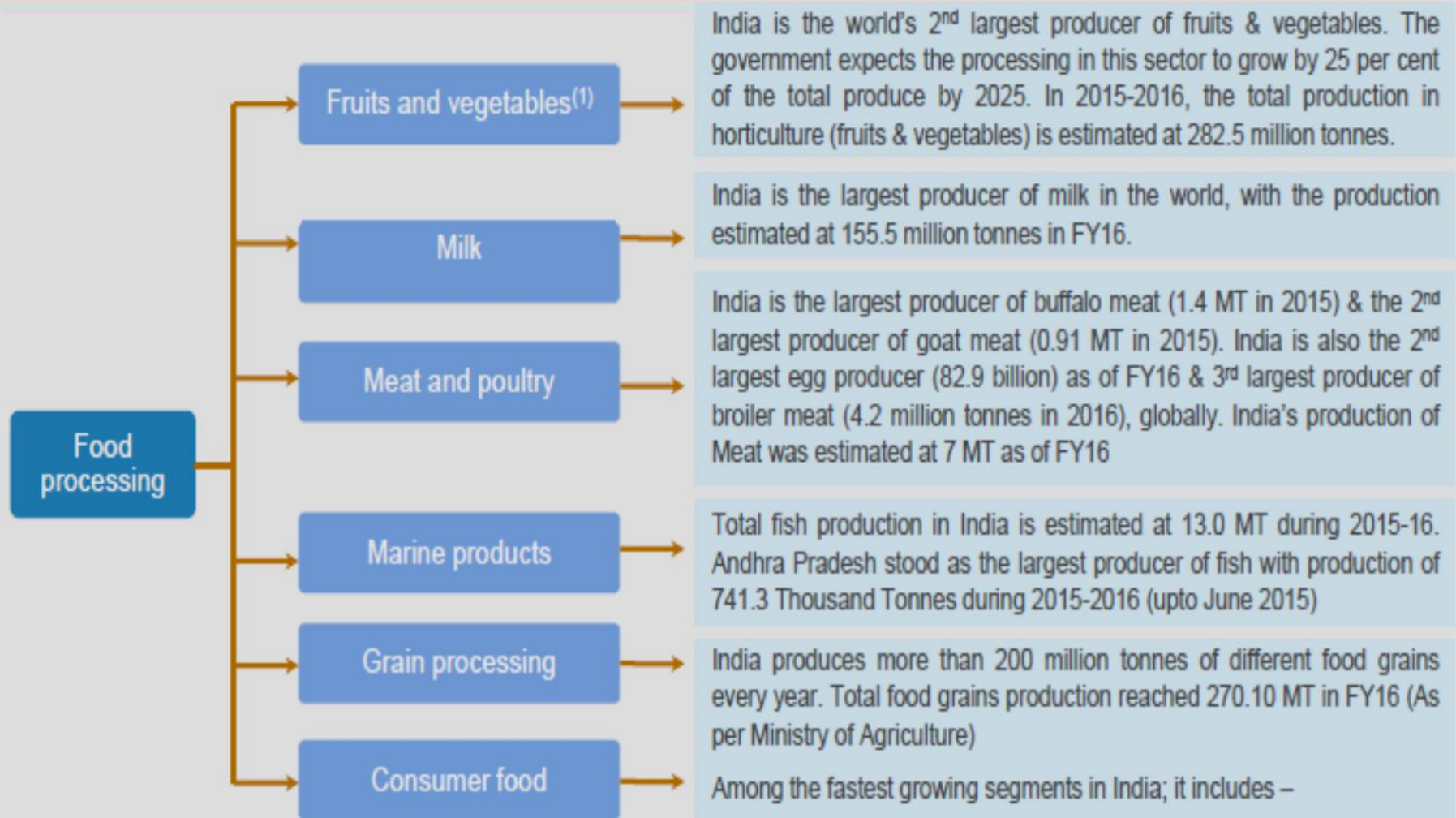
Policy support

- Sops to private sector participation; 100 per cent FDI under automatic route. Investment in April 2000-December 2016 stood at USD7.47 billion
- Promoting rationalisation of tariff & duties relating to food processing sector.
- Setting up of National Mission on Food Processing
- Foreign Trade Policy 2015-2020

Source: DIPP, Ministry of External Affairs, ASA and Associates, TechSci Research

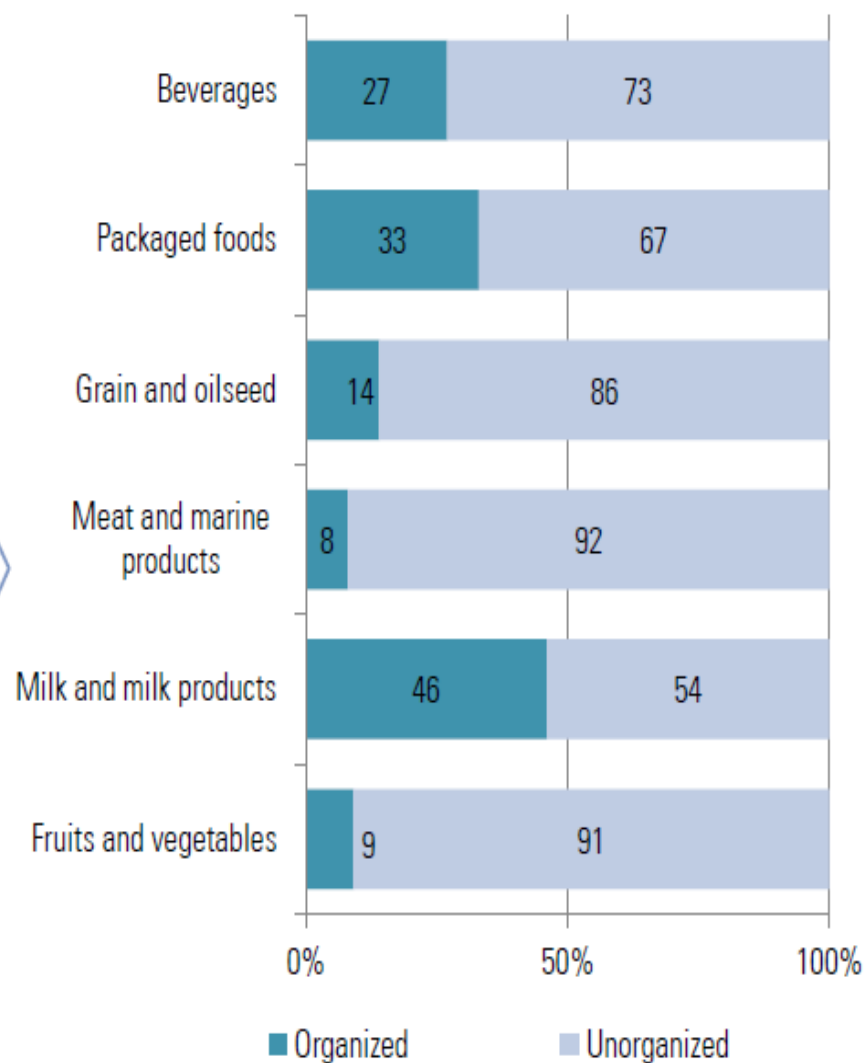
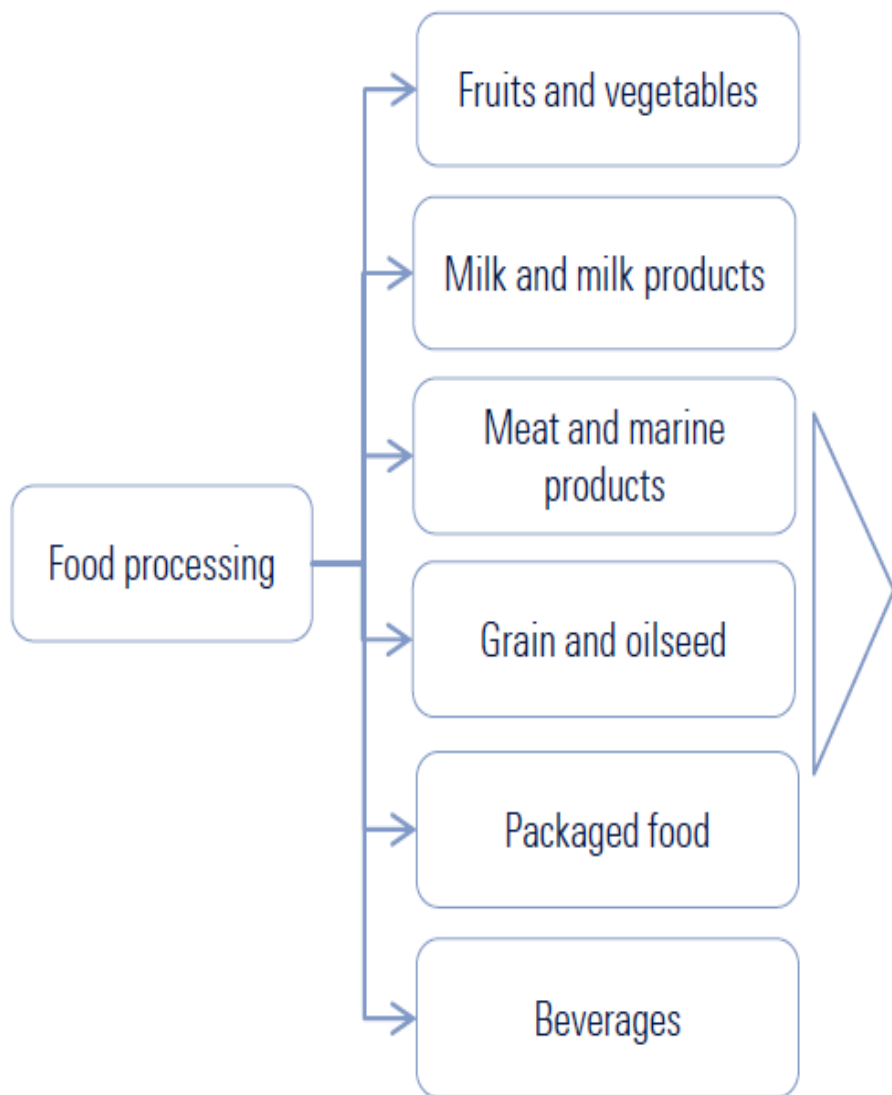
Notes: 2015E – Estimate for 2015; Estimates are from UBM India Pvt Ltd press release, FDI – Foreign Direct Investment
Government expects USD21.9 billion of investments in food processing infrastructure by 2015

THE FOOD PROCESSING SECTOR COMPRISES SIX MAJOR SEGMENTS

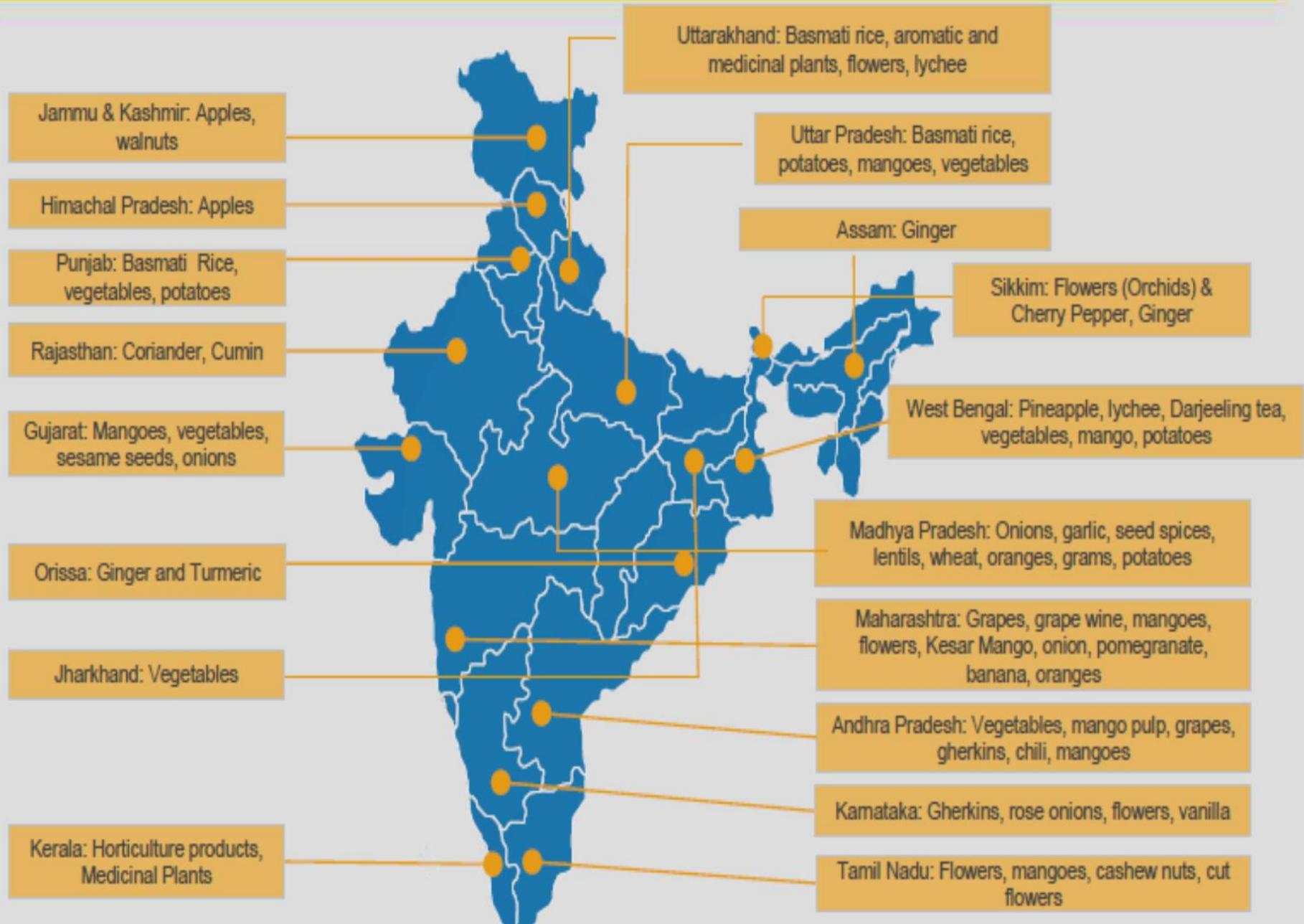


Source: Indiabusiness.nic.in, Ministry of Agriculture, Directorate of Statistics, APEDA, Indiastat, Meat & Poultry Processing Board, FAOSTAT, Assocham, Department of Animal Husbandry, Dairying & Fisheries, Economic Times (US Department of Agriculture)
 Notes: FY – Indian Financial Year (April – March), E- Estimate,
⁽¹⁾ - 3rd Estimate, MT - Million Tonnes

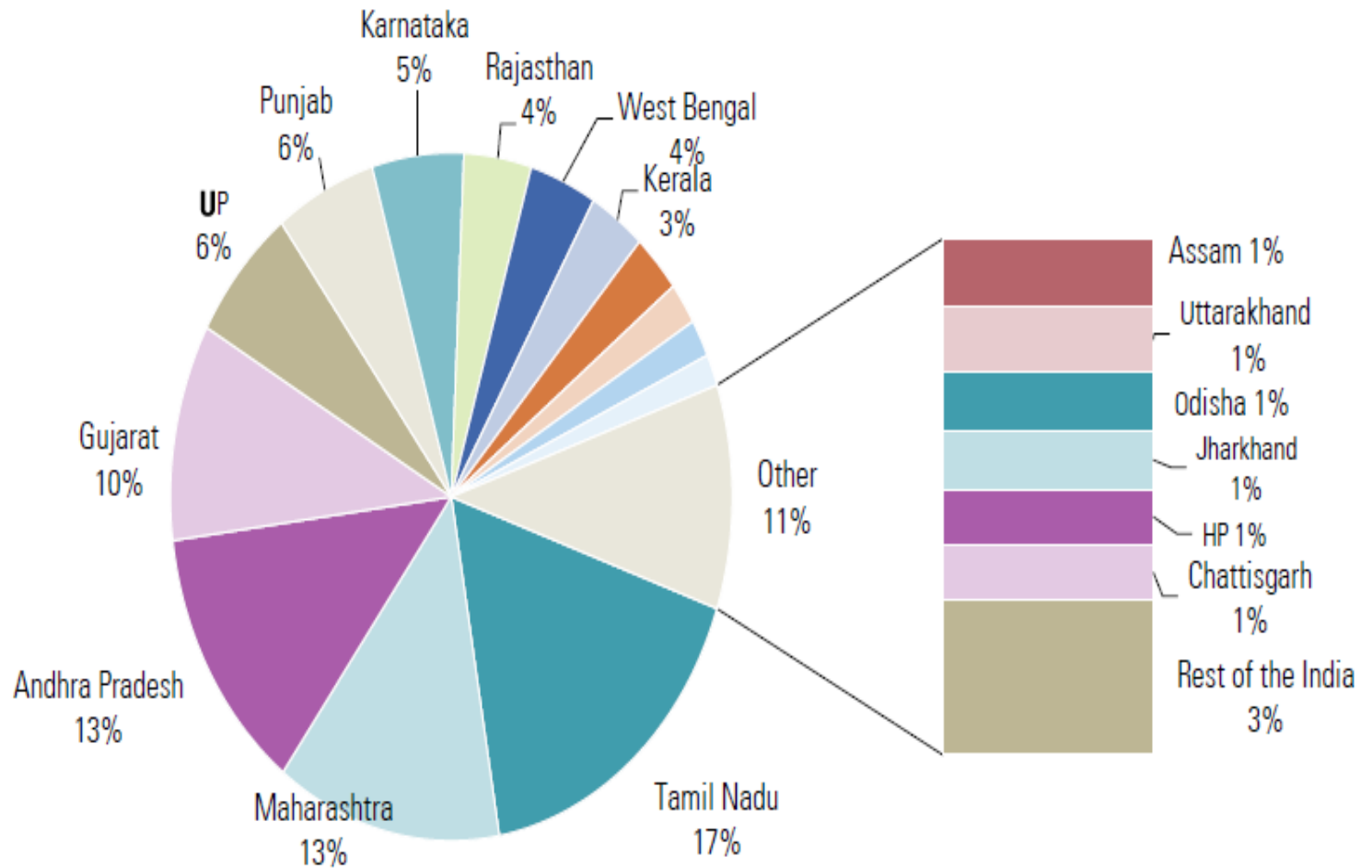
Structure of the food processing sector: organised vs. unorganized (by employment)



AGRI EXPORT ZONES IN INDIA



State-wise distribution of food processing units



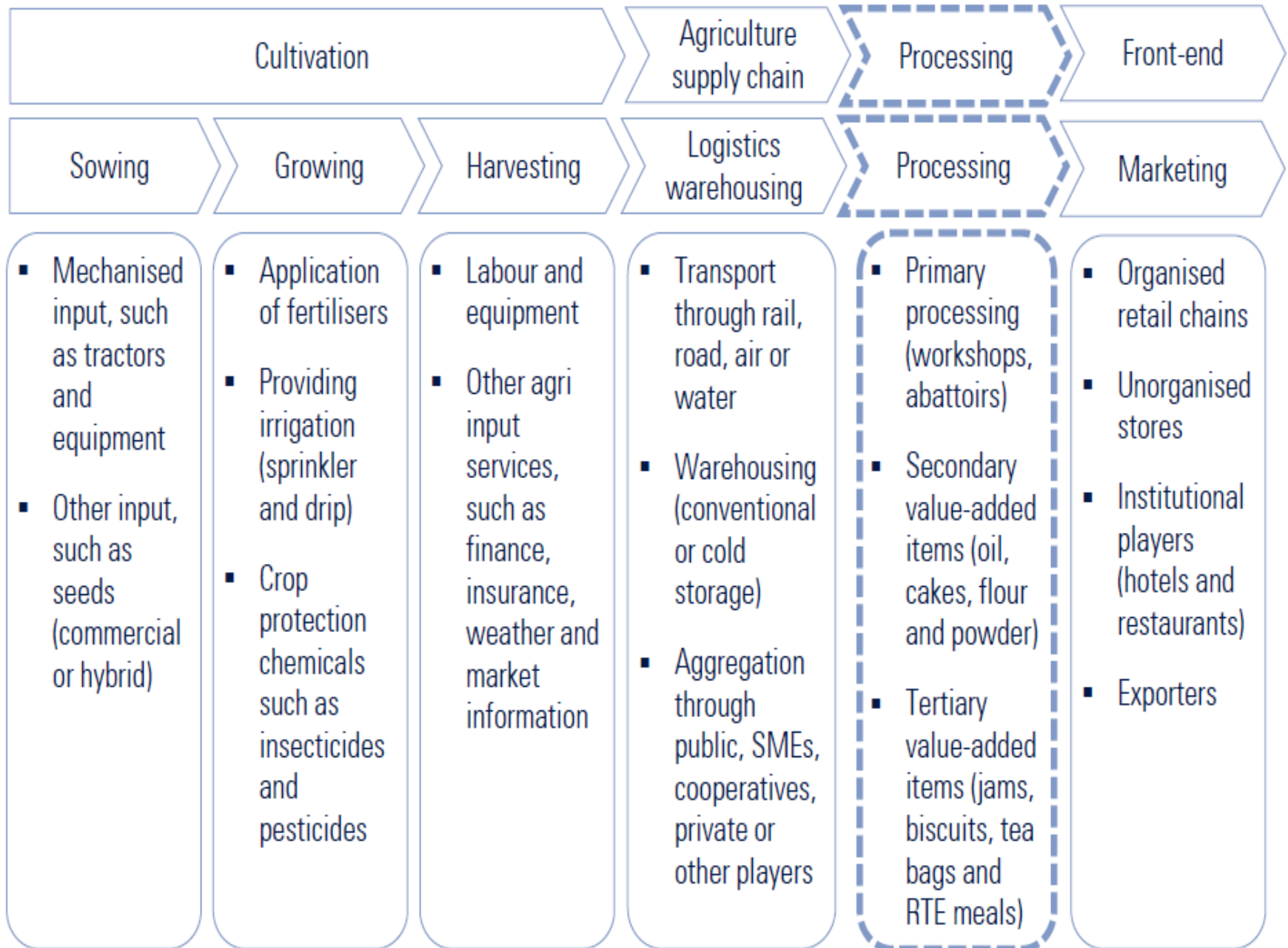
Estimated Percentage Loss of Major Agricultural Produce in India

| Crops | Cumulative wastage (percent) | |
|---------------------|------------------------------|--------------------|
| | as per report 2010 | as per report 2015 |
| Cereals | 3.9 – 6.0 | 4.65 – 5.99 |
| Pulses | 4.3 – 6.1 | 6.36 – 8.41 |
| Oil seeds | 2.8 – 10.1 | 3.08 – 9.96 |
| Fruits & Vegetables | 5.8 – 18.0 | 4.58 – 15.88 |
| Milk | 0.8 | 0.92 |
| Fisheries (Inland) | 6.9 | 5.23 |
| Fisheries (Marine) | 2.9 | 10.52 |
| Meat | 2.3 | 2.71 |
| Poultry | 3.7 | 6.74 |

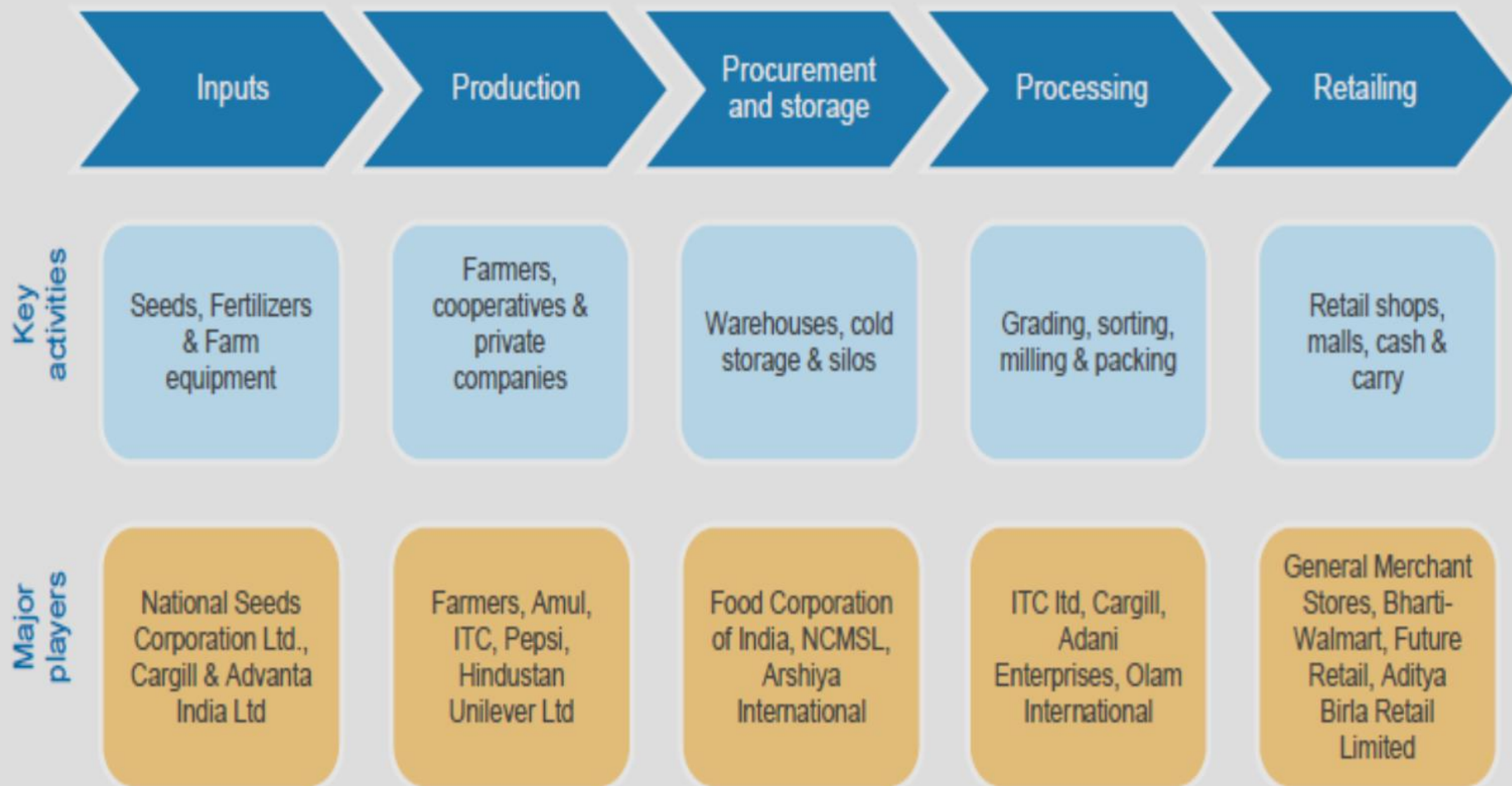
Losses in Key Horticultural and Cereal Crops

| Horticultural Crops | As per Report 2010 | As per Report 2015 |
|---------------------|--------------------|--------------------|
| Guava | 18.0% | 15.88% |
| Mango | 12.7% | 9.16% |
| Apple | 12.3% | 10.39% |
| Grapes | 8.3% | 8.63% |
| Papaya | 7.4% | 6.70% |
| Banana | 6.6% | 7.76% |
| Cereal Crops | As per Report 2010 | As per Report 2015 |
| Wheat | 6.0% | 4.93% |
| Paddy | 5.2% | 5.53% |
| Bajra | 4.8% | 5.23% |
| Maize | 4.1% | 4.65% |

Value chain — food processing industry



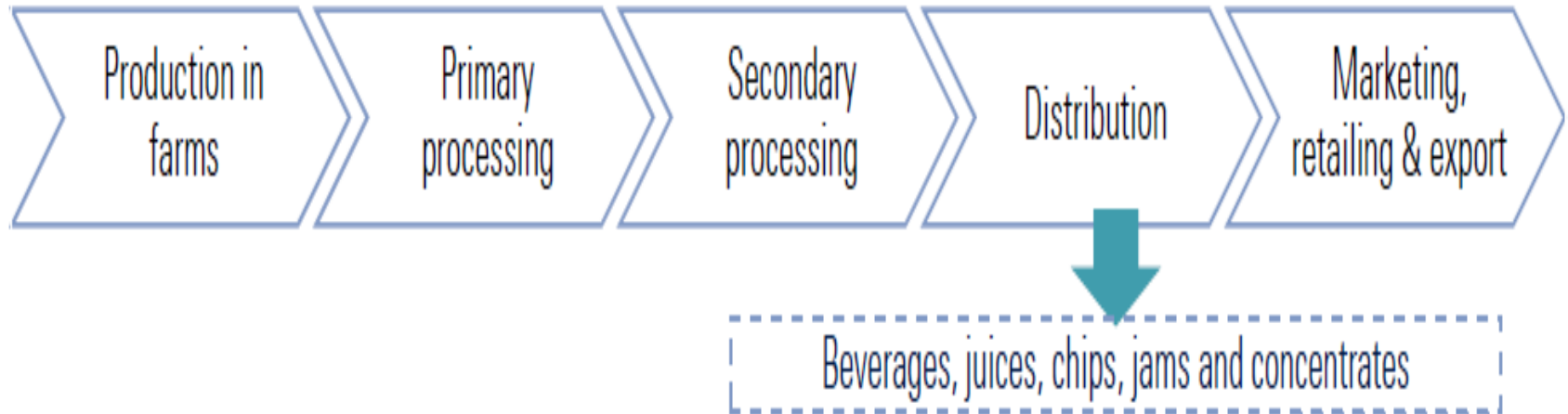
VALUE CHAIN IN FOOD PROCESSING SECTOR AND KEY PLAYERS



Source: MOFPI, TechSci Research.

Note: NCMSL - National Collateral Management Services Limited

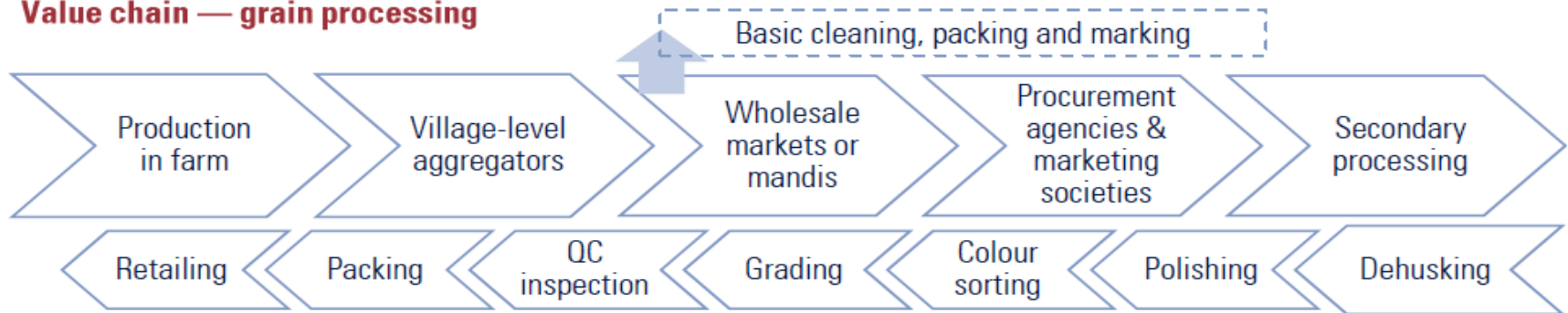
Value chain - fruits and vegetables (F&V) sub-segment



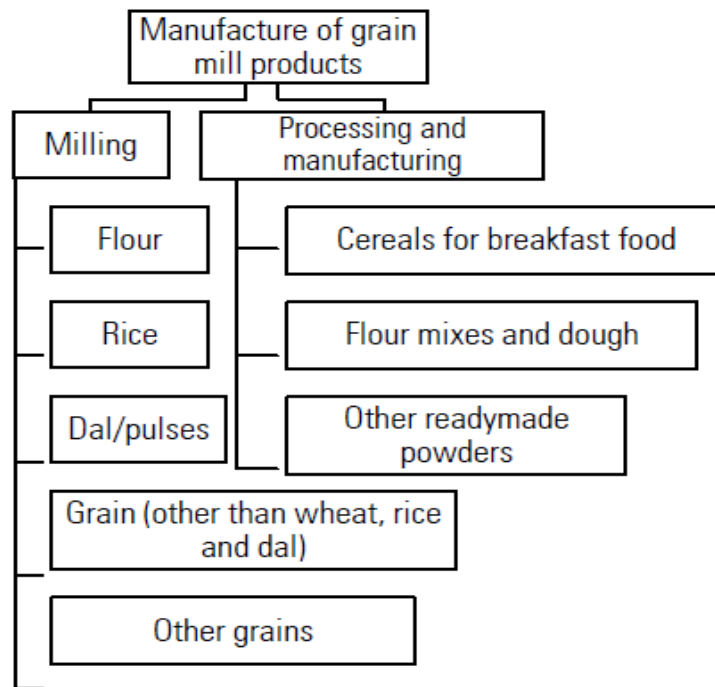
F&V — major segments and sub-segments

| Fresh F&V | Dry fruits | | Processed/preserved F&V | | | | |
|---|------------|--------|-------------------------|-------------------|--------------------|------------|--------------|
| Grapes, mangoes, bananas, mushrooms, chillies, onions | Raisins | Cashew | Jams, jelly, pickle | Sauce, food paste | Juice/concentrates | Canned F&V | Potato flour |

Value chain — grain processing



Major segments

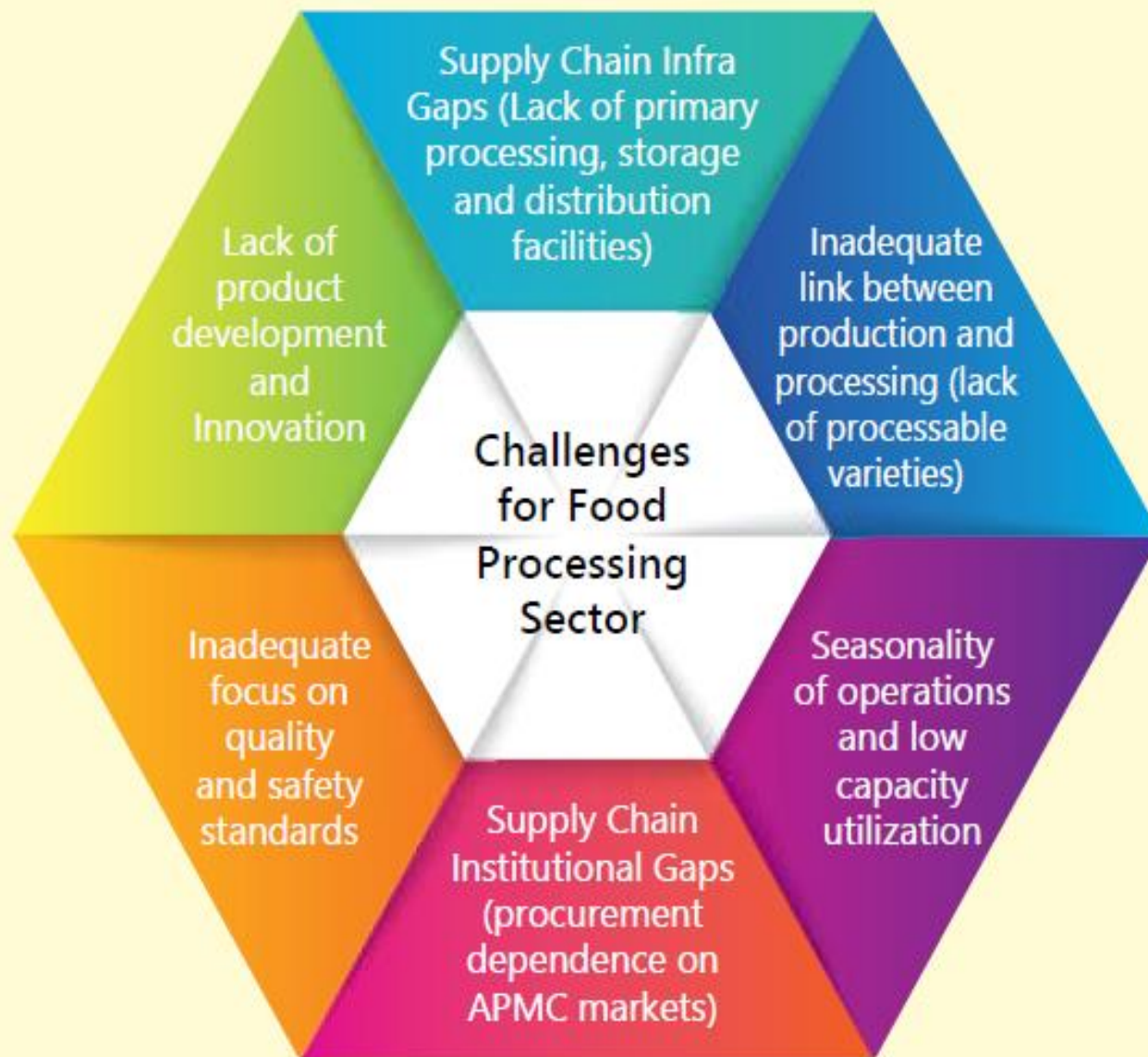


Value chain — oilseed processing



Food Processing Sector – Major Challenges:

The major challenges being faced by the sector are illustrated below: -



Conflict of Interest in Agricultural Marketing

- ❖ **Farmers** – Maximum Price and higher production.
- ❖ **Manufacturers** – Low Purchase Price, High and specific Quality.
- ❖ **Traders and Retailers**—Low Purchase price, High Margin.
- ❖ **Consumers** – Good Quality with freshness.
- ❖ **Calls for** - Efficient Market Information and sound Market-led Extension to enhance farm income and quality produce to consumers at reasonable price.

Farm management services

- New agri business, which provides inputs such as seeds, fertilizers along with providing advice & training farmers on latest agricultural practices
- It introduces efficiencies into the whole gamut of agri practices
- Provides assistance to sell products at appropriate prices

Agricultural inputs

- Limited arable land against growing population makes agricultural inputs crucial
- Huge opportunity exists for agri input segments like seeds & plant growth nutrients
- In India, commercial seeds only account for minor percentage (25 per cent) & huge demand is expected for quality branded seeds

Logistics

- The 12th Five Year Plan estimated a potential storage capacity expansion of 35 million tonnes
- Cold storage capacity needs to grow rapidly from the current level of 24 million tonnes
- Private warehouse operators are supported by multiple income streams, subsidy & available of credit
- It is expected that 4 per cent growth in the food grain storage capacity would restructure agricultural sector over the next few years

Untapped market with strong growth potential

- Fragmented market leads to lower processing levels & value addition
- The government plans to raise value addition to 35 per cent by 2015 from 20 per cent in 2005
- PPP modules ideal for the private sector
- Strong demand growth; household consumption set to double by 2020

Potential global outsourcing hub

- Global supermarket majors looking at India as a major outsourcing hub
- The government has helped by investing in AEZs, mega food parks, easier credit
- The establishment of food parks – a unique opportunity for entrepreneurs, including foreign investors to enter in the Indian food processing sector.
- In FY16, Ministry of Food Processing Industries has granted fund of USD18.81 million for the ongoing Mega Food Park projects
- In October 2016, the Central Government announced that all 42 mega food parks will be operational by next 2 years.

Supply chain infrastructure and contract farming

- Both firms and the government are eager to boost efficiency & access to markets
- Investment potential of USD22 billion in food processing infrastructure; 100 per cent FDI in this area
- Firms increasingly taking recourse to contract farming in order to secure supply
- Supply chain infrastructure – this niche has investment potential in food processing infrastructure, the government's main focus is on supply chain related infrastructure like cold storage, abattoirs & food parks.

SECTOR WISE BUSINESS OPPORTUNITIES

- ❖ **Fruits and vegetables:** preserved, candied, glazed and crystallized fruits and vegetables, juices, jams, jellies, purees, soups, powders, dehydrated vegetables, flakes, shreds and ready-to-eat curries.
- ❖ **Food preservation by fermentation:** wine, beer, vinegar, the preparation of yeast, alcoholic beverages.
- ❖ **Beverages:** fruit-based, cereal-based.
- ❖ **Dairy:** liquid milk, curd, flavoured yoghurt, processed cheese, cottage cheese, swiss cheese, blue cheese, ice cream, milk-based sweets.
- ❖ **Food additives and nutraceuticals.**
- ❖ **Confectionery and bakery:** cookies and crackers, biscuits, breads, cakes and frozen dough.
- ❖ **Meat and poultry:** eggs, egg powder, cut meats, sausages, other value added products.
- ❖ **Fish, seafood and fish processing - processing and freezing units.**
- ❖ **Grain processing - oil milling sector, rice, pulse milling and flour milling sectors.**
- ❖ **Food preservation and packaging:** metal cans, aseptic packs.
- ❖ **Food processing equipment:** canning, dairy and food processing, specialty processing, packaging, frozen food/refrigeration and thermo-processing.
- ❖ **Consumer food:** packaged food, aerated soft drinks, packaged drinking water.
- ❖ **Spice pastes.**
- ❖ **Supply chain infrastructure - this niche has investment potential in food processing**

FAA Domain Areas-Start ups

- ▶ Inputs - Physical inputs and technologies
- ▶ IT - IT services providing information and support services
- ▶ Input/IT hybrids
- ▶ Processing - New processing technology or techniques
- ▶ SCM (Supply Chain Management) - Cloud based SCM & logistic services
- ▶ E2E Integration (End to End) - Focused on E2E integration of supply chain
- ▶ SCM/E2E hybrids

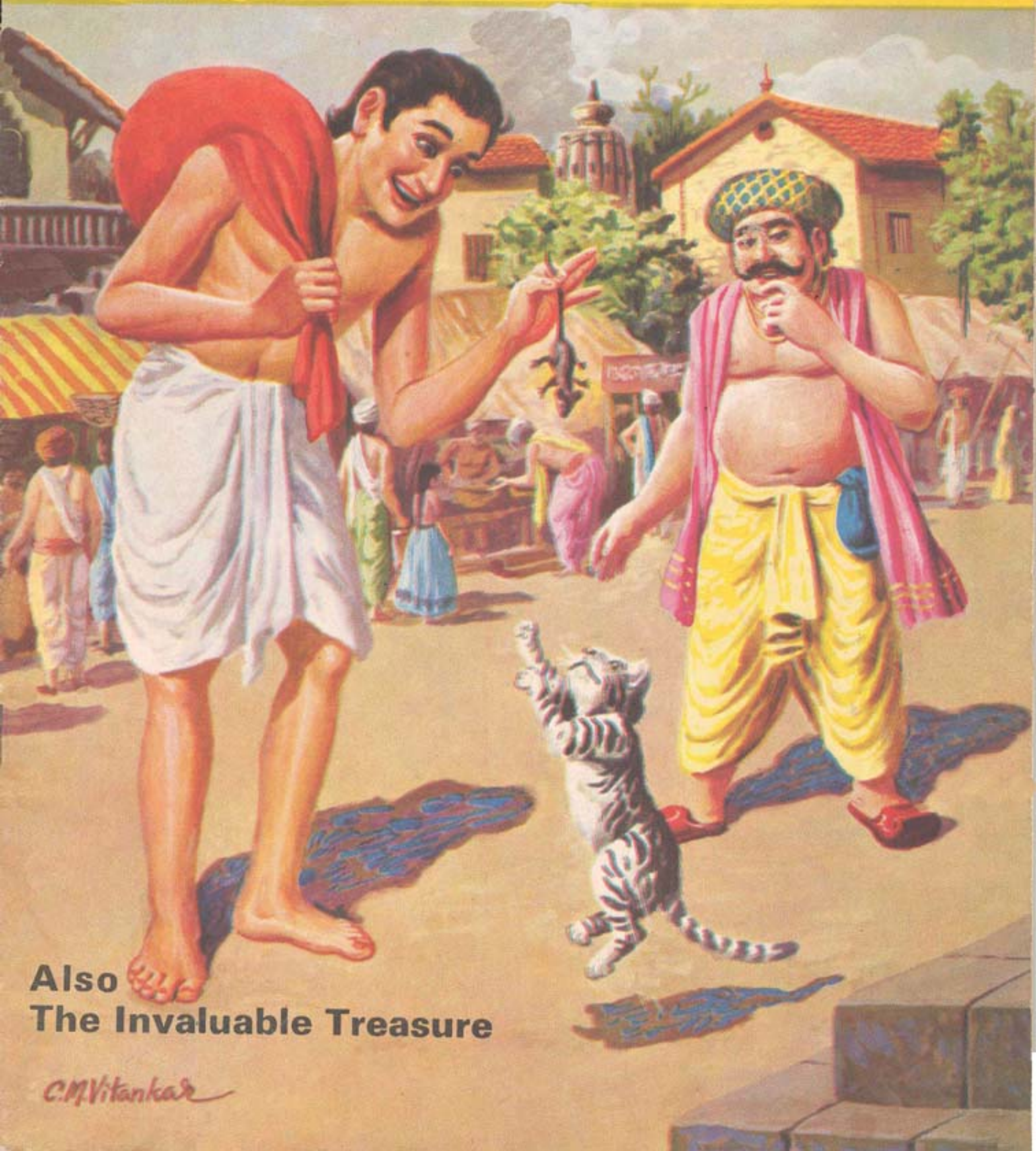
| DATE | TARGET | INVESTOR | AMOUNT (INR MN) | DESCRIPTION |
|---------------|------------------------------------|--------------------------------|----------------------------|---|
| Sep-16 | CropIn Technology Solutions | Sophia Investment | 130 | Provides a cloud-based software platform to help farmers track their produce |
| Apr-16 | VegFru.com | Wingify Software | NA | An online B2B marketplace for fruits and vegetables, connects farmers to retailers such as restaurants, hotel chains, exporters, importers |
| Oct-15 | Zappfresh | Unknown | 20 | The Company offers 40 items, including whole chicken, mutton and pork. |
| Aug-15 | Agrostar | IDG Ventures, Aavishkar | 260 | A mobile commerce firm that sells agricultural inputs directly to farmers |
| Jun-15 | EM3 Agri Services | Aspada Investments | 200 | Provides farm services using using modern agricultural machines and technologies |
| Apr-15 | Ycook | Omnivore Partners | Undisclosed | Y-Cook offers sweet corn kernels and cobs, baby corn, chickpea, and chutneys that stay fresh for 12 months without preservatives |
| Aug-14 | Skymet | Daily and General Trust | 276 | Noida and Mumbai based weather forecasting services provider |
| Feb-14 | CropIn Technology Solutions | Ankur Capital | 5 | Provides a cloud-based software platform to help farmers track their produce |
| Nov-13 | Eruvaka Technologies | Omnivore Partners | 50 | The company makes on-farm diagnostic equipment for aquaculture farmers |
| Jun-13 | BarrixAgro | Omnivore Partners | 50 | The company seeks to develop technology enabled cost effective solutions to reduce the use of pesticides in crop protection |
| Oct-12 | Frontal Rain Technologies | Omnivore Partners | 50 | Offers supply chain software for agribusiness companies on the cloud |



No. 269

JATAKA TALES

The Mouse Merchant



Also
The Invaluable Treasure

C.M. Vitankar

All living creatures die to be born again, so the Hindus believe. The Buddha was no exception. Legend has it that several lifetimes as a Bodhisattva went into the making of the Buddha, the Enlightened one.

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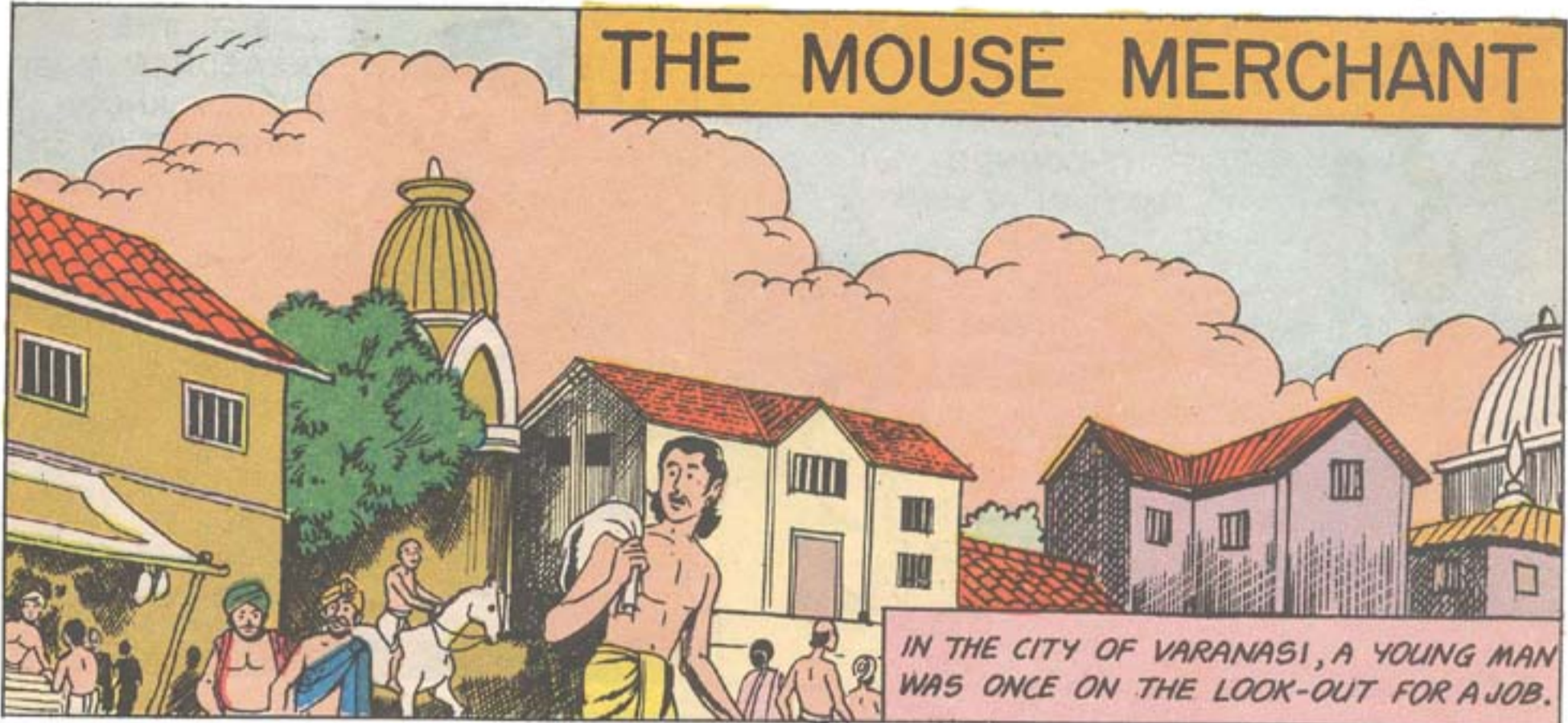
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Editor : Anant Pai Script : Subba Rao

Artworks : Chandrakant D. Rane

THE MOUSE MERCHANT



IN THE CITY OF VARANASI, A YOUNG MAN WAS ONCE ON THE LOOK-OUT FOR A JOB.

IT SO HAPPENED THAT THE ROYAL TREASURER, ACCOMPANIED BY A FRIEND, PASSED BY.

THE KING VALUES YOUR WORK. THE TREASURY IS OVERFLOWING WITH RICHES. WHAT IS THE SECRET OF YOUR SUCCESS?

INITIATIVE AND ENTERPRISE.

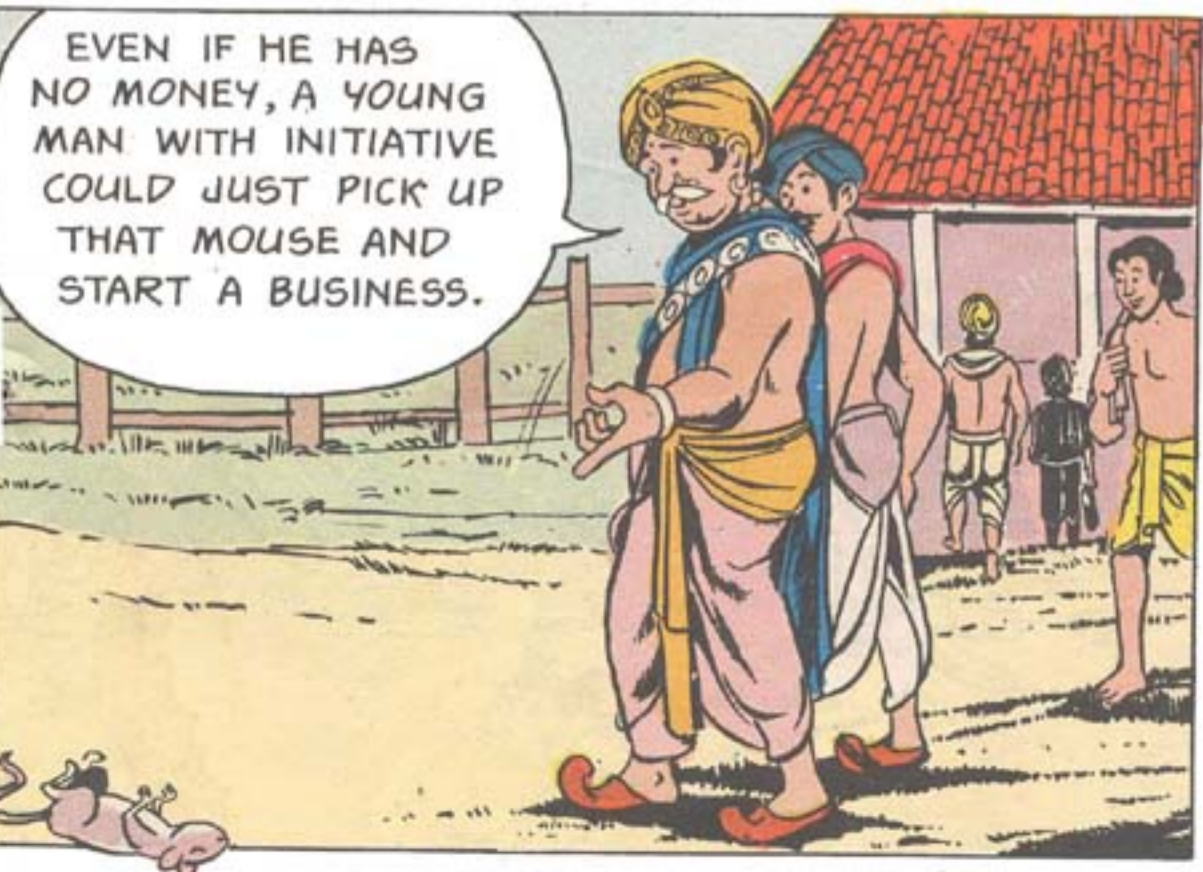


I'LL EXPLAIN WHAT I MEAN. DO YOU SEE THAT DEAD MOUSE?

YES... BUT....



EVEN IF HE HAS NO MONEY, A YOUNG MAN WITH INITIATIVE COULD JUST PICK UP THAT MOUSE AND START A BUSINESS.



A DEAD MOUSE AS CAPITAL? HA! HA! HA!



THE YOUNG MAN STOPPED AND GAZED AT THE DEAD MOUSE.

IT SOUNDS LIKE AN ABSURD IDEA...



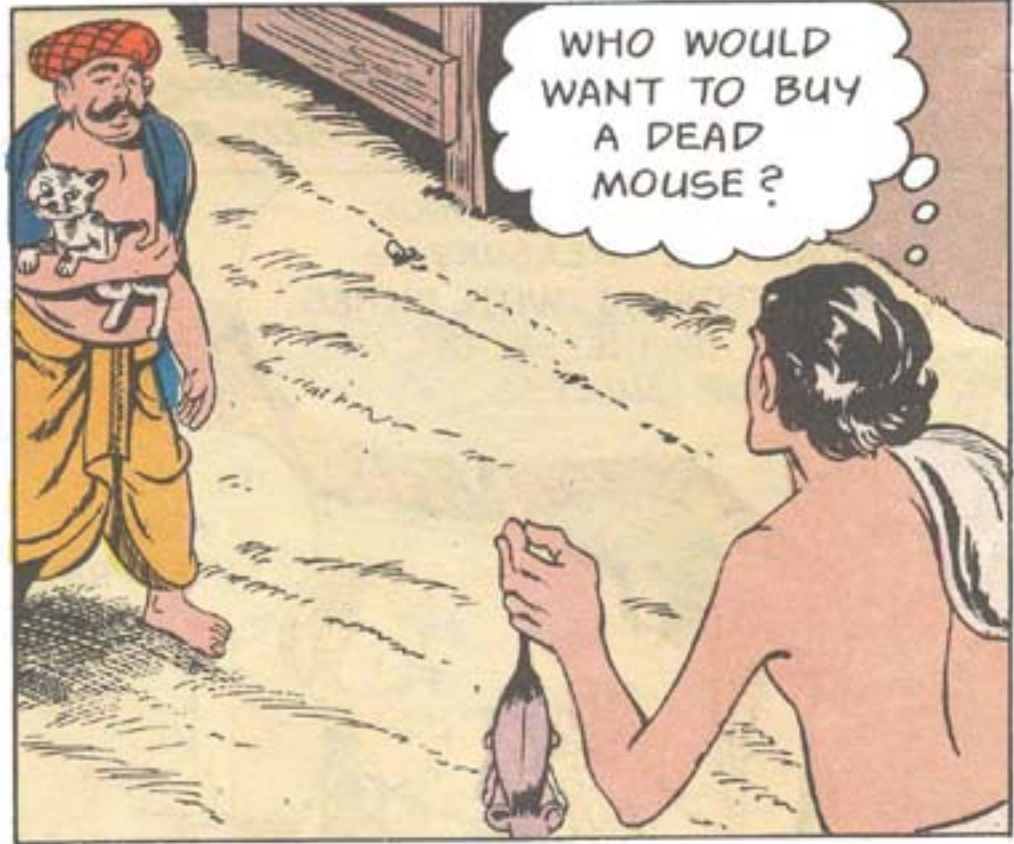
... BUT THE TREASURER MUST SURELY KNOW WHAT HE IS TALKING ABOUT!



BUT WHAT CAN I DO WITH IT?



WHO WOULD WANT TO BUY A DEAD MOUSE?



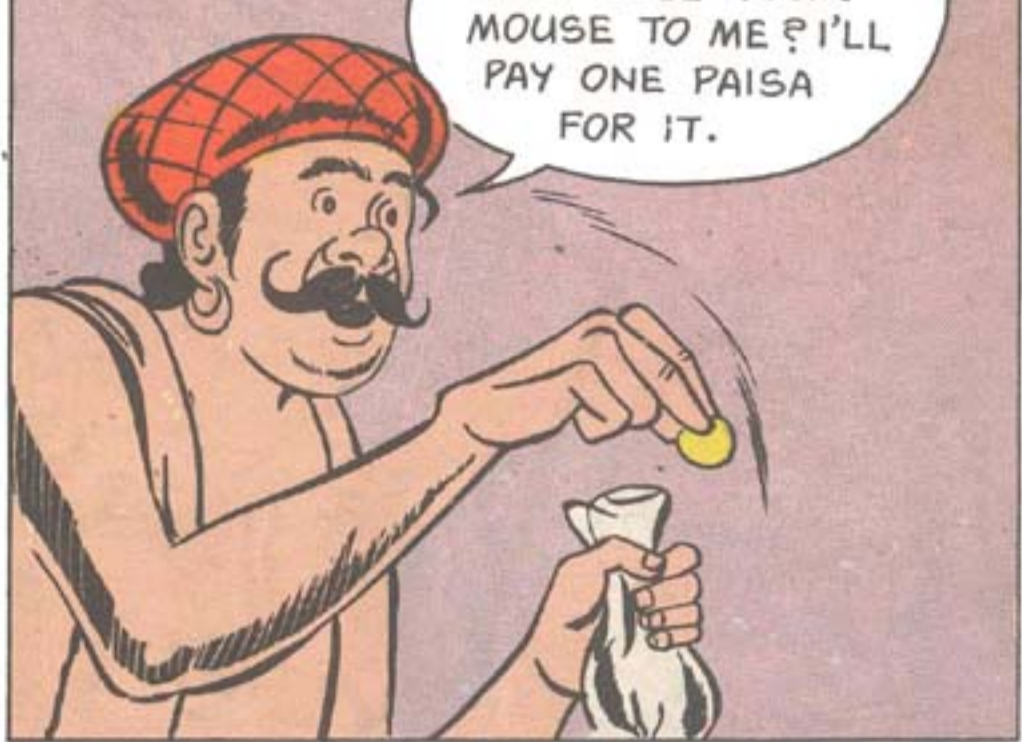
HEY, PUSSY, COME BACK!



AH! NOW I KNOW
WHAT HAS ATTRACTED
HIM!



MY FRIEND, WILL
YOU SELL YOUR
MOUSE TO ME? I'LL
PAY ONE PAISA
FOR IT.



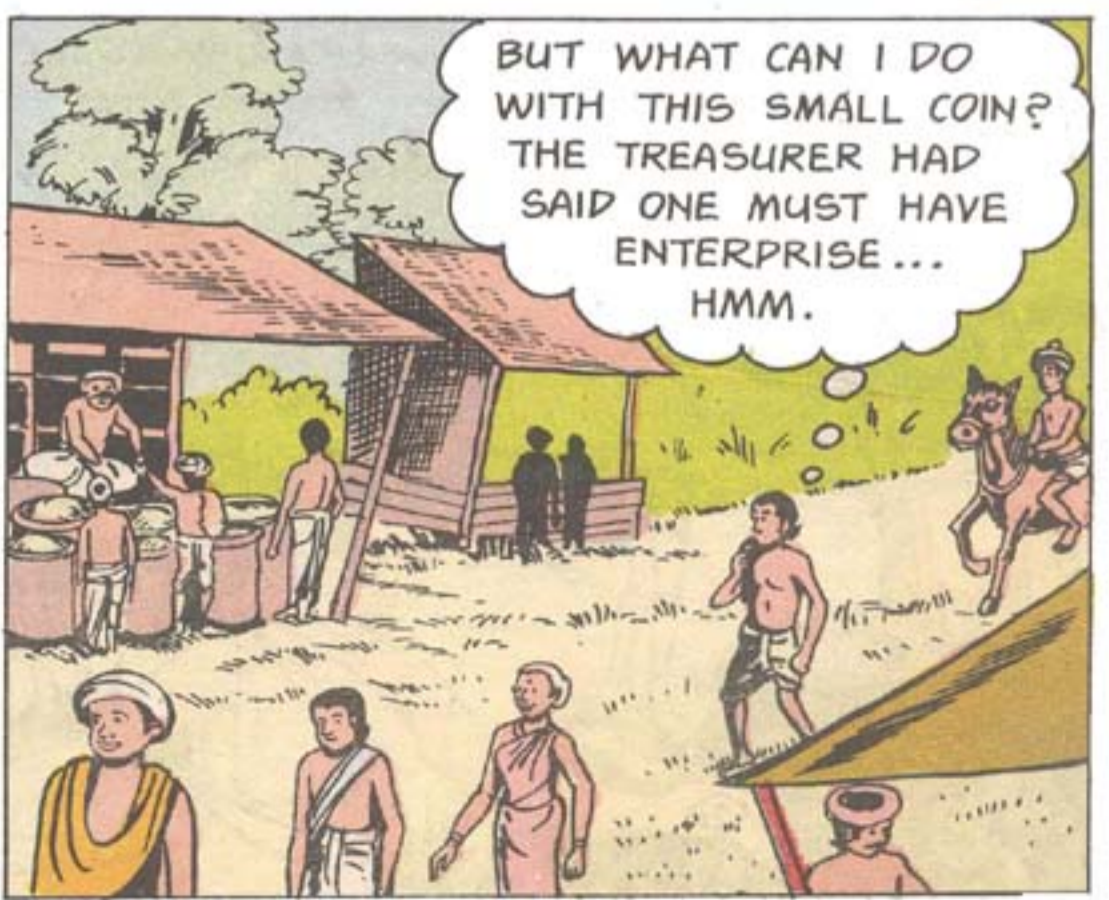
THE MOUSE
IS YOURS!



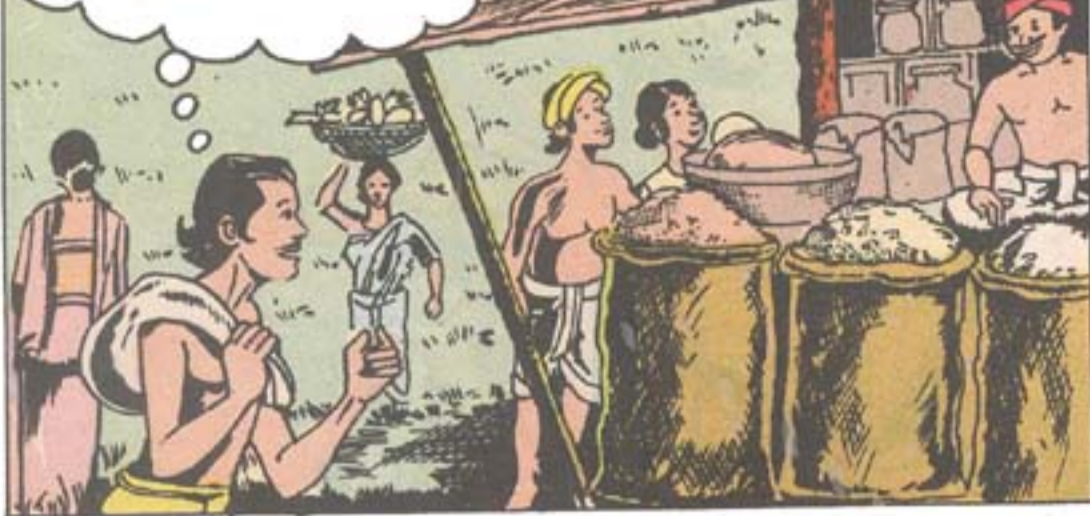
THE FIRST
COIN I'VE
EARNED!



BUT WHAT CAN I DO
WITH THIS SMALL COIN?
THE TREASURER HAD
SAID ONE MUST HAVE
ENTERPRISE...
HMM.



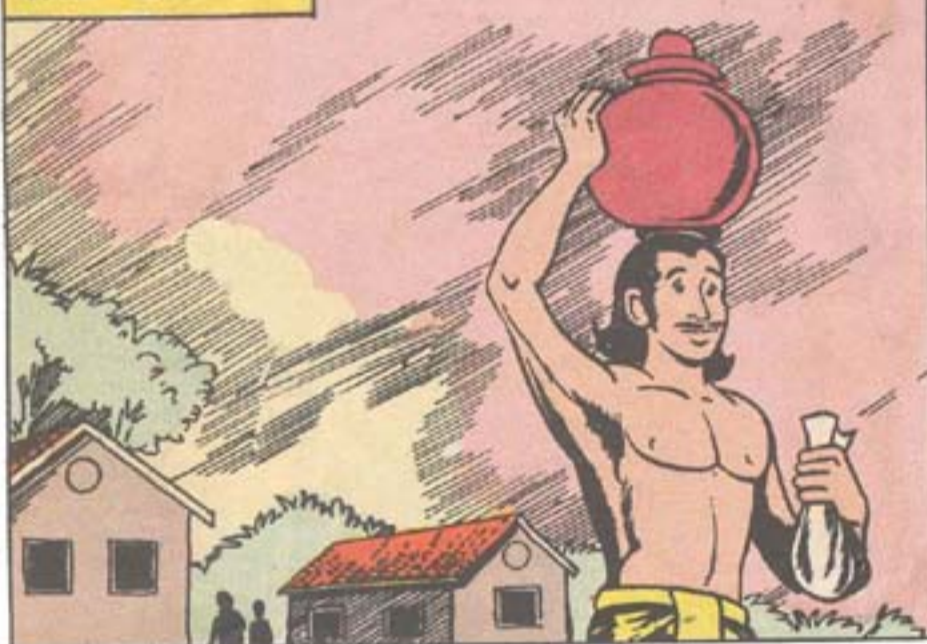
OH! I'VE GOT IT.
I MUST FIND OUT IF
THERE IS A DEMAND
FOR SOMETHING AND
THEN ARRANGE TO
SUPPLY IT!



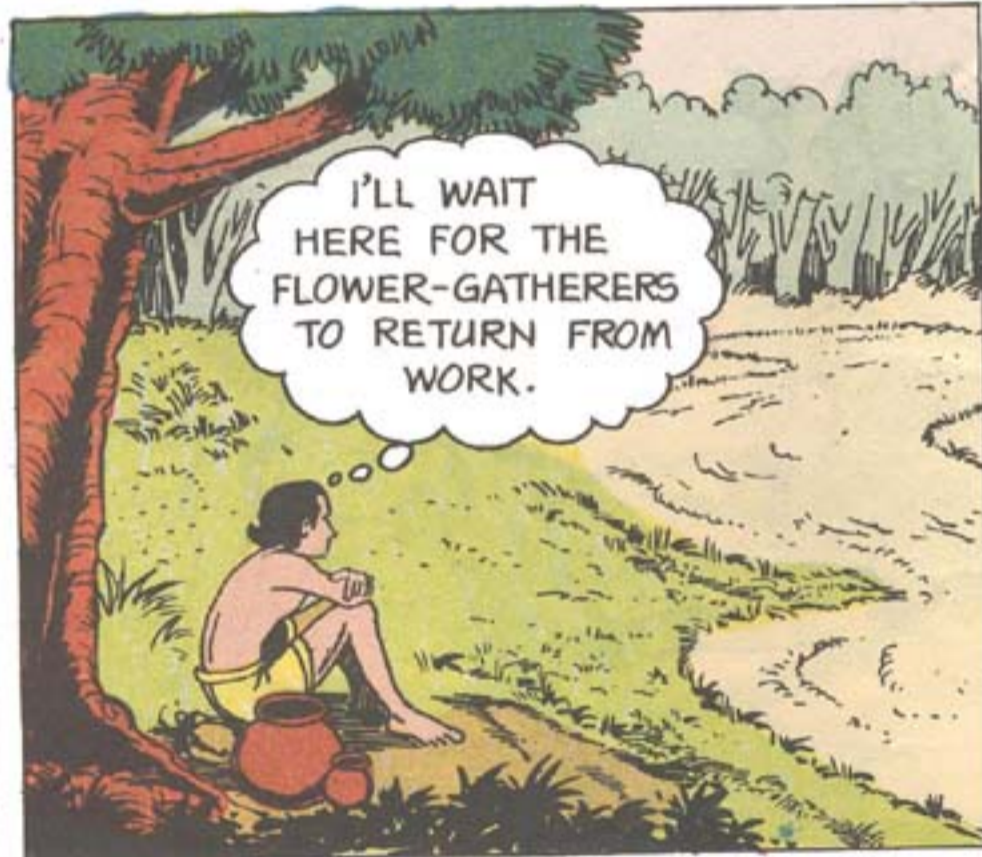
PLEASE GIVE ME
ONE PAISA'S
WORTH OF
GUR.



THE NEXT MORNING, THE YOUNG MAN
FILLED A POT WITH DRINKING WATER
AND WENT TO THE OUTSKIRTS OF
THE CITY.



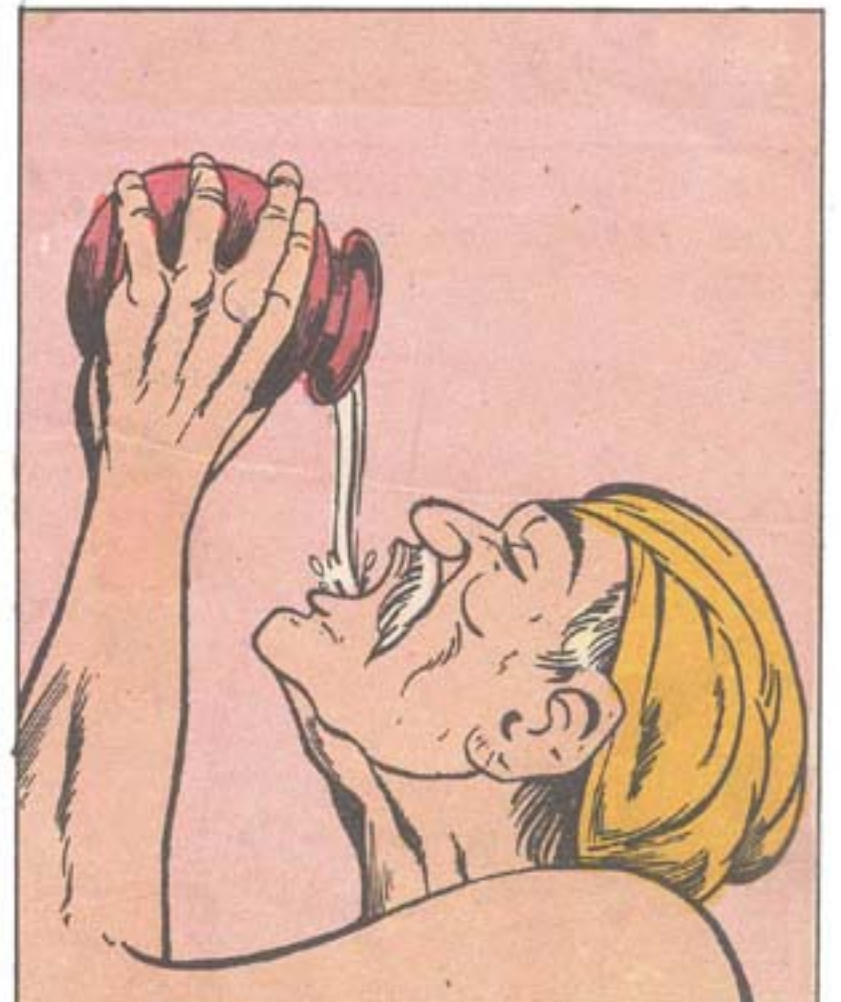
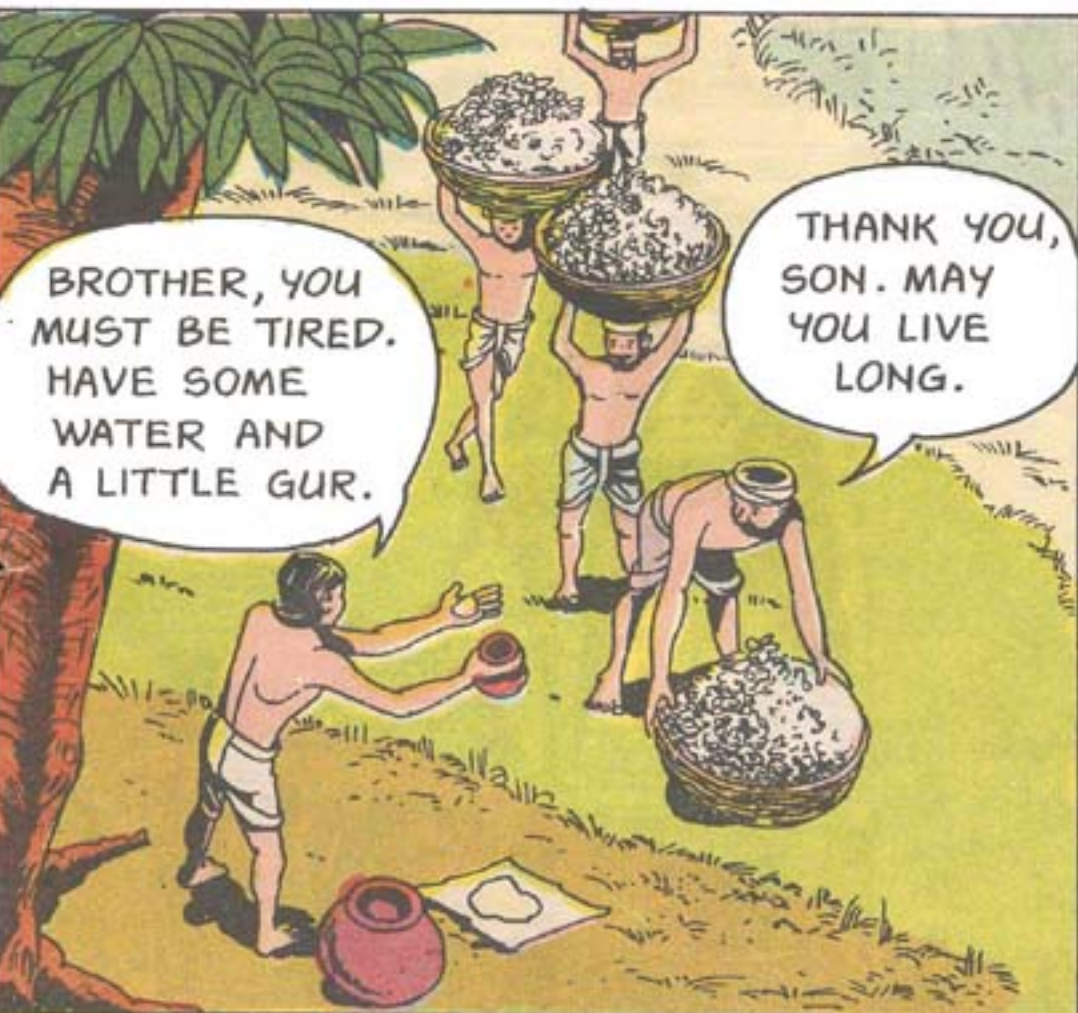
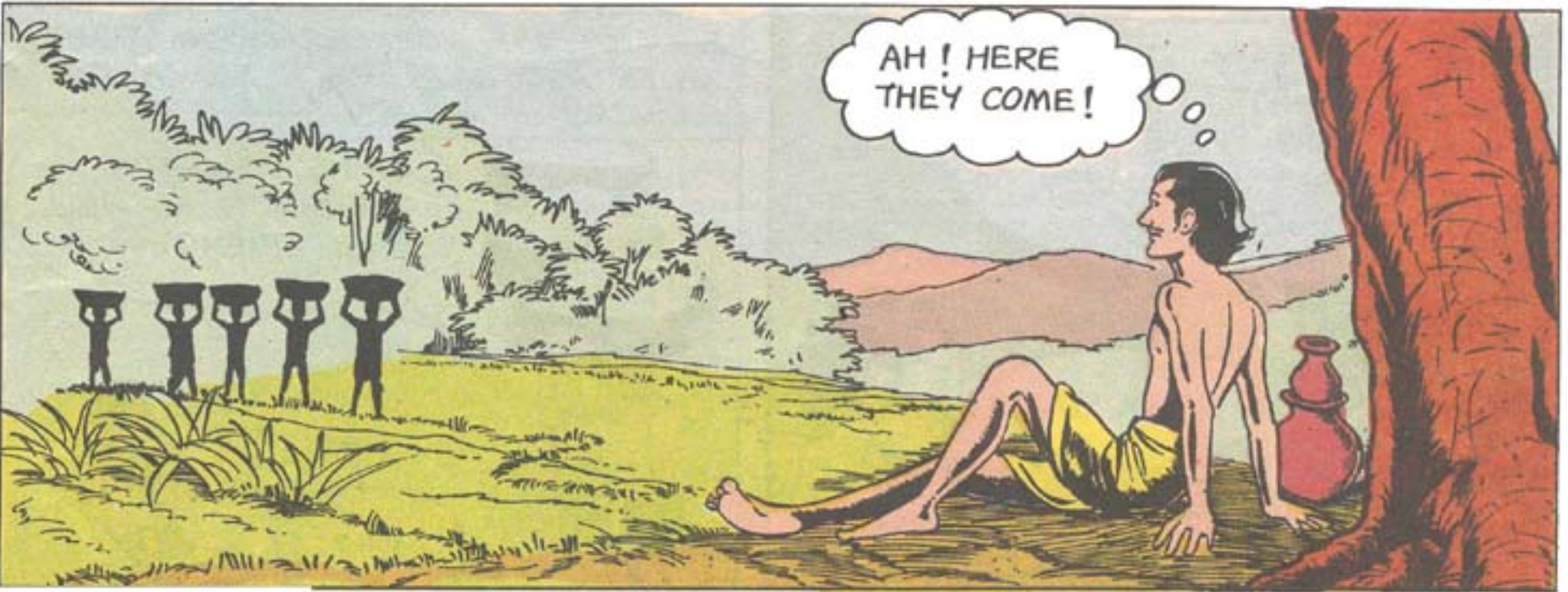
I'LL WAIT
HERE FOR THE
FLOWER-GATHERERS
TO RETURN FROM
WORK.

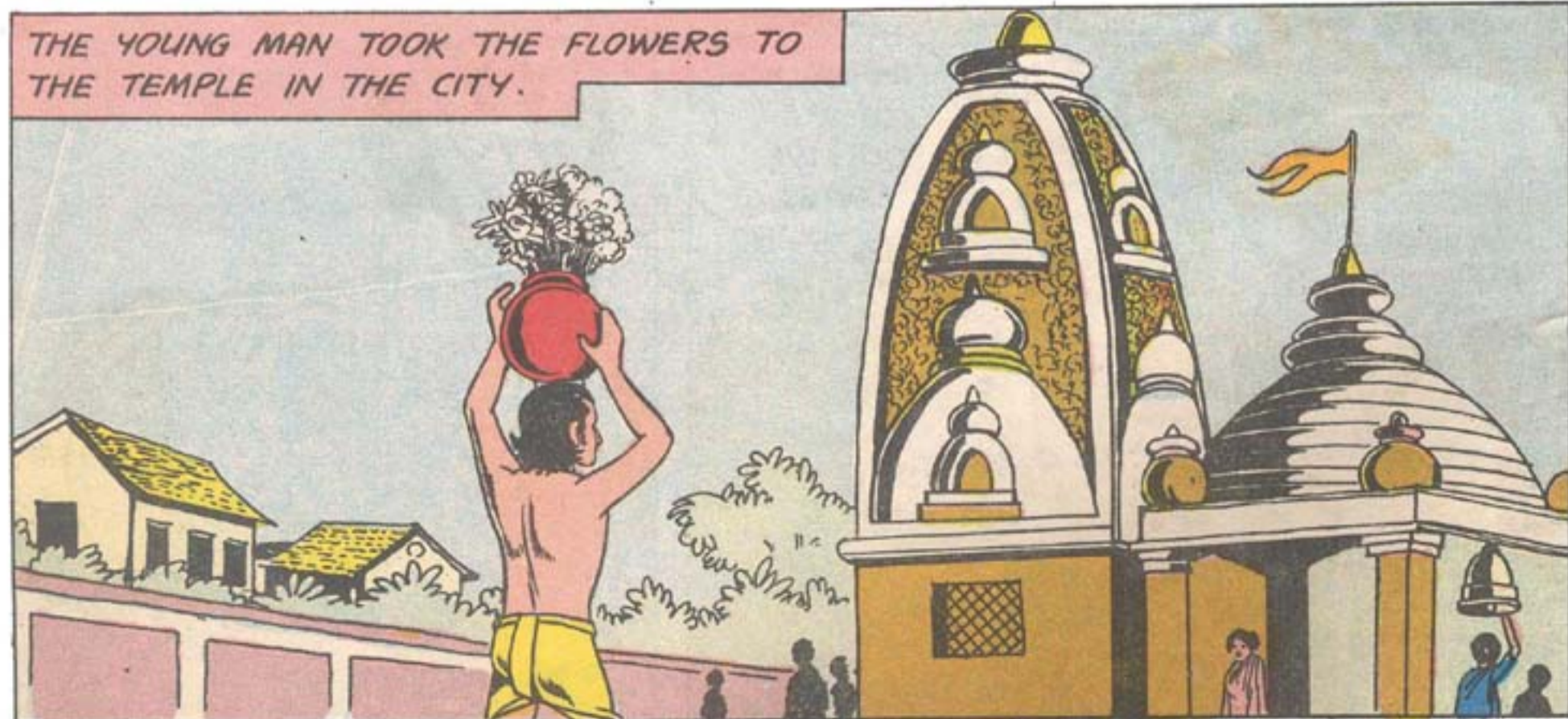
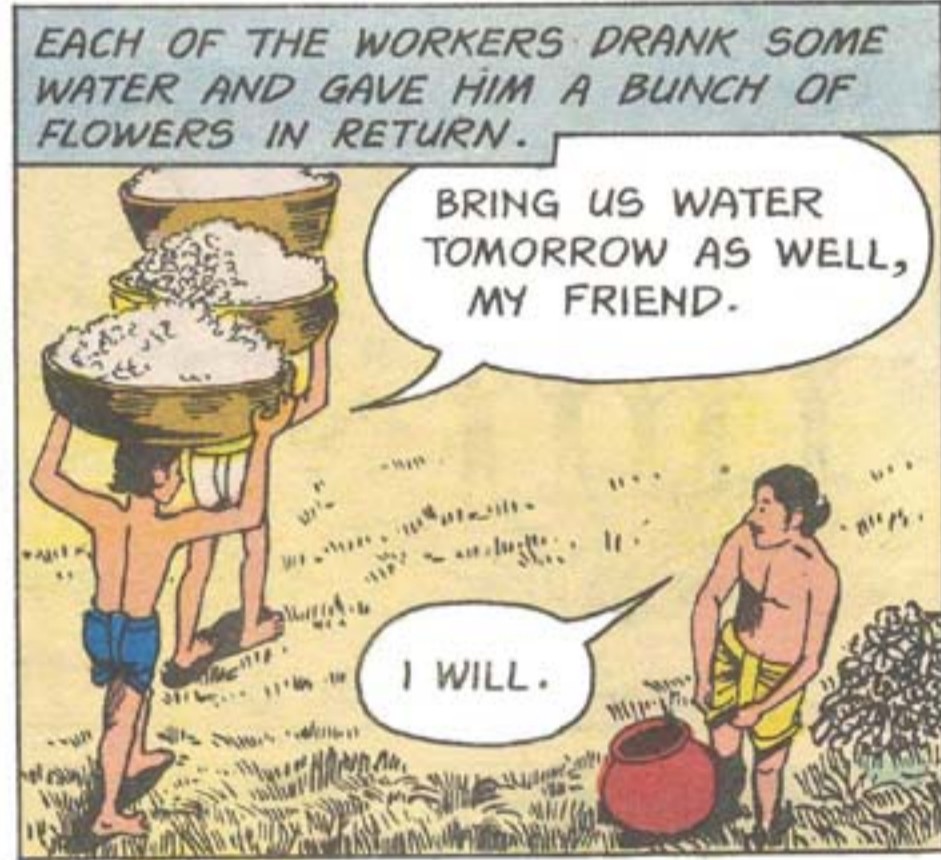


IN THE FOREST, WORKERS WERE BUSY COLLECTING FLOWERS.



IT WAS LATE IN THE AFTERNOON WHEN THEY FINISHED THEIR WORK AND BEGAN RETURNING TO THE CITY.





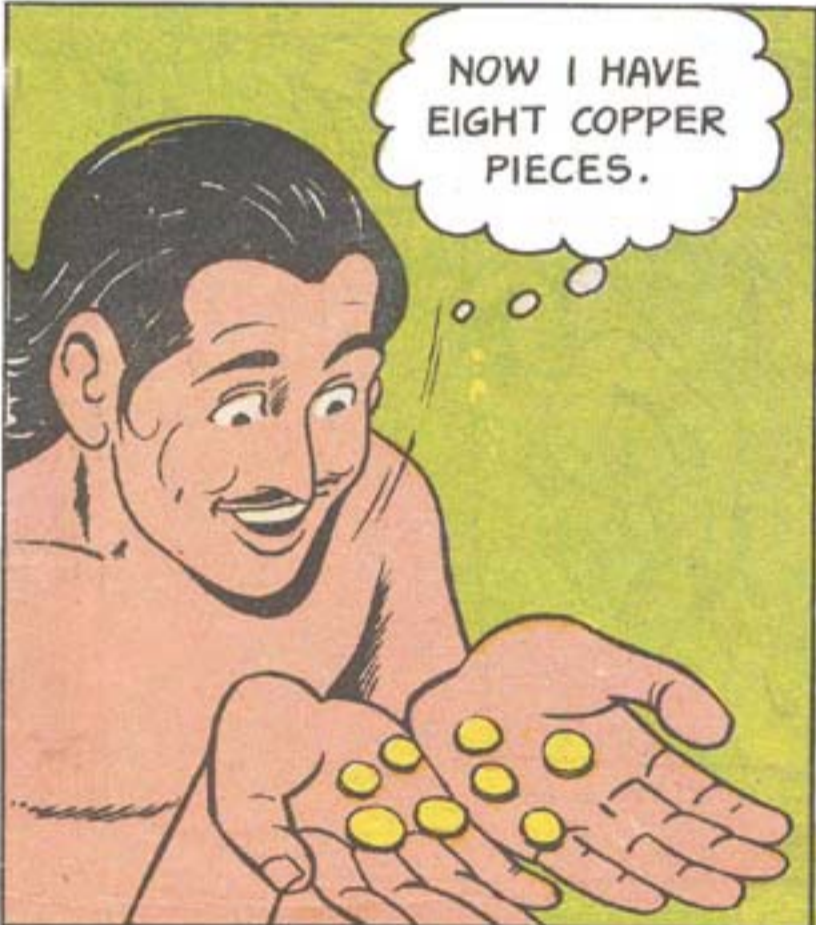


THERE HE SOLD THEM.

HERE IS THE MONEY.

IN A MINUTE, SIR.

A BUNCH FOR ME, TOO.



NOW I HAVE EIGHT COPPER PIECES.

WITH THE MONEY HE EARNED, THE YOUNG MAN BOUGHT A BIG WATER POT AND A LARGER QUANTITY OF GUR. THE NEXT DAY HE WENT BACK TO THE FOREST



TODAY YOU MAY HAVE A LITTLE MORE GUR.

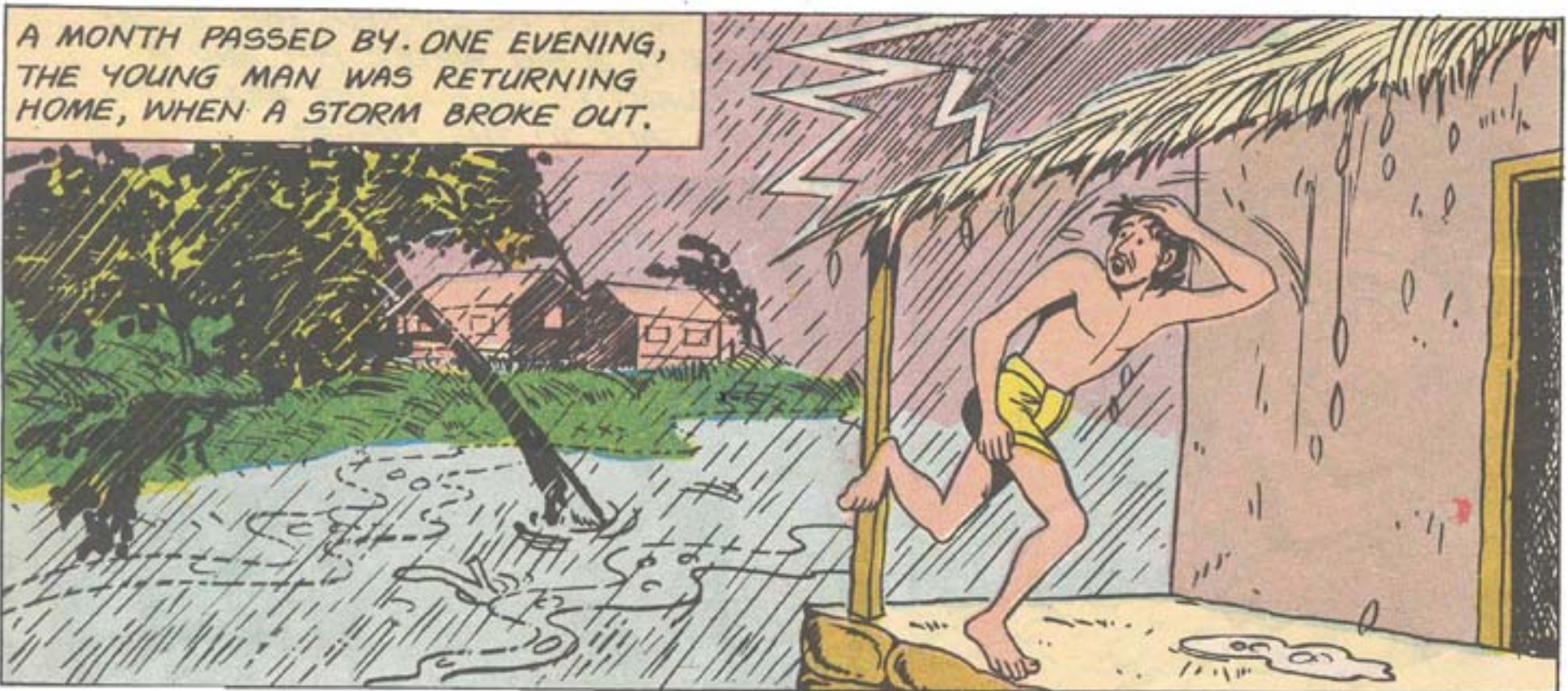
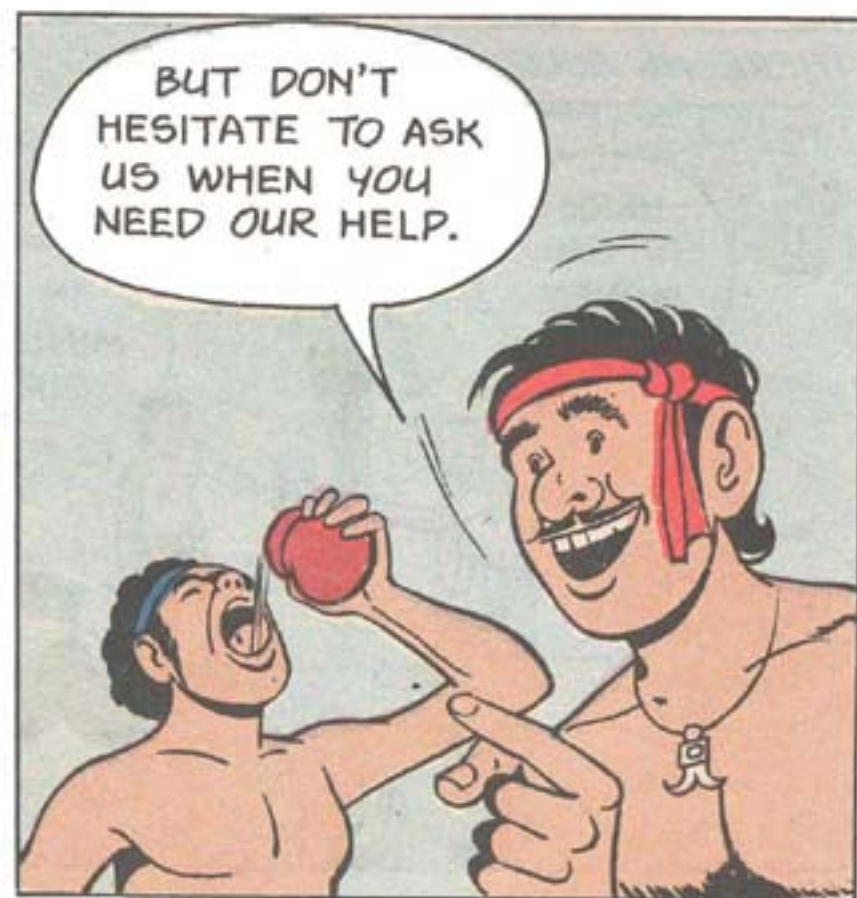
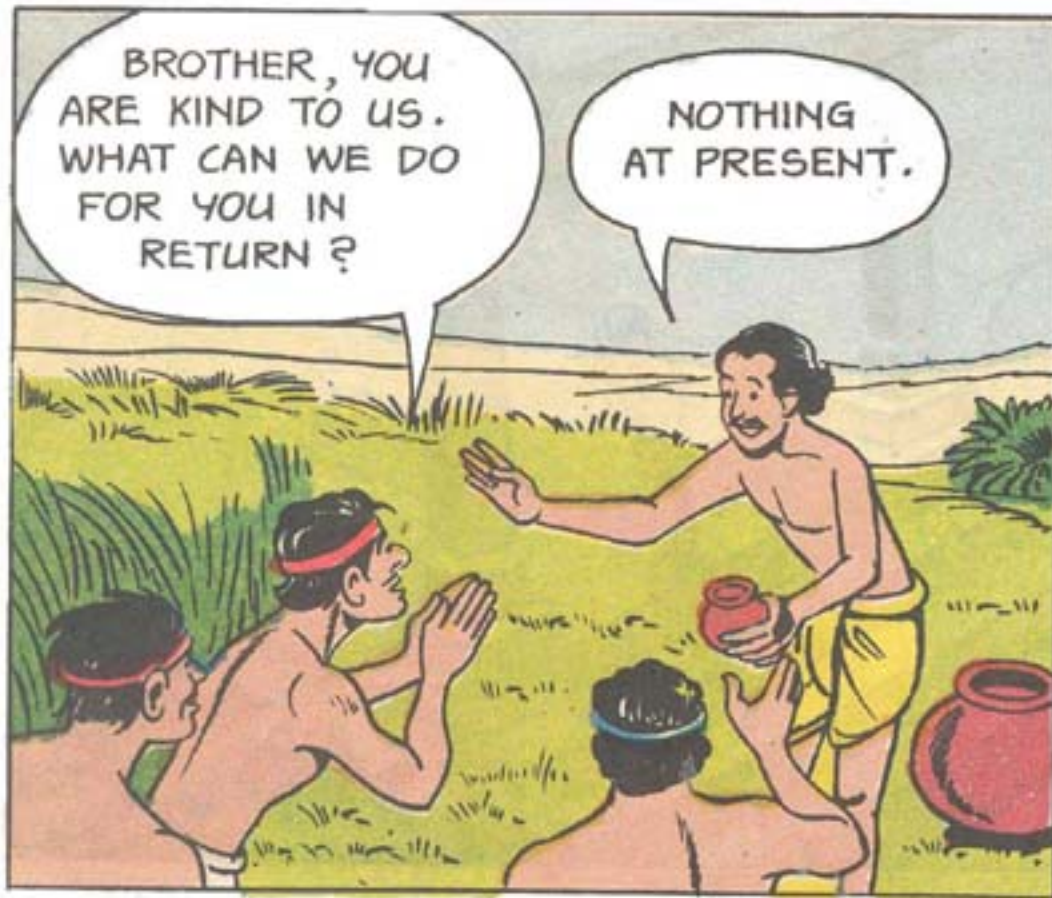
MAY GOD BLESS YOU, SON.

LATER, HE WENT EVEN FURTHER AWAY, TO THE FIELDS WHERE GRASS-CUTTERS WERE WORKING.



IS ANYBODY THIRSTY?

YOU WON'T FIND ANYONE HERE WHO IS NOT THIRSTY. GIVE ME SOME WATER, SON.



THE NEXT MORNING HE WENT TO THE PALACE GARDEN AND SPOKE TO THE GARDENER.



YOU LOOK WORRIED, UNCLE. CAN I HELP YOU?

HOW CAN YOU? THE GARDEN IS LITTERED WITH BRANCHES...

...AND THE KING IS EXPECTED ANY MOMENT NOW. I DON'T KNOW HOW TO CLEAR THE MESS BEFORE HE COMES.

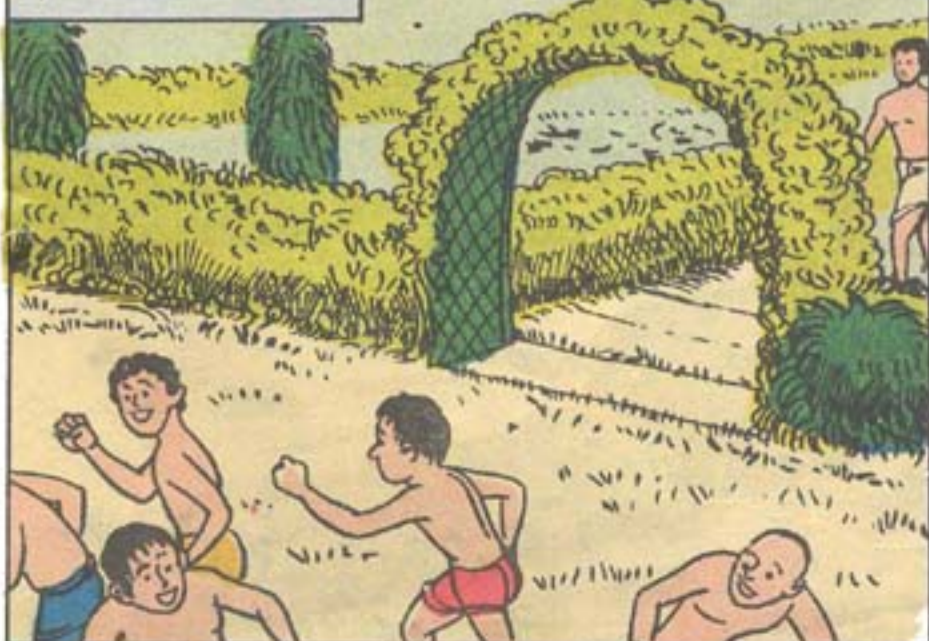
I'LL HELP YOU IF I CAN KEEP THE FALLEN BRANCHES.

TAKE THEM, SON. ONLY, TAKE THEM AWAY SOON.

I'LL GO AND GET SOME HELP. I'LL BE BACK IN A MINUTE.



THE YOUNG MAN DID NOT HAVE TO GO FAR —



WOULD YOU LIKE TO HAVE SOME GUR?

GUR! OH, CERTAINLY!





THEN COME ON, BOYS. I'LL GIVE YOU SOME.



GIVE ME SOME!

AND ME, TOO!

EVERYONE WILL GET HIS SHARE.



WOULD YOU LIKE TO HAVE SOME MORE?

YES!



BUT YOU MUST EARN IT.

WE ARE READY!

TELL US WHAT WE SHOULD DO!



THEN COME WITH ME.

YOU MUST COLLECT ALL THE FALLEN BRANCHES AND HEAP THEM OUTSIDE THE GARDEN.

THAT'S EASY!

QUICKLY THEY GATHERED UP THE FALLEN BRANCHES.

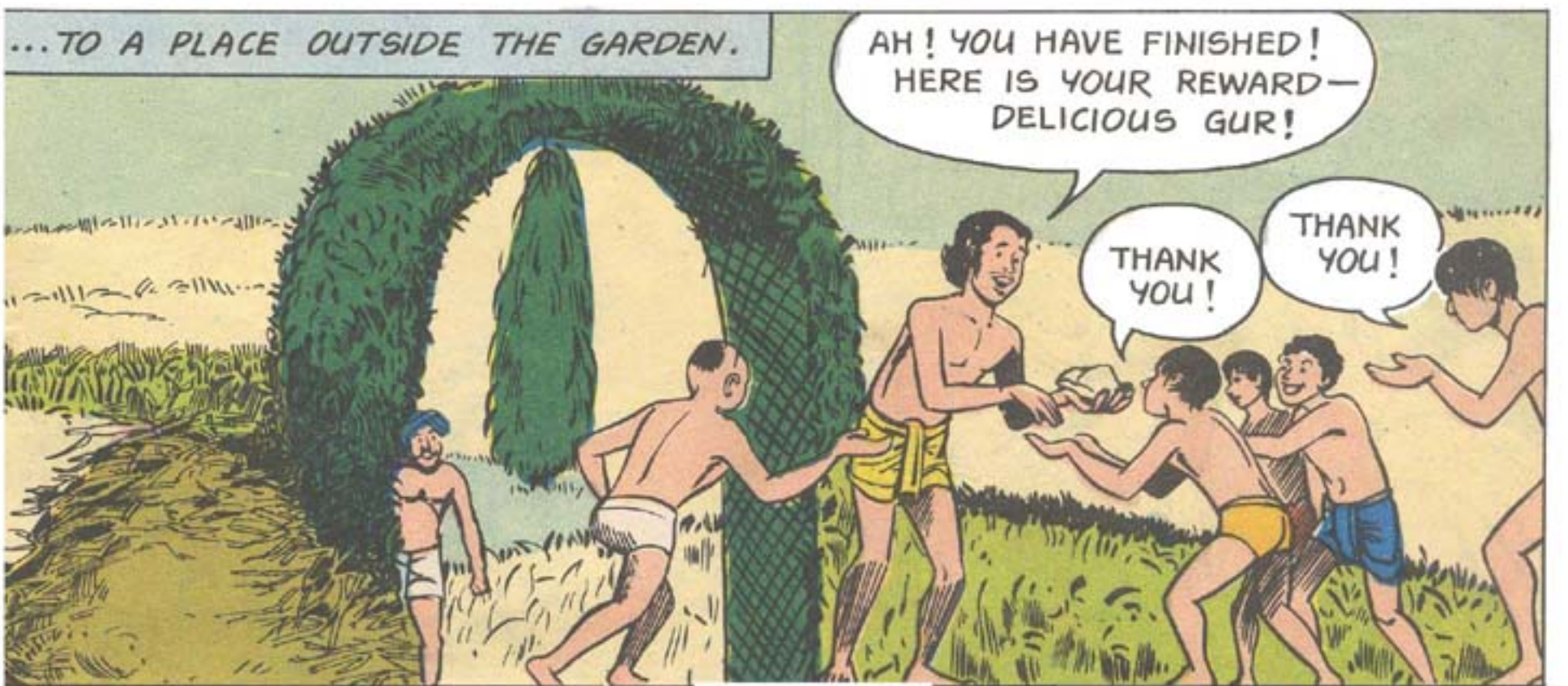
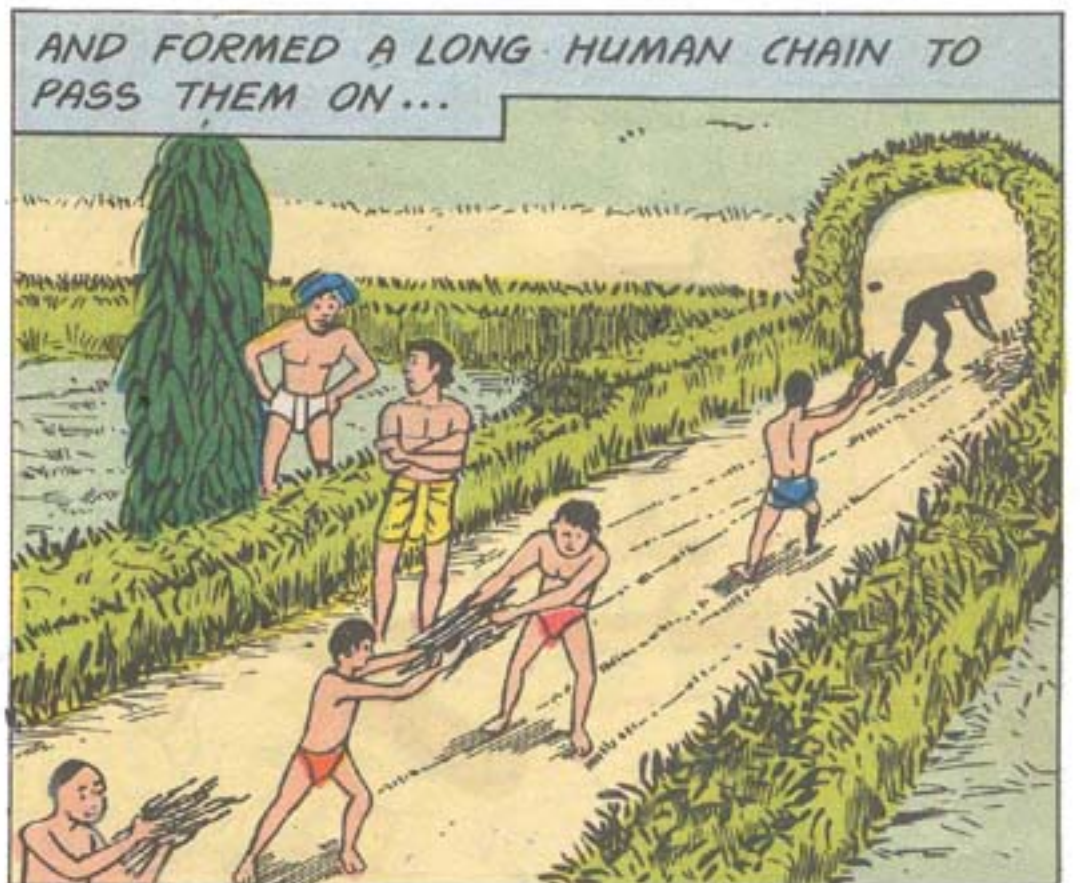
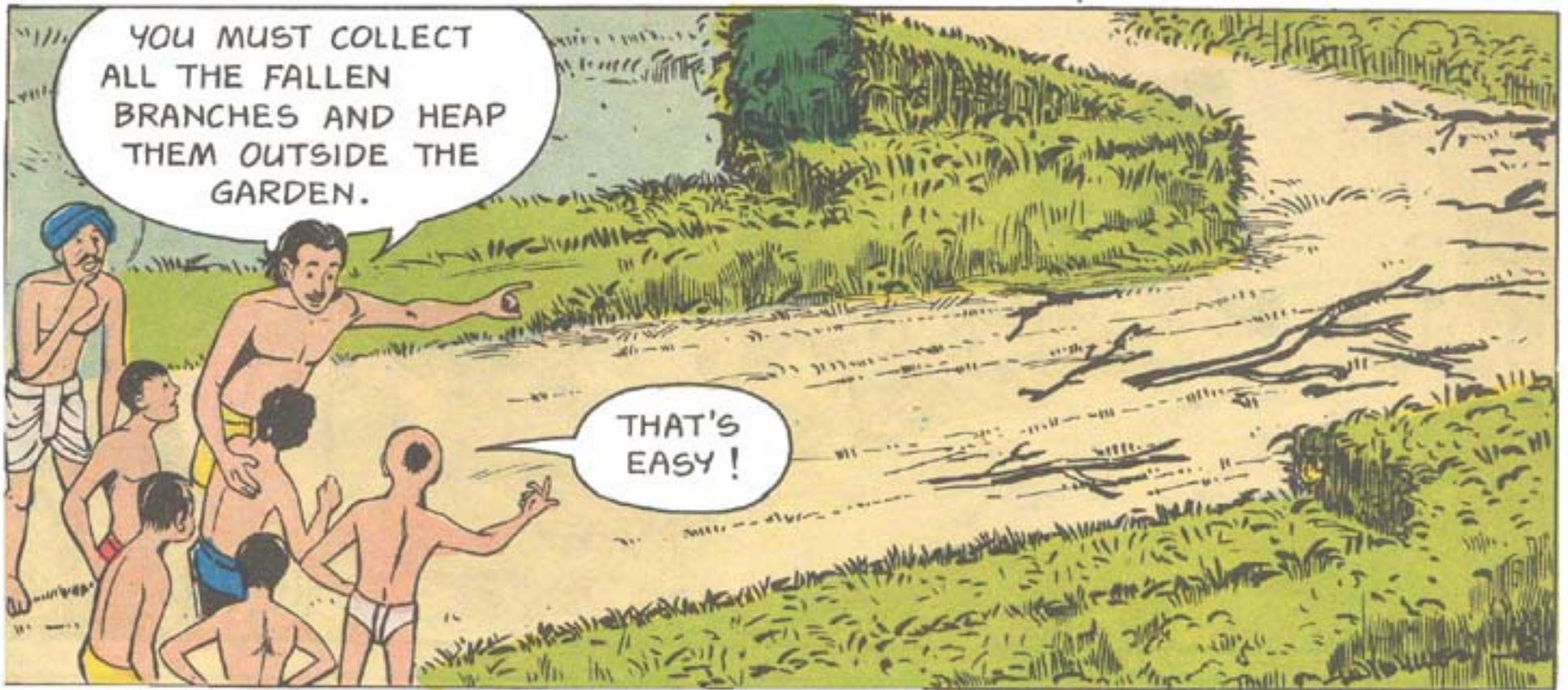
AND FORMED A LONG HUMAN CHAIN TO PASS THEM ON...

...TO A PLACE OUTSIDE THE GARDEN.

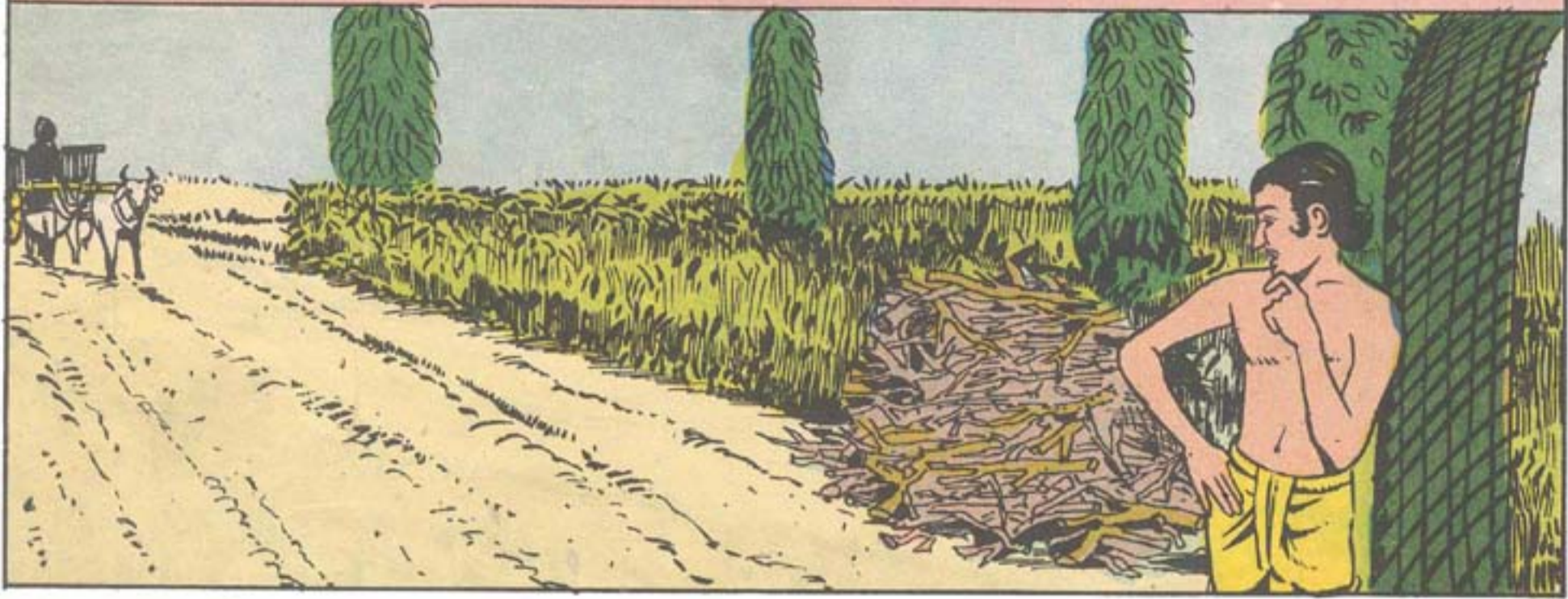
AH! YOU HAVE FINISHED! HERE IS YOUR REWARD—DELICIOUS GUR!

THANK YOU!

THANK YOU!



JUST AS THE YOUNG MAN WAS WONDERING WHAT HE SHOULD DO NEXT...



... A POTTER CAME BY AND STOPPED HIS CART.

IS THAT FOR SALE?

YES!

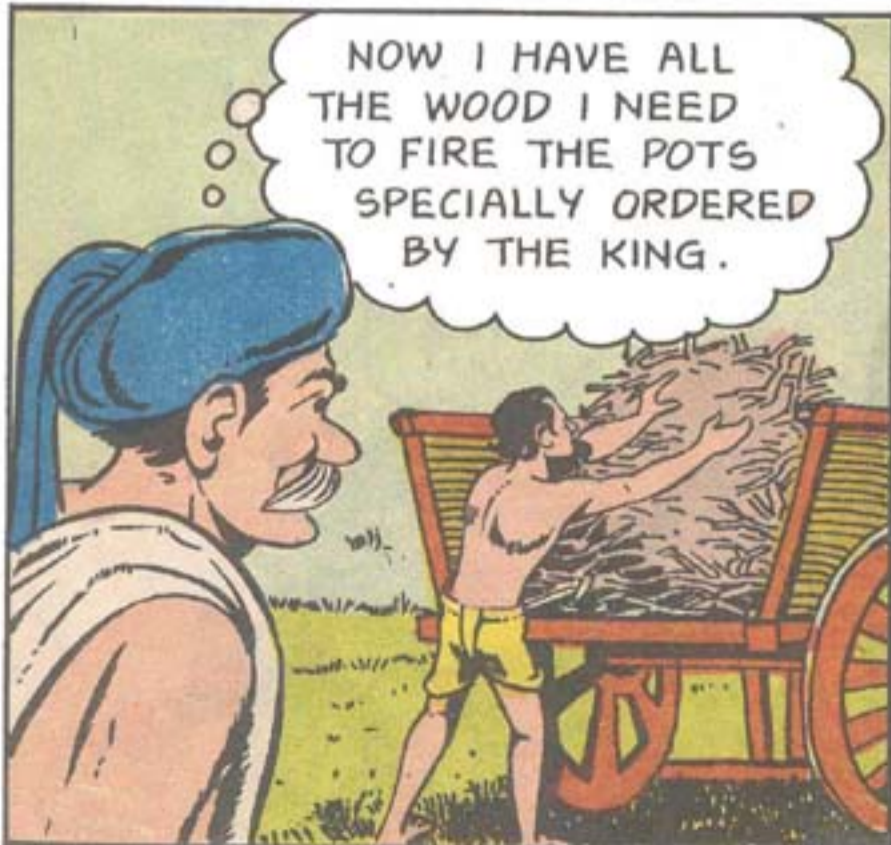


HERE ARE SIXTEEN COPPER PIECES. PLEASE HELP ME LOAD MY CART.

YES, OF COURSE!



NOW I HAVE ALL THE WOOD I NEED TO FIRE THE POTS SPECIALLY ORDERED BY THE KING.



THE YOUNG MAN THEN WENT WITH THE POTTER...



... TO THE MARKET.

HAVE YOU HEARD?
THE HORSE-DEALER
WILL BE COMING
TOMORROW.

YES, YES. I HEAR
HE WILL BE
BRINGING FIVE
HUNDRED HORSES
TO SELL.



AHA! THAT'S
USEFUL INFORMATION!
THANKS FOR LETTING
ME KNOW!



HURRIEDLY, HE WENT TO THE
GRASS-CUTTERS.

FRIENDS,
I SEEK A
FAVOUR OF
YOU.

AT LAST! TELL
US WHAT WE
SHOULD DO.



I WANT A
BUNDLE OF
GRASS FROM
EACH OF
YOU.

WE ARE FIVE
HUNDRED IN ALL —
SO AS MANY
BUNDLES OF
GRASS WILL BE
DELIVERED TO YOU
TONIGHT.



AND I WANT YOU
TO PROMISE THAT
TILL TOMORROW
AFTERNOON YOU
WILL NOT SELL
ANYONE ANY
GRASS AT ALL.

YOU ARE OUR
FRIEND. AND WE
WILL DO WHAT YOU
ASK WITHOUT
QUESTION.



LATE THAT EVENING —

YOU SEE,
WE HAVE
KEPT OUR
WORD!

I SHALL
BE FOREVER
INDEBTED
TO YOU.



THE NEXT MORNING THE HORSE-DEALER
ARRIVED WITH FIVE HUNDRED HORSES
AT THE OUTSKIRTS OF VARANASI.

STRANGE! NO ONE
HAS COME YET TO
SELL ME GRASS
FOR MY HORSES.

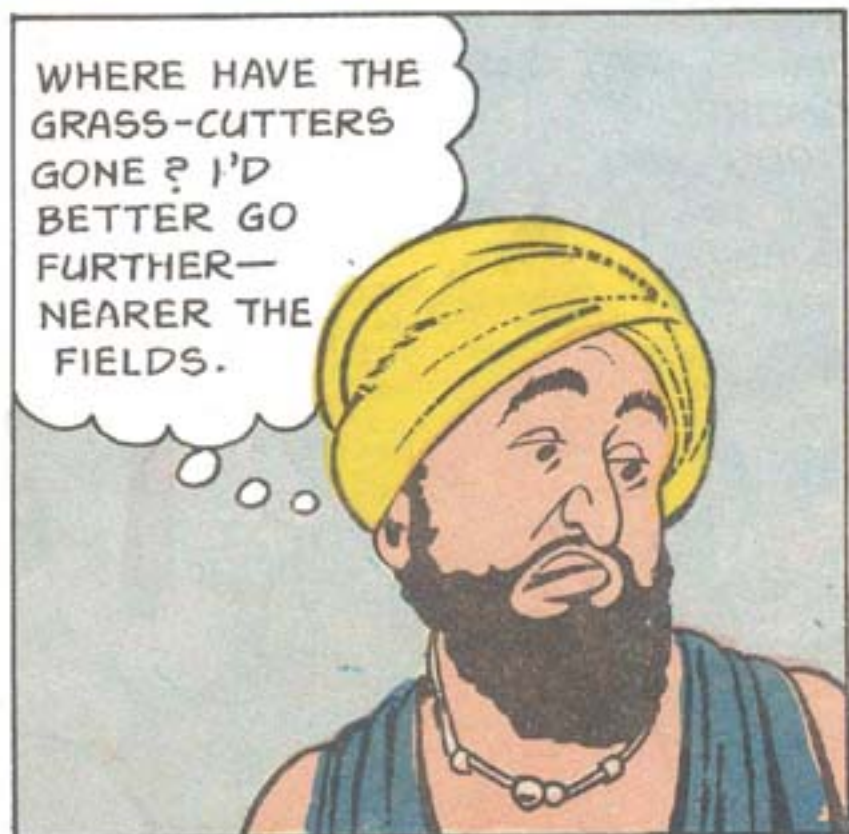


HE WENT TO THE MARKET.

NO GRASS
IN VARANASI?

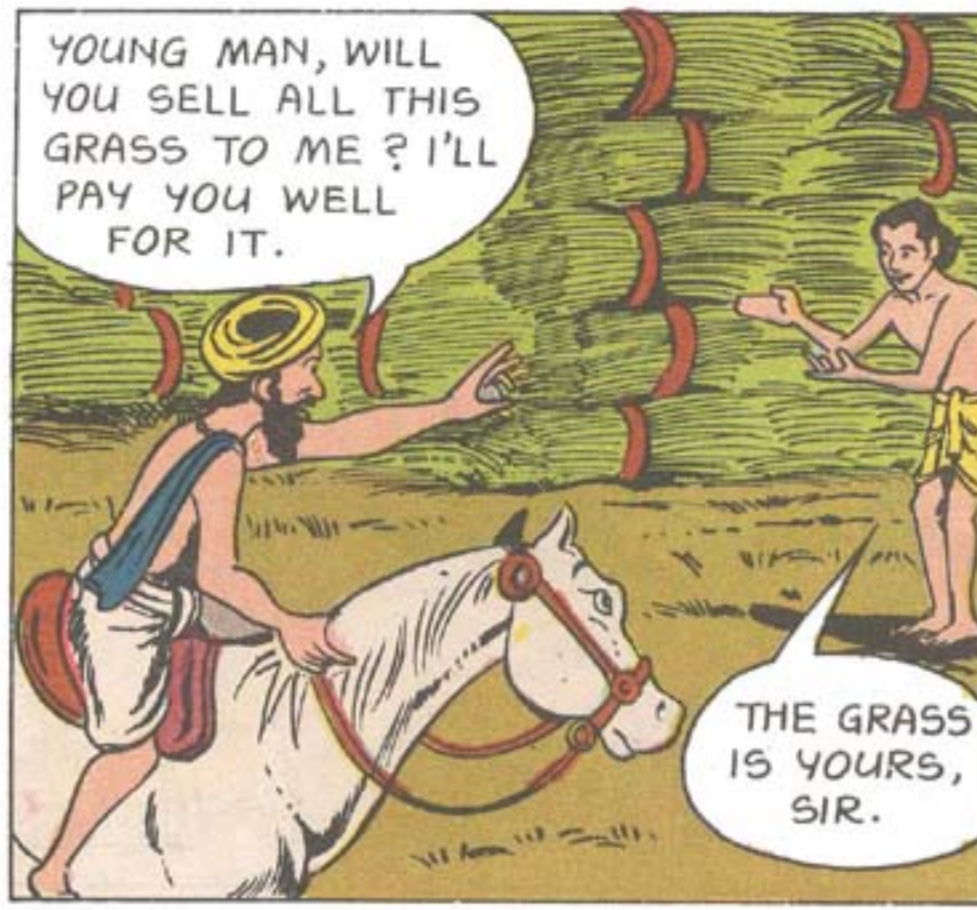


WHERE HAVE THE
GRASS-CUTTERS
GONE? I'D
BETTER GO
FURTHER—
NEARER THE
FIELDS.



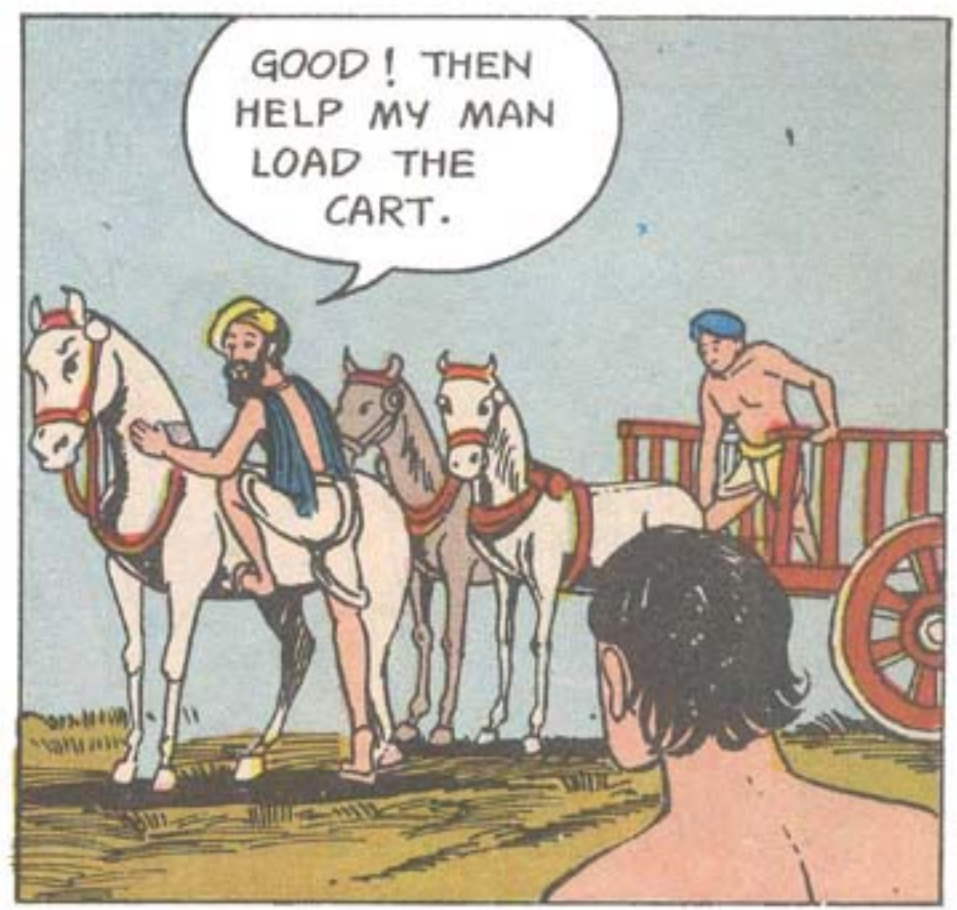
GRASS!
AT LAST!





YOUNG MAN, WILL YOU SELL ALL THIS GRASS TO ME? I'LL PAY YOU WELL FOR IT.

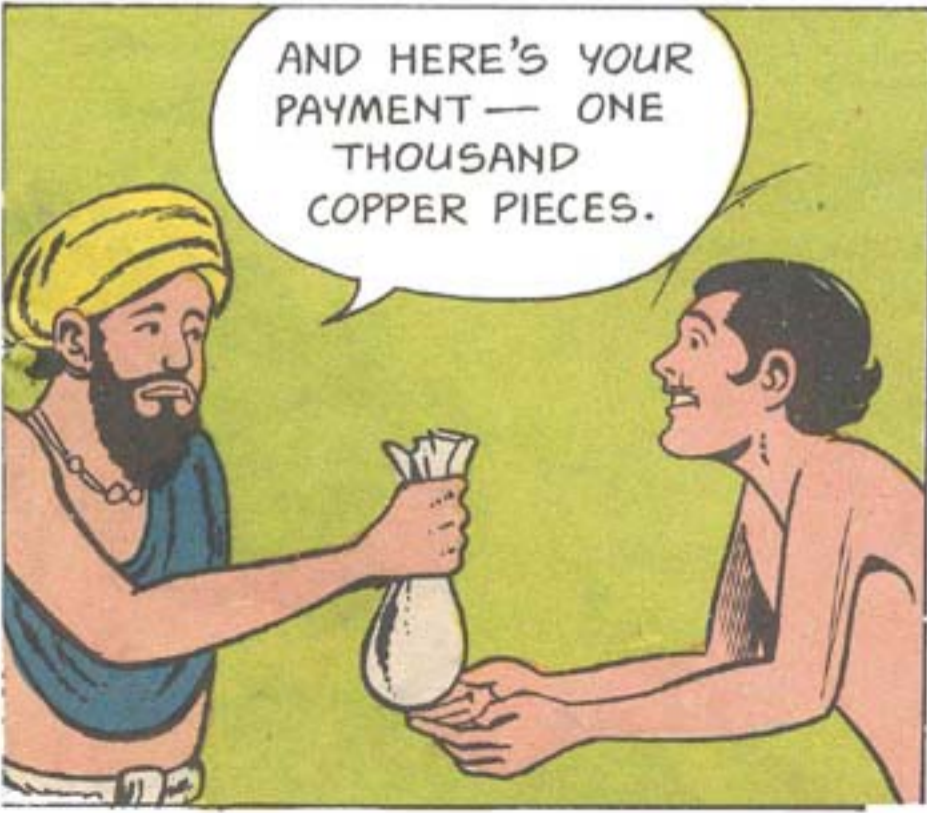
THE GRASS IS YOURS, SIR.



GOOD! THEN HELP MY MAN LOAD THE CART.



HERE YOU ARE, SIR, FIVE HUNDRED BUNDLES OF GRASS.



AND HERE'S YOUR PAYMENT — ONE THOUSAND COPPER PIECES.



ONE THOUSAND COPPER PIECES! I CAN PUT THESE TO GOOD USE.

A DAY LATER —

WHY IS IT SO QUIET HERE TODAY? IS ANYTHING THE MATTER?

EVERYONE IS AWAY MAKING PREPARATIONS TO RECEIVE THE BOATS THAT WILL BE ARRIVING TOMORROW.



BOATS... ARRIVING TOMORROW?

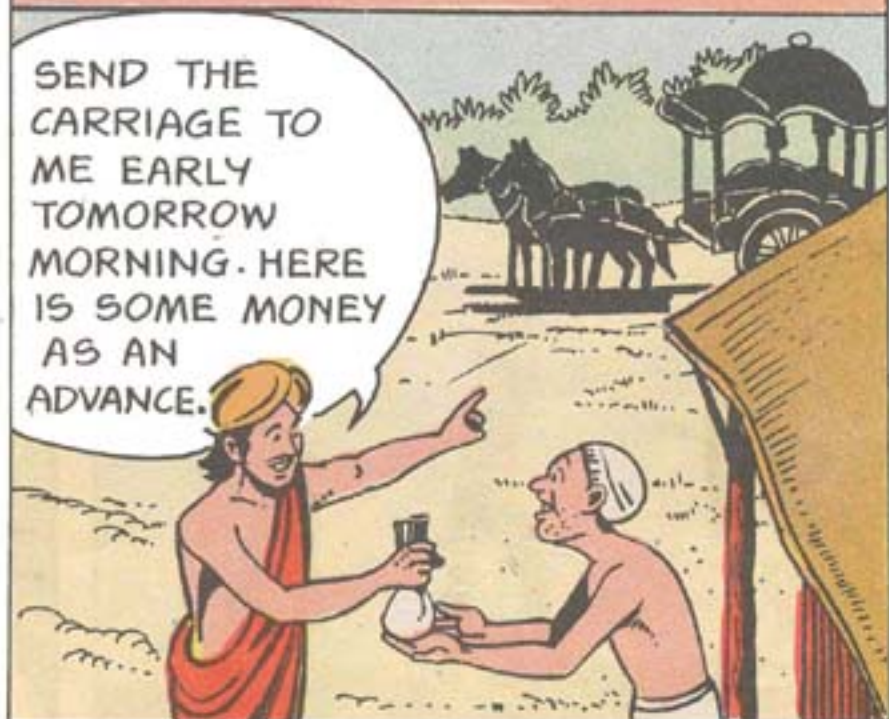


AN IDEA STRUCK HIM LIKE LIGHTNING —

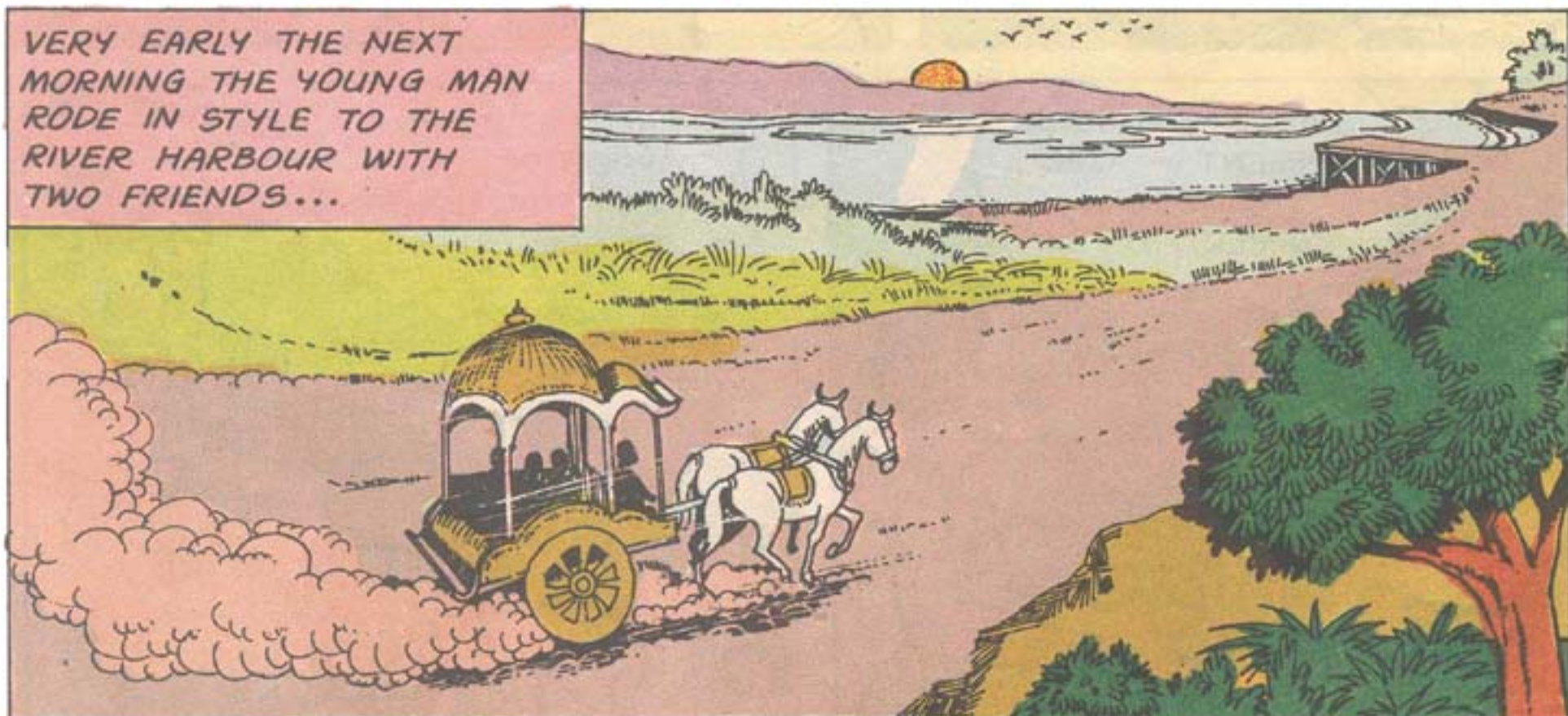


HE BOUGHT NEW CLOTHES AND THEN WENT TO HIRE A CARRIAGE.

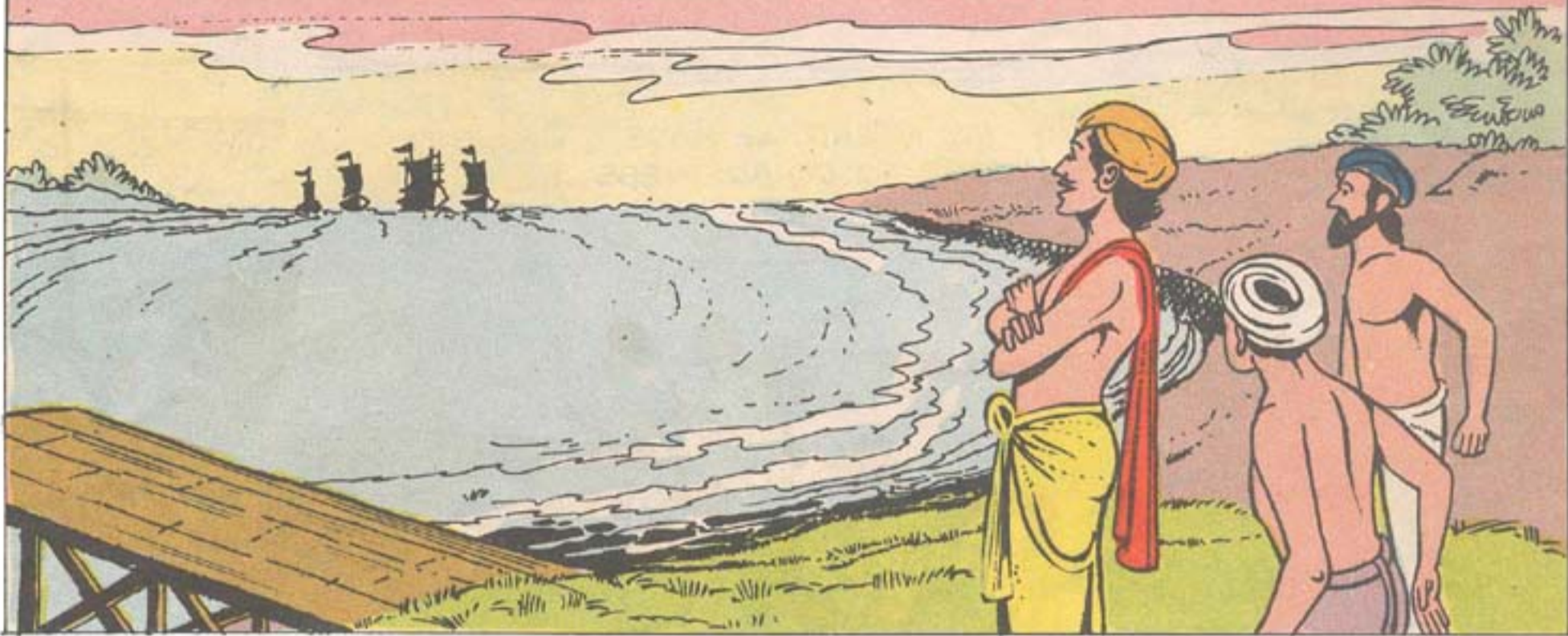
SEND THE CARRIAGE TO ME EARLY TOMORROW MORNING. HERE IS SOME MONEY AS AN ADVANCE.



VERY EARLY THE NEXT MORNING THE YOUNG MAN RODE IN STYLE TO THE RIVER HARBOUR WITH TWO FRIENDS...



... AND WAITED TO RECEIVE THE VISITING MERCHANT.



HE WAS, NATURALLY, THE FIRST TO GREET THE MERCHANT.

I AM HAPPY TO MEET YOU, SIR.

WELCOME TO VARANASI!



I WANT TO BUY ALL THE MERCHANDISE YOU HAVE BROUGHT.

RIGHT. IT IS A PLEASURE TO DO BUSINESS WITH YOU.



THE MERCHANT QUOTED A PRICE TO WHICH THE YOUNG MAN READILY AGREED.

I NEED TIME TO ARRANGE THE PAYMENT. MEANWHILE, HERE IS MY SIGNET RING AS SECURITY.



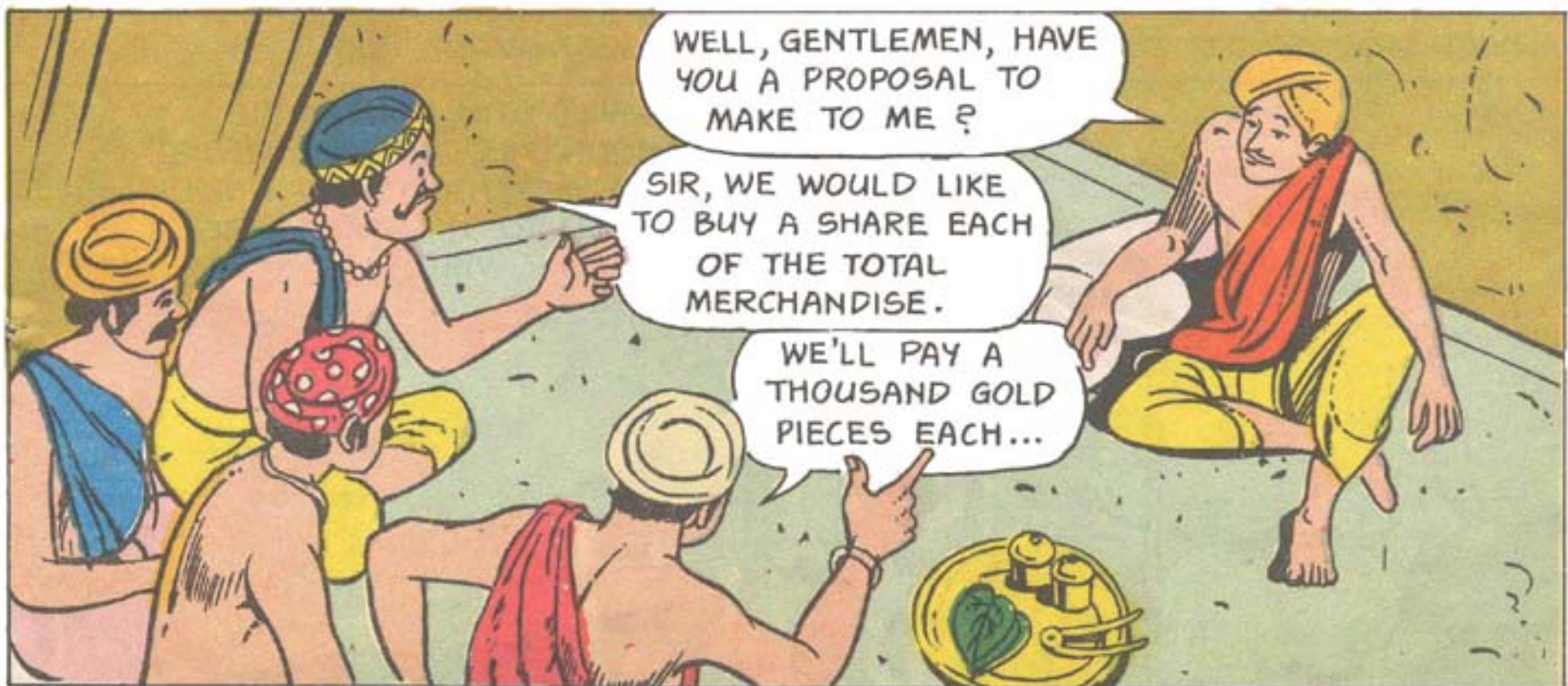
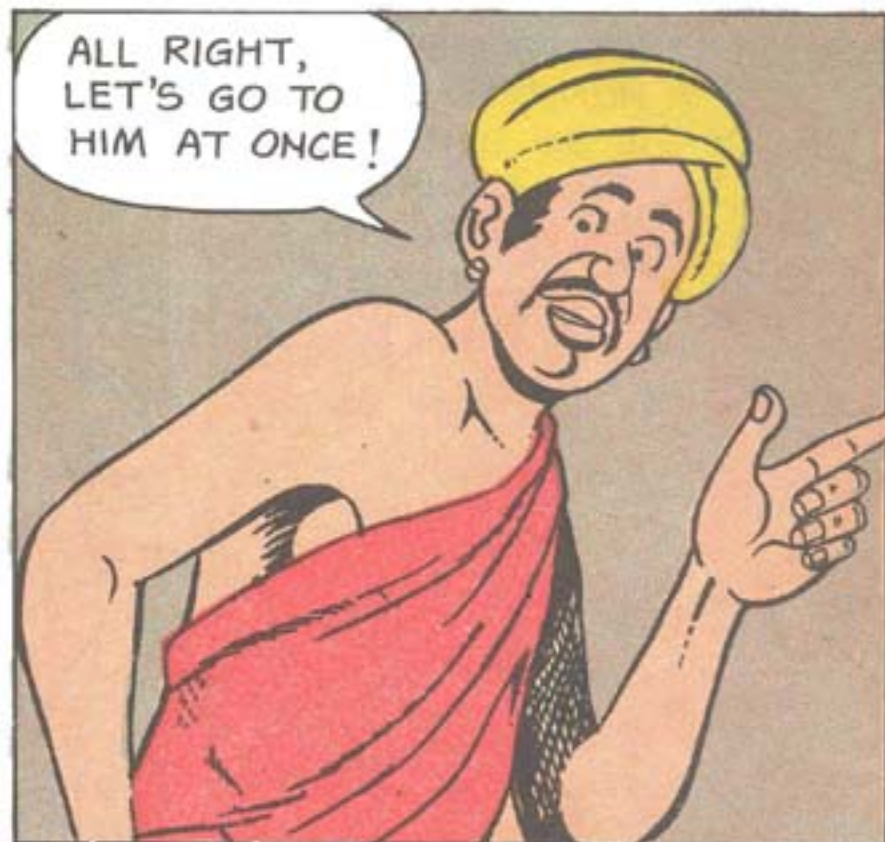
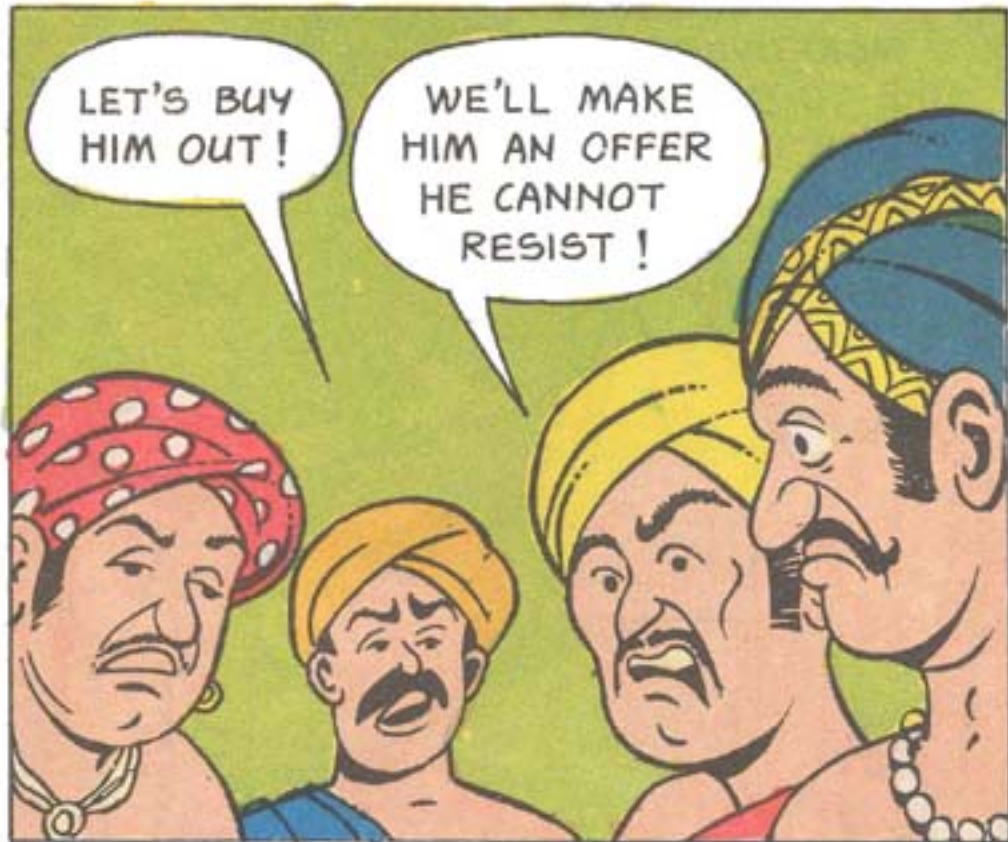
THEN THE YOUNG MAN SET UP A CANVAS SHELTER AND WAITED —

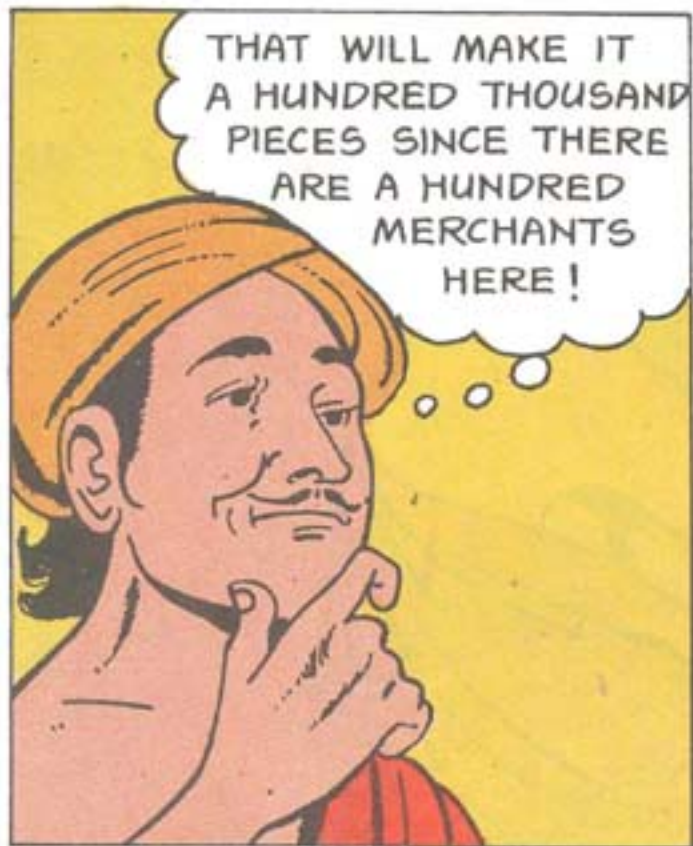
WHEN THE CITY MERCHANTS COME, BRING THEM IN WITH DUE COURTESY.



AT DAYBREAK, A HUNDRED MERCHANTS CAME TO THE HARBOUR.







HAVING AGREED TO THE DEAL, THE YOUNG MAN RETURNED HOME —



TO SHOW HIS GRATITUDE, HE WENT TO CALL ON THE TREASURER, TAKING HALF HIS PROFITS WITH HIM.

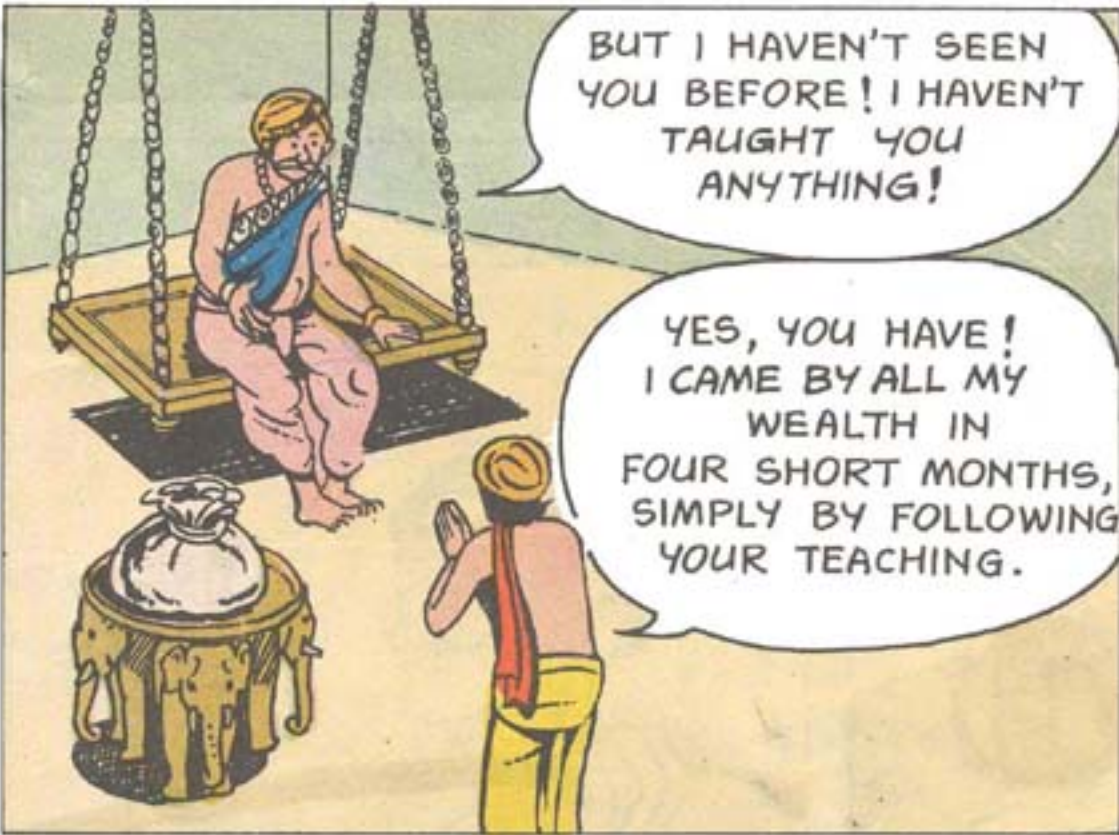
SIR, PERMIT ME TO PRESENT YOU WITH THESE COINS AS MY HUMBLE GURU-DAKSHINA.

GURU-DAKSHINA!



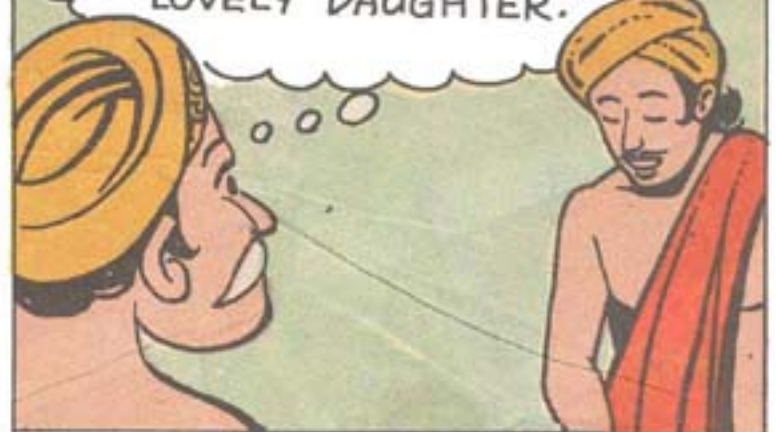
BUT I HAVEN'T SEEN YOU BEFORE! I HAVEN'T TAUGHT YOU ANYTHING!

YES, YOU HAVE! I CAME BY ALL MY WEALTH IN FOUR SHORT MONTHS, SIMPLY BY FOLLOWING YOUR TEACHING.



THEN HE TOLD THE TREASURER THE WHOLE STORY, STARTING WITH THE DEAD MOUSE —

THIS YOUNG MAN IS EXTRAORDINARILY CLEVER — JUST THE PERSON I'D CHOOSE FOR MY LOVELY DAUGHTER.

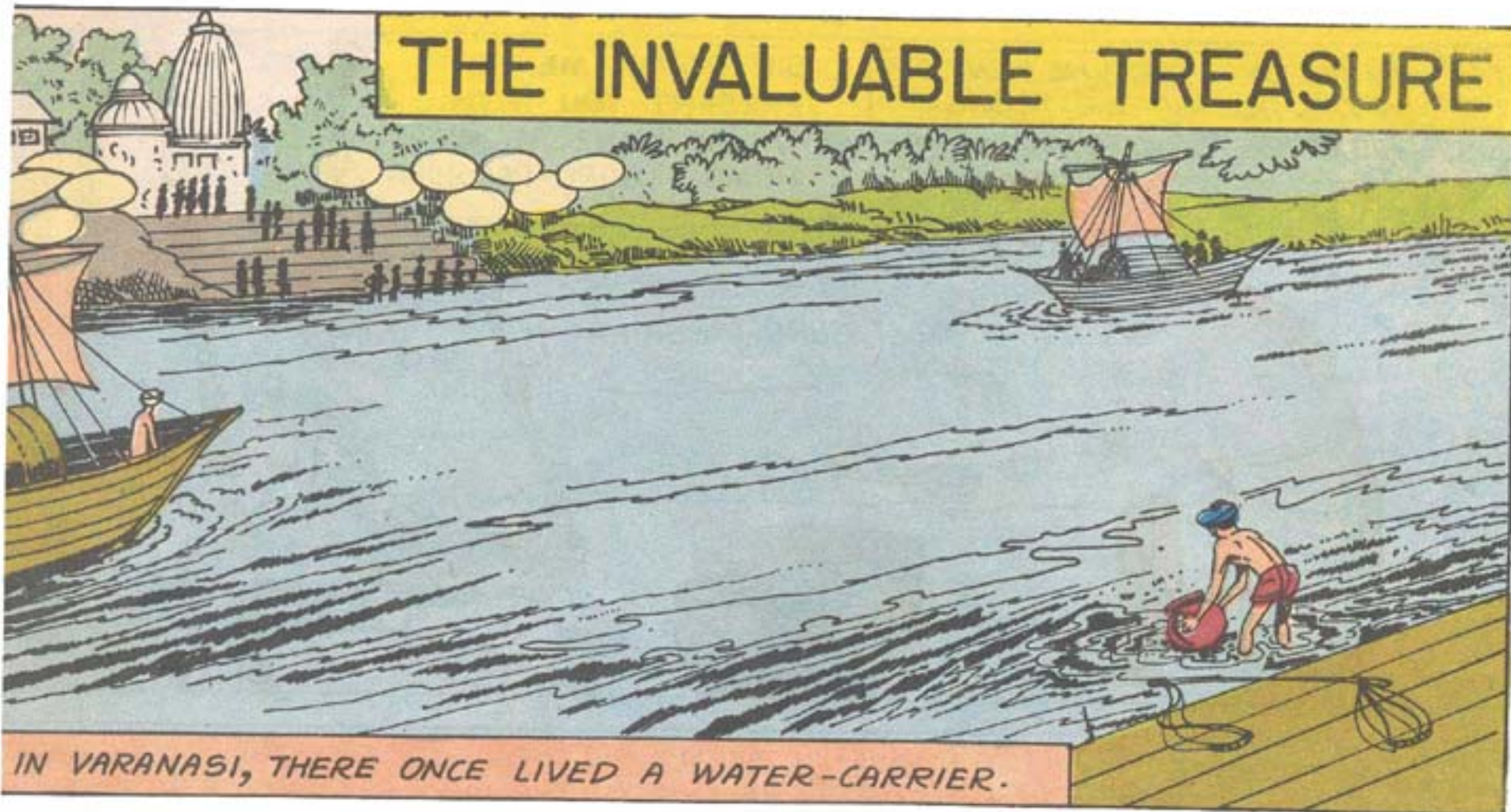


SO HE MARRIED THE YOUNG MAN TO HIS DAUGHTER AND GAVE HIM ALL HIS FAMILY ESTATES.

THE GODDESS OF SUCCESS SMILES ON THOSE WHO SHOW INITIATIVE. MAY YOU ALWAYS BE SO FORTUNATE, MY SON!

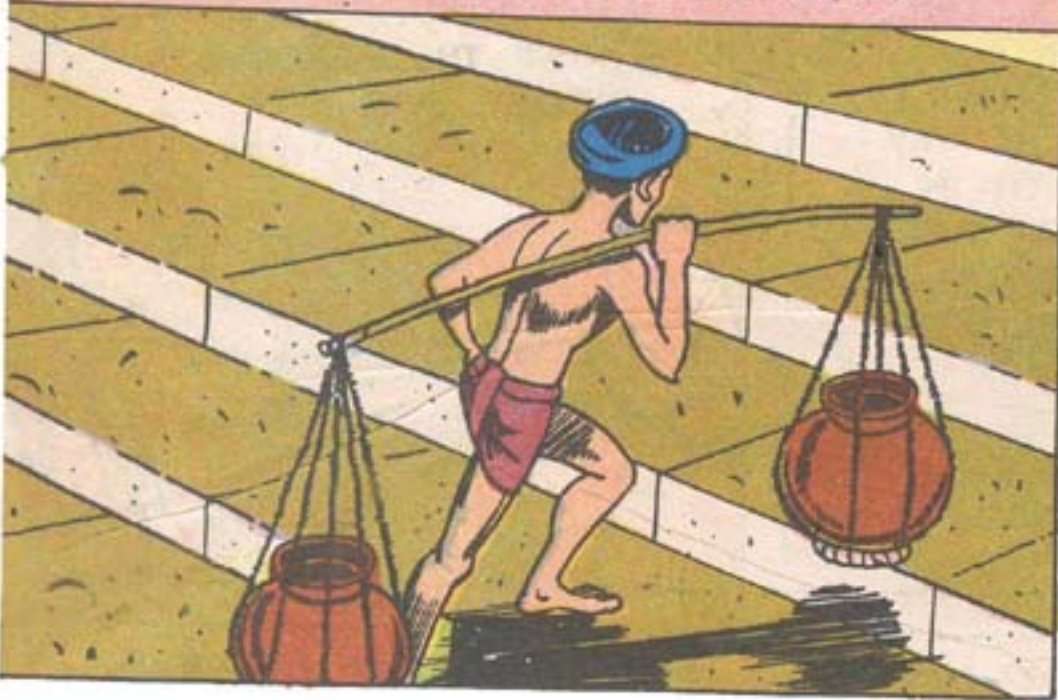


THE INVALUABLE TREASURE



IN VARANASI, THERE ONCE LIVED A WATER-CARRIER.

THOUGH HE WORKED HARD, HE BARELY EARNED ENOUGH FOR TWO MEALS A DAY.



HOWEVER, ONE DAY HE MADE A LITTLE EXTRA MONEY.



ONE PAISA!



HE BEGAN GENTLY TO TAP AT THE BRICKS.

AH! I THINK I'VE FOUND A LOOSE BRICK!



IT'S THE FIRST BRICK TO THE LEFT OF THE NORTHERN GATE...



...AND THE TENTH ONE FROM THE GROUND LEVEL.



THE PLACE WILL BE EASY TO REMEMBER.

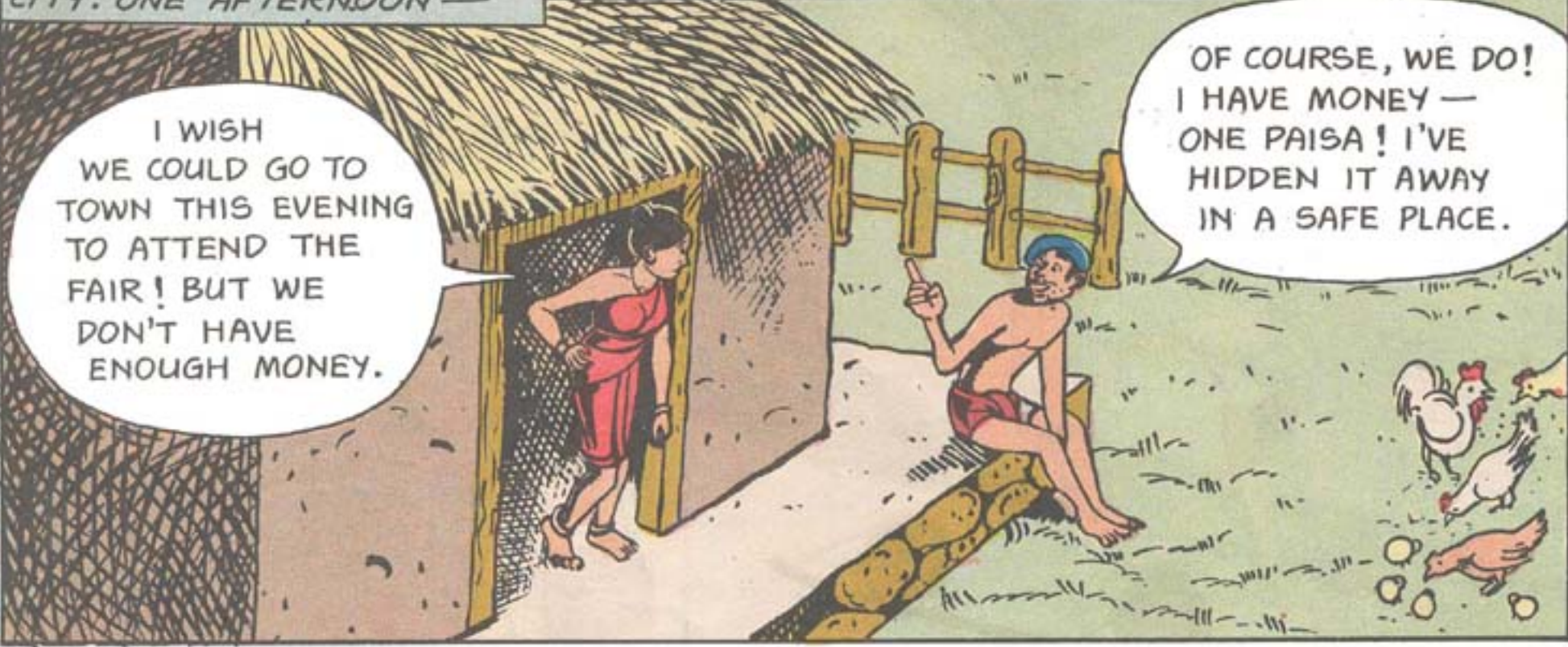


THAT WAS THE ONLY TIME HE HAD EARNED A LITTLE MORE THAN HE ABSOLUTELY NEEDED. HE HAD NEVER HAD SUCH LUCK BEFORE.

AH! MY TREASURE IS SAFE THERE. I AM A RICH MAN!




THE YEARS PASSED BY. HE MARRIED A GIRL WHO ALSO WORKED AS A WATER-CARRIER. THEY BUILT A HUT NEAR THE SOUTHERN GATE OF THE CITY. ONE AFTERNOON —




I WISH WE COULD GO TO TOWN THIS EVENING TO ATTEND THE FAIR! BUT WE DON'T HAVE ENOUGH MONEY.


OF COURSE, WE DO! I HAVE MONEY — ONE PAISA! I'VE HIDDEN IT AWAY IN A SAFE PLACE.



I, TOO, HAVE ONE PAISA. IF YOU'LL BRING YOURS, WE'LL HAVE ENOUGH TO ENJOY OURSELVES.



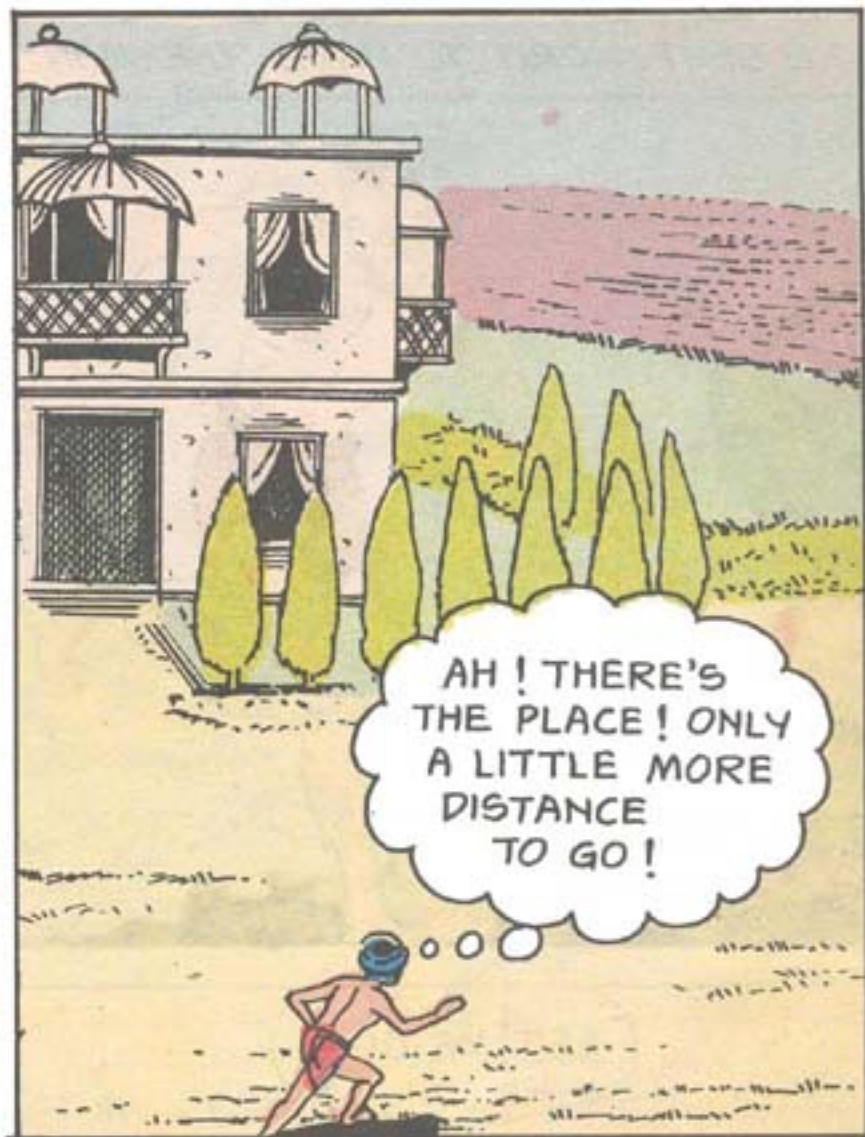
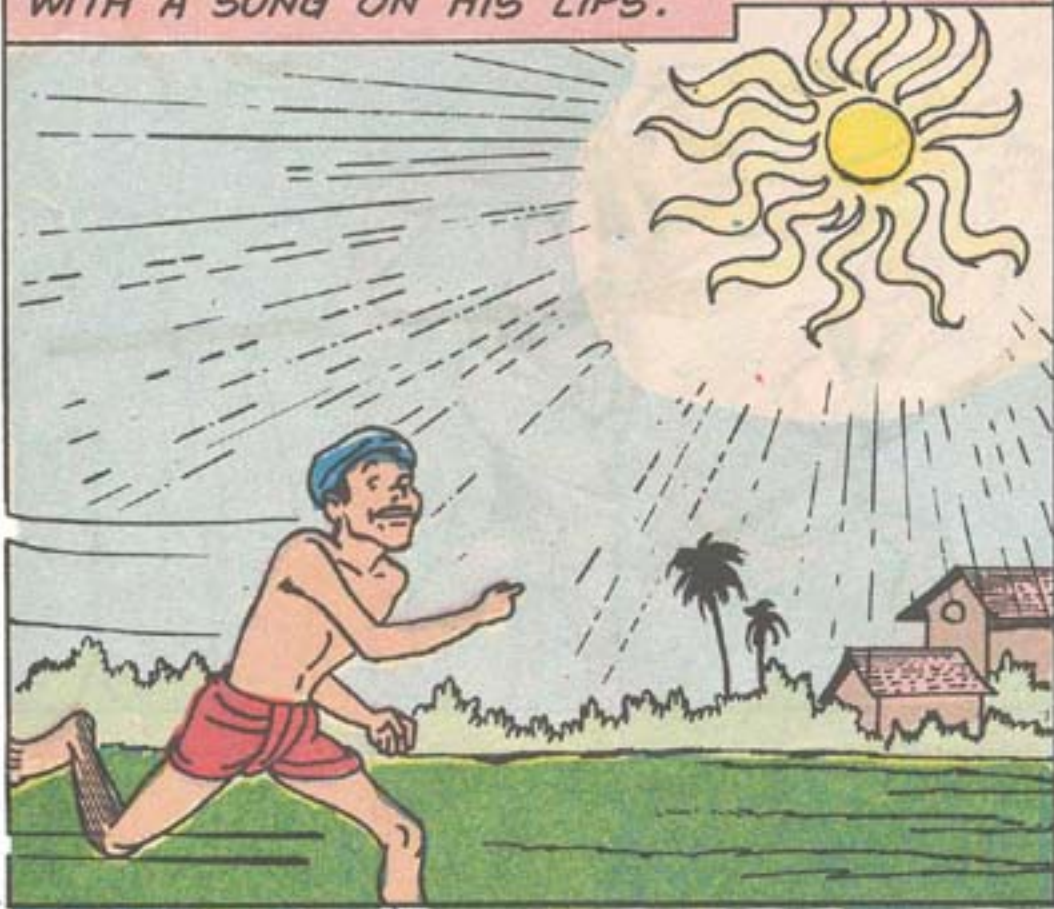
I WILL GO NOW AND BRING YOU MY TREASURE.



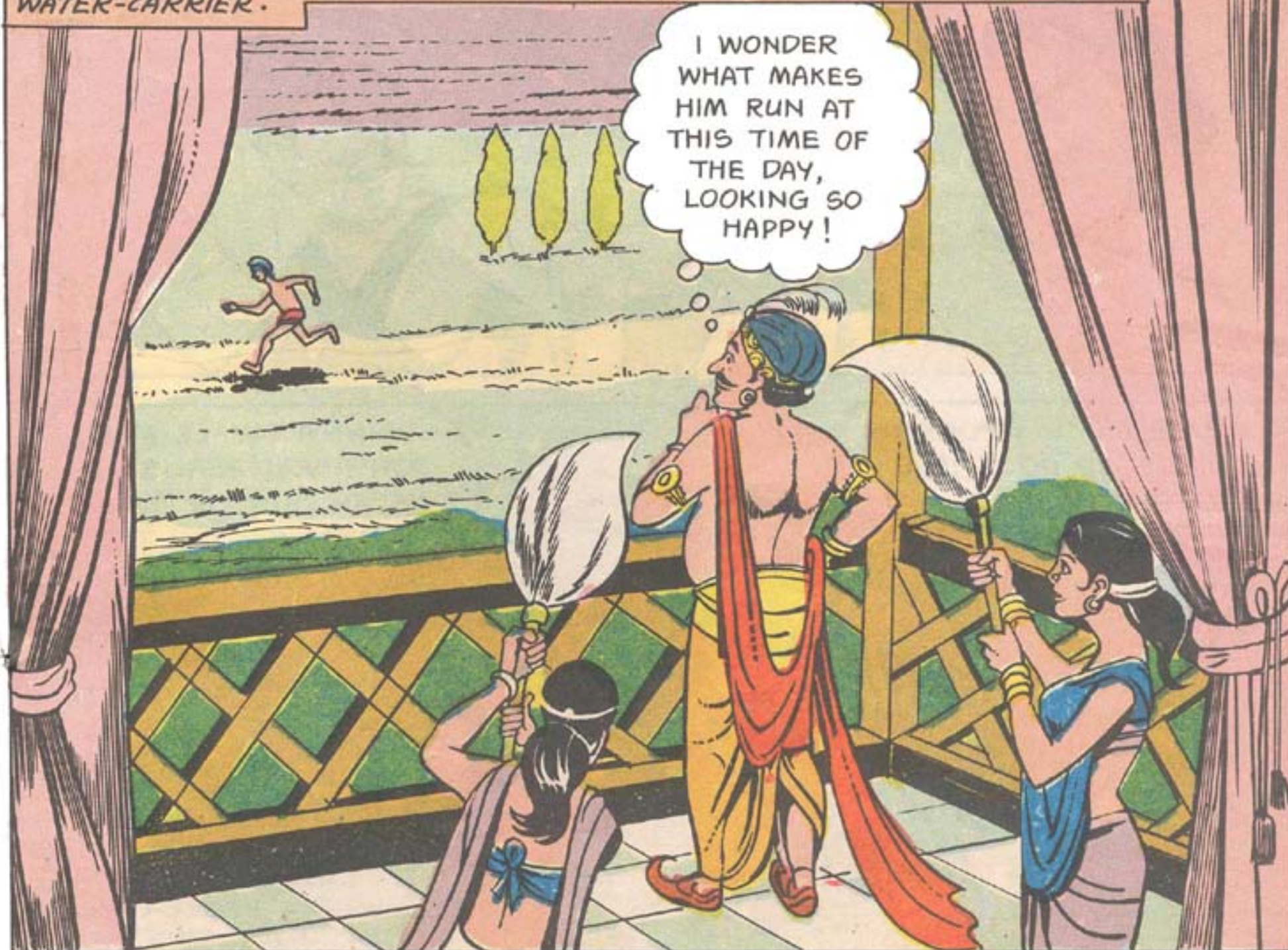
COME BACK SOON!

YES, YES, I'LL BE BACK AT ONCE!

IT WAS SUMMER. THE MIDDAY SUN WAS BLAZING IN THE SKY. NO ONE WAS TO BE SEEN ON THE STREETS EXCEPT THE WATER-CARRIER WHO WAS RUNNING WITH A SONG ON HIS LIPS.



KING UDAYA, WHO WAS RELAXING IN THE PALACE BALCONY, SAW THE WATER-CARRIER.



HE SENT WORD TO HAVE THE MAN BROUGHT TO HIM —



LET ME GO!

THE KING WANTS TO SPEAK TO YOU. COME!



I HAVE MORE IMPORTANT THINGS TO DO. I HAVE NO TIME TO MEET THE KING

WHAT A SIMPLE MAN! DON'T YOU REALISE IT IS AN HONOUR TO BE TAKEN BEFORE THE KING ?



THE GUARDS HAD TO USE FORCE TO TAKE THE WATER-CARRIER TO THE KING.

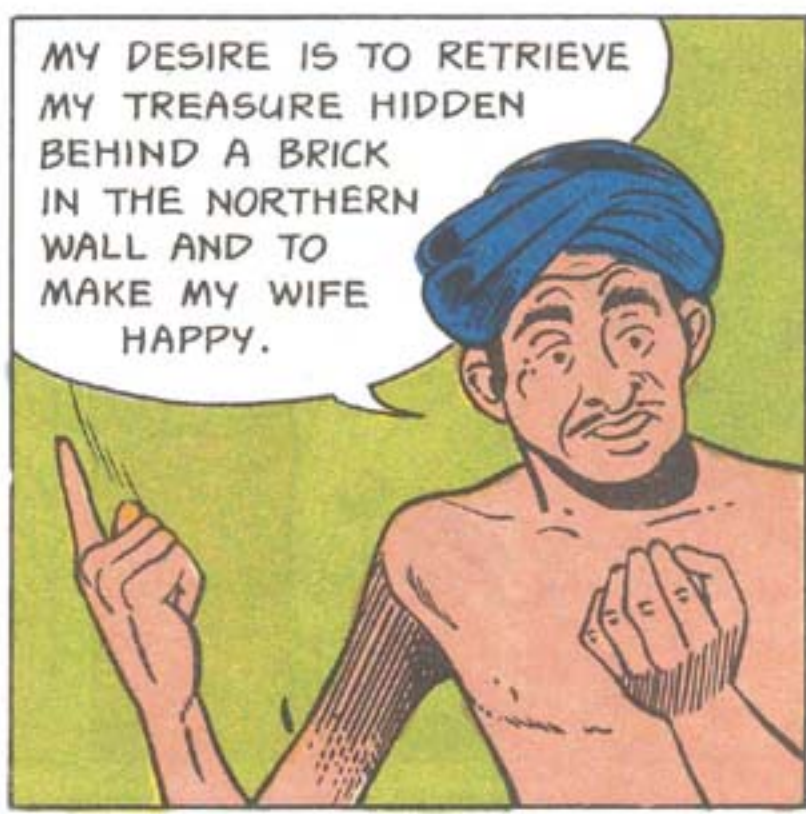


THE EARTH IS LIKE A FURNACE. YET YOU RUN AND SING. DON'T YOUR FEET BURN ?

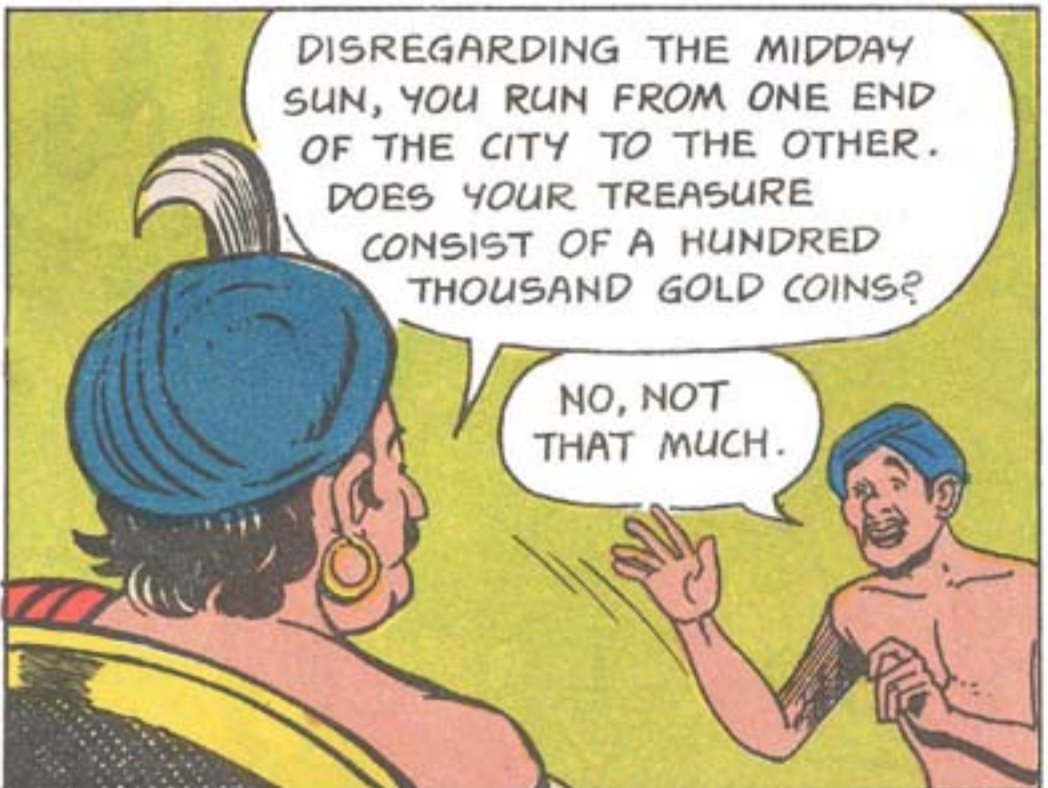


IT IS MY DESIRE THAT BURNS ME, NOT THE HEAT.

AND WHAT IS YOUR DESIRE ?



MY DESIRE IS TO RETRIEVE MY TREASURE HIDDEN BEHIND A BRICK IN THE NORTHERN WALL AND TO MAKE MY WIFE HAPPY.



DISREGARDING THE MIDDAY SUN, YOU RUN FROM ONE END OF THE CITY TO THE OTHER. DOES YOUR TREASURE CONSIST OF A HUNDRED THOUSAND GOLD COINS ?

NO, NOT THAT MUCH.



FIFTY-THOUSAND ? TEN-THOUSAND ?

NO ! NOT THAT MUCH !

THE KING ASKED IF IT WERE A THOUSAND, A HUNDRED, FIFTY, TEN GOLD COINS. BUT THE WATER-CARRIER SHOOK HIS HEAD —

NO, NO. NOT THAT MUCH!

THEN HOW MUCH IS IT?

IT IS ONE PAISA, MY KING.

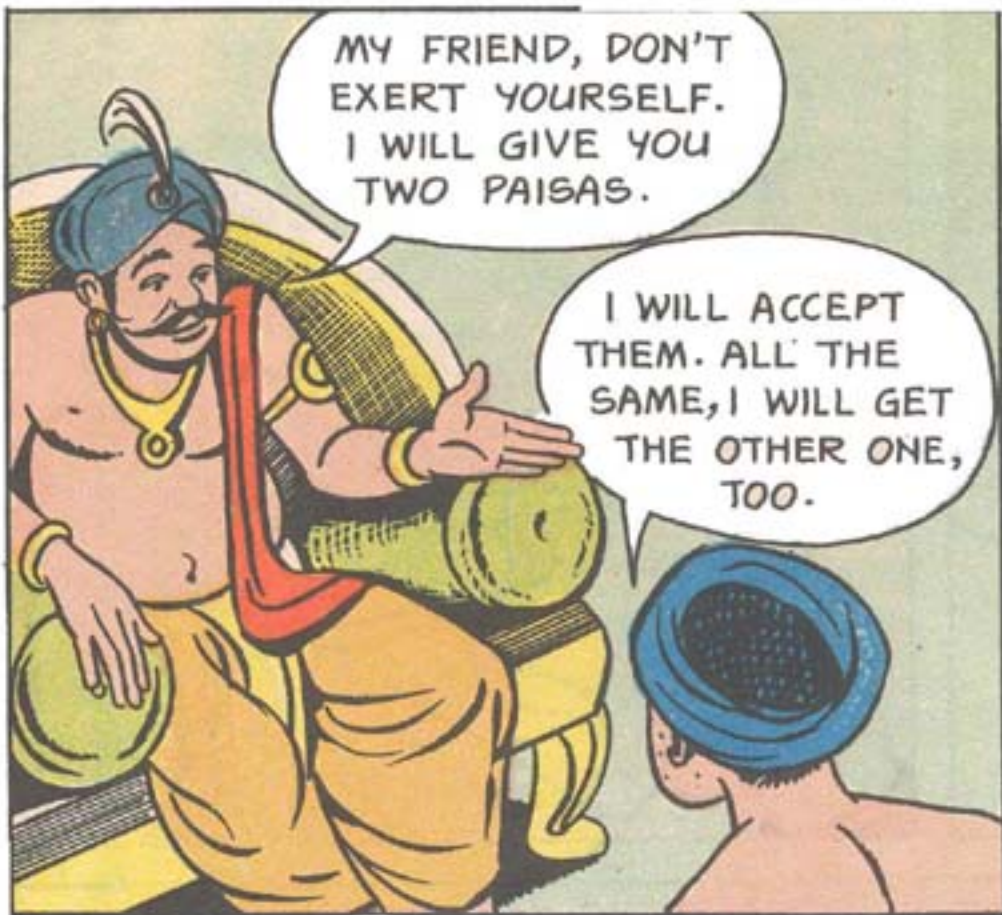
ONE PAISA!

YES, WITH THAT MONEY I CAN BUY A LOT OF THINGS FOR MY WIFE AND MAKE HER HAPPY.

MY FRIEND, YOU DON'T HAVE TO RUN TO THE NORTHERN GATE TO GET ONE PAISA. I WILL GIVE IT TO YOU.

HERE, TAKE THIS AND GO HOME.

I WILL TAKE WHAT YOU GIVE ME. BUT I WILL GO AND GET THE OTHER COIN, TOO.



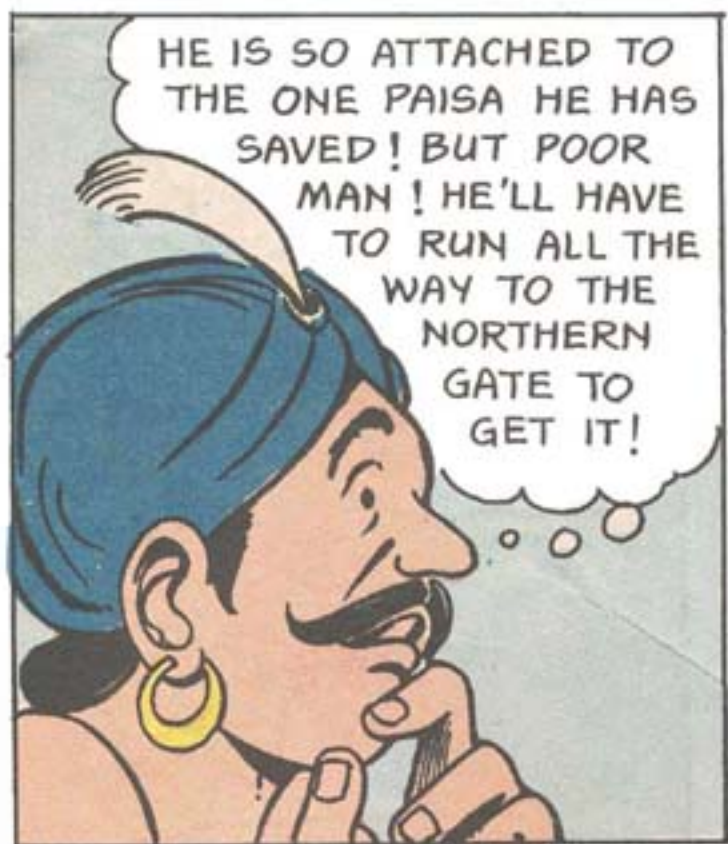
MY FRIEND, DON'T EXERT YOURSELF. I WILL GIVE YOU TWO PAISAS.

I WILL ACCEPT THEM. ALL THE SAME, I WILL GET THE OTHER ONE, TOO.

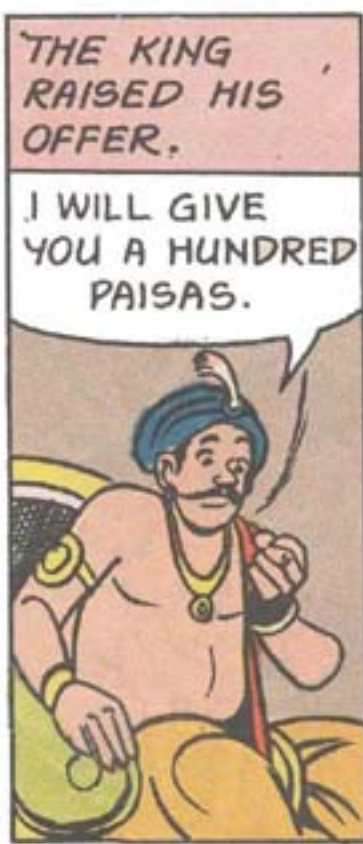


I WILL GIVE YOU TEN. PLEASE RETURN HOME.

I'LL TAKE TEN— BUT THE OTHER ONE, TOO.



HE IS SO ATTACHED TO THE ONE PAISA HE HAS SAVED! BUT POOR MAN! HE'LL HAVE TO RUN ALL THE WAY TO THE NORTHERN GATE TO GET IT!



THE KING RAISED HIS OFFER.

I WILL GIVE YOU A HUNDRED PAISAS.



A THOUSAND!



TEN THOUSAND!



THANK YOU. I WILL TAKE ALL YOU OFFER— AND THE ONE I HAVE HIDDEN, TOO.

IS THERE NO WAY I CAN SAVE HIM FROM THIS STUBBORNNESS?

DESPERATELY, THE KING RAISED HIS OFFER AGAIN AND AGAIN. BUT THE WATER-CARRIER INSISTED THAT HE WOULD GO AND FETCH HIS HIDDEN TREASURE. FINALLY —

I WILL GIVE YOU HALF MY KINGDOM IF ONLY YOU WILL AGREE TO DROP THE IDEA OF RUNNING NOW FOR ONE PAISA!

I AGREE!

AT LAST! I AM HAPPY TO HAVE YOUR AGREEMENT!

THE KING HELD A DARBAR TO CROWN THE WATER-CARRIER KING OF ONE HALF OF THE KINGDOM.

NOW, FRIEND, TELL ME WHICH HALF OF THE KINGDOM YOU CHOOSE TO HAVE.

THE WATER-CARRIER THOUGHT FOR A SECOND —

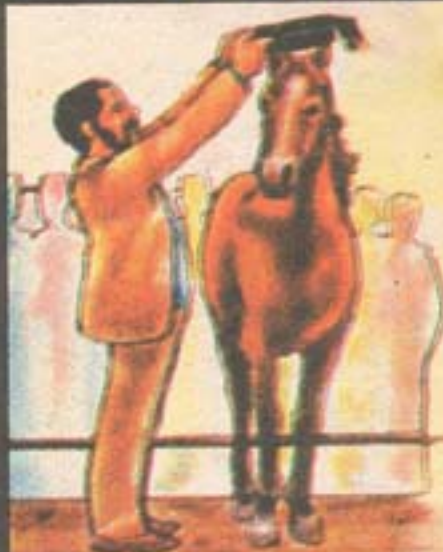
I WANT THE NORTHERN HALF OF THE KINGDOM.

YOU'VE WON AGAIN!

THUS, THE WATER-CARRIER NOT ONLY GOT HALF THE KINGDOM BUT ALSO HIS TREASURE WHICH WAS HIDDEN IN THE NORTHERN WALL.

Jeevan and Hanu wonder at

HORSE SENSE



would tap seven times. Non-mathematical questions (such as 'Is London the capital of Britain?') would be answered by shaking or nodding the head. Hans could even answer questions written out on blackboards.



'Clever Hans' was a horse who lived in Germany, early in the twentieth century. He could read, solve mathematical problems, and answer questions on world political affairs — or so it seemed.

Hans would answer all mathematical questions by tapping his leg. If you asked him '3 plus 4', he

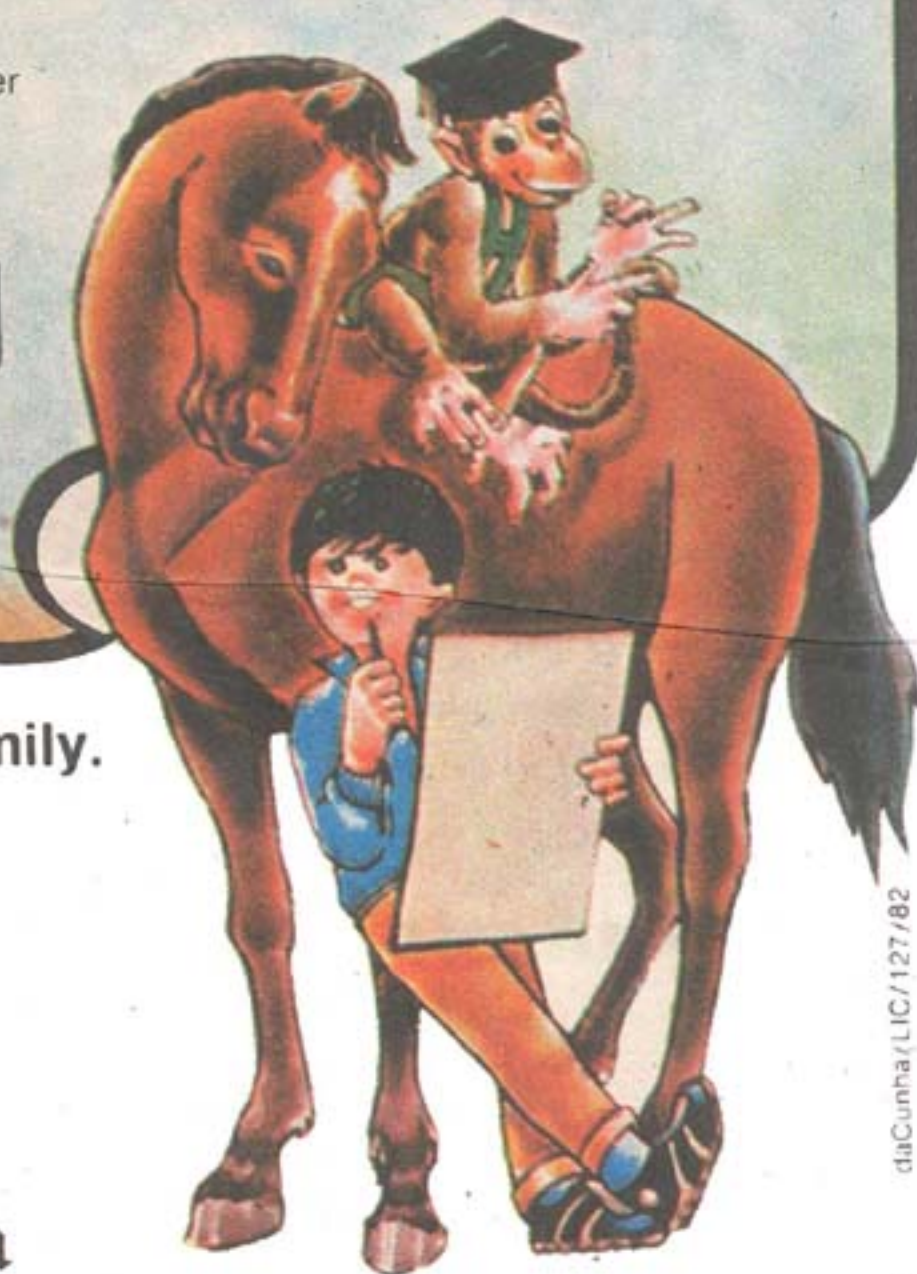


Finally Hans' secret was discovered. He was highly sensitive to the reactions of people around him, especially his master Osten. When a

mathematical question was asked, people would look at Hans' foot. So Hans would start tapping. When he reached the right number of taps, people would react in some way, without being aware of it. They would nod slightly, or relax, or smile. Hans would then stop tapping.

Hans was able to pick up similar cues for non-mathematical questions. No one knows how he learnt this trick.

The most amazing thing is that even after people became aware of the horse's method, they could still not stop sending out these little clues, no matter how hard they tried!



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I have a little bear, his name is Teddy
I take him everywhere, cause he's so cuddly.
When Teddy is good, I give him a treat
And Teddy gives me Gems, isn't that sweet?

Got a moment? Get a Gem!



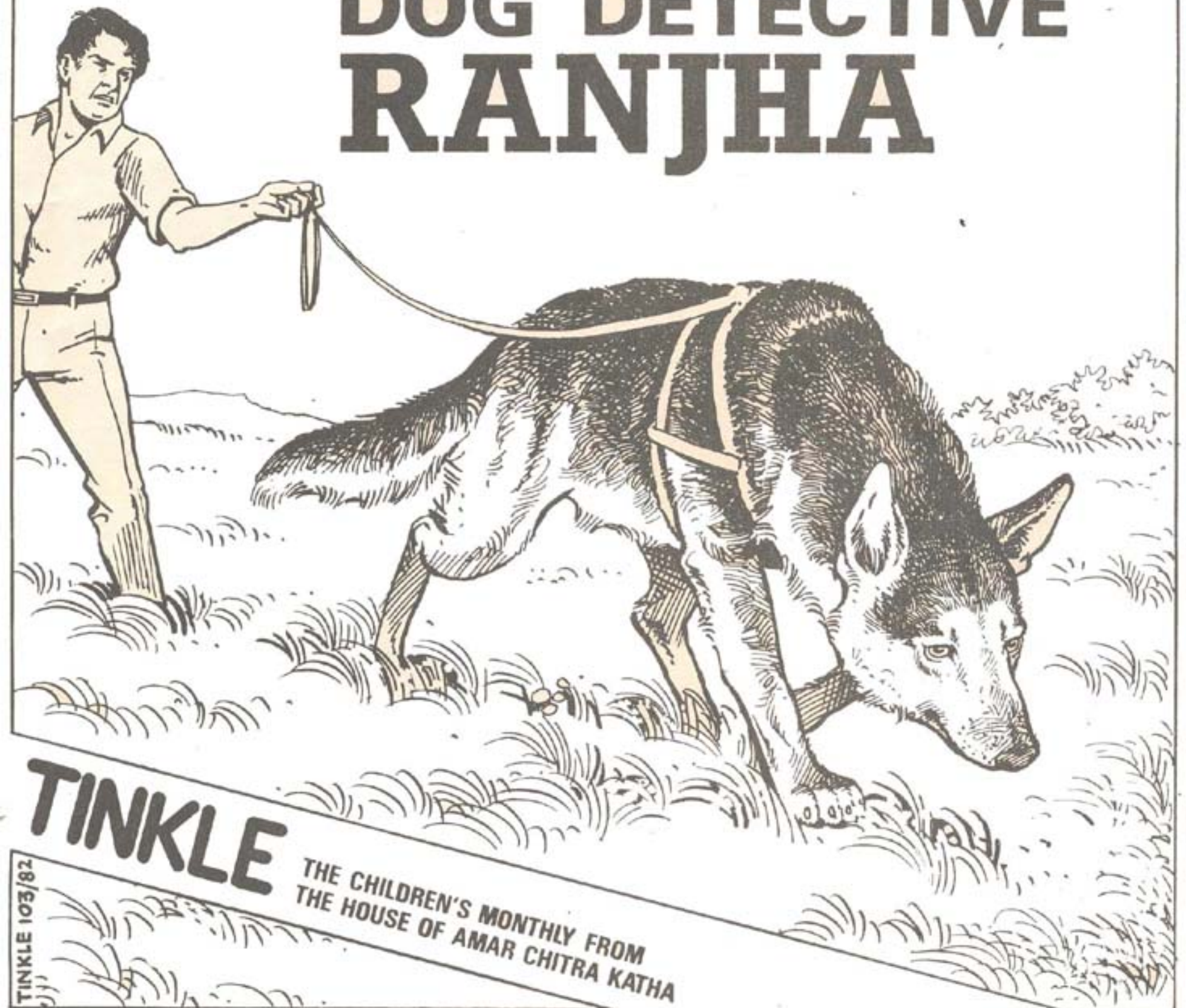
Cadbury's
Chocolates

Anything's possible with Cadbury's Gems

**ADVENTURE!
THRILLS!
EXCITEMENT!**

Owning a dog is a lot of fun. But when that dog is Ranjha, fur flies and criminals go in fear. Tinkle serialises the true-life adventures of the one and only Dog Detective Ranjha, a never before saga of a dog's heroism and intelligence.

DOG DETECTIVE RANJHA



TINKLE

THE CHILDREN'S MONTHLY FROM
THE HOUSE OF AMAR CHITRA KATHA

TINKLE 103/82



Green
Silver
Orange
Silver
Red
Silver
Yellow

No foolin'!

Real Poppins

now have a silver striped wrappin'!

Guess what, kids! The tricksters can't fool you now. All you do is watch for the silver stripes on the Parle POPPINS colourful foil pack. Then, keep poppin' them in for fruity flavoured fun, okay?

WATCH FOR THE SILVER STRIPES BEFORE YOU POP' EM IN.

PARLE
POPPINS



Now,
the imitators can't
fool you.

