



*From the desk of Rajeev Surana*

SCPL is delighted to share that the SCRND vertical which was kept on hold is being relaunched. SCRND enables innovators to convert ideas into reality. It is an on-line platform for innovators to book a space in a well-equipped research facility to develop new technology/product. August has witnessed a flurry of activity in our DSIR vertical that is executing turnkey projects for our new clients from Allanasons Group. Due to tremendous pace of business development on all verticals, we are constrained to postpone our book launch to 2017.

This month we have featured Jackfruit365™, a unique endeavor headquartered out of the scenic state of Kerala. The enterprise strives to create an organized market for the big, aromatic and the largest tree-borne fruit that is grown in abundance in India. By driving home the medicinal benefits galore that every fleshy petal of the voluminous fruit is bestowed with, Jackfruit365™ is actively engaged in marketing and sale of freeze dried raw jackfruits.

Please share your comments and feedback on [people@scinnovation.in](mailto:people@scinnovation.in)

## *Bencil Writes August '16 edition*

Disrupting the conventional thought that jackfruit aggravates diabetes, Jackfruit365™ unveils the ground reality that unlike the ripe jackfruit, raw jackfruit is actually good and helps fight diabetes. When included in daily diet in desired quantities, raw Jackfruit not only beats diabetes but also aids in weight loss.

### **UPCOMING EVENTS**

. Gandhi Institute of  
Engineering and  
Technology, Gunupur is

Jackfruit365™ has been successful in drawing attention of people with regards to the right way to increase jackfruit consumption. Various doctors, diabetologists, nutritionists and research scientists have acknowledged the beneficial properties of raw jackfruit. Raw Jackfruit when consumed as a carbohydrate increases your vegetable/fruit consumption per day significantly hence extending your life. In addition, jackfruit is the only fruit that can be consumed as a meal replacing your regular carbohydrate such as wheat and rice in full or part.

Jackfruit365™ secured global recognition for its core mission when the School of Life and Environmental Sciences, University of Sydney, in its Glycemic Index Research Service (SUGiRS ), acknowledged Jackfruit365™ as suitable for consumption by diabetics with low Glycemic load and calories as compared to rice and wheat. Hence, testifying the age old forgotten wisdom – “A jackfruit tree in your yard can extend life by 10 years”.



**James Joseph**, Founder, Jackfruit 365 and the recipient of Start-Up Entrepreneur of the Year at TiEcon Kerala 2013

James Joseph is the former Director, Executive Engagement at Microsoft India. He has also powerful positions with Microsoft UK and Minda, 3M and Ford to mention a few. He is the prestigious winner of Circle of Excellence, the highest award for Sales and Marketing employees across

organizing International Conference on Recent innovations in Engineering and Technologies (ICRIET-2K16) during November 5th – 6th, 2016 at Gunupur, Odisha, India. The aim of is to accumulate and exchange innovative ideas for the benefits of researchers, industrialists, academicians and other participants

. ISER-74th International Conference on Economics and Business Research (ICEBR-2016) will be held on 8th September 2016 in Chennai, India provide opportunity for the global participants to share their ideas and experience with their peers expected to join from different parts on the world.



**Trivia / Think about it!**

IIT Kharagpur has come

the world at Microsoft. A versatile personality who has worked across three continents, it was three years ago when James finally chose to give up his corporate career to improve jackfruit marketing in his homeland, where 80% of the fruit is wasted in an year.

James remarks, “When my Uncle said a jackfruit tree in your yard extends your life by 10 years, I was intrigued. I decided to unravel the puzzle and medical research has proved that a cup of raw jackfruit has almost half glycemic load (increase in sugar/blood glucose level) of a cup of rice and or two wheat rotis.” As rightly pointed out by James, the fruit is the Jack of all carbs.

Jackfruit365™ is available online via Amazon and more than 20 retail outlets in Kochi, Kerala. Quality fruits are sourced during peak season and peeled, processed and packed, while adhering to international safety standards. The packets are storage-friendly and resealable. The contents can be rehydrated in 15 – 20 minutes.

Professional chefs have carefully curated recipes using Jackfruit365™. It can be easily combined with our favorite food, without a change in the taste. There are 30 recipe videos available on YouTube. James is right when he emphasizes that “Jackfruit365™ packs are handier than all season Jackfruit tree in your yard!”

Jackfruit365™ is an eye opener and a trendsetter. It has ambitious plans for future in bringing out more value added products of jackfruit, so that the younger generation is made to include it as a staple supplement in their diet. Hats off to Jackfruit365™, for making us realize the homely way to stay fit!

up with a novel system of tracking students when they are on the commute, in order to ensure safety and reduce anxiety of parents. The technology uses radio waves to capture information



### **What's new at Scinnovation?**

- CEO Rajeev Surana addressed the 2 day Intellectual Property Protection Workshop organized by MSME at Pune. His engaging speech received many positive feedbacks.
- Jatin Aggarwal, Associate Pre-Sales has resigned and the role is currently handled by Head HR and Accounts, Rajesh Ravindranathan.

[Follow on Twitter](#) | [Friend on Facebook](#) | [Forward to Friend](#)

*Copyright © 2015 Scinnovation Consultants Pvt. Ltd., All rights reserved.*  
You are receiving this email because you opted in at our website.

**Our mailing address is:**

Scinnovation Consultants Pvt. Ltd.  
7E, Apeejay Apeejay House, 2<sup>nd</sup> floor, 3 Dinshaw Vacha Rd, Churchgate  
Mumbai 400020  
India

[unsubscribe from this list](#) | [update subscription preferences](#)