



PHD Rural Development Foundation



PHD CHAMBER  
OF COMMERCE AND INDUSTRY



PHD Family Welfare Foundation

# *Interactive Session on* **CREMATION INFRASTRUCTURE**

Friday 30th July 2021, 3:00 pm - 5:00 pm, Virtual Edition

## SHOW DIRECTORY



**PHD CHAMBER OF COMMERCE AND INDUSTRY**



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**OF COMMERCE AND INDUSTRY**

## **ABOUT THE PHD CHAMBER OF COMMERCE AND INDUSTRY**

PHD Chamber of Commerce and Industry (PHDCCI) has been working as a catalyst for the promotion of Indian industry, trade and entrepreneurship for the past 115 years. It is a forward looking, proactive and dynamic pan-India apex organization. As a partner in progress with industry and government, PHD Chamber with a special focus on MSMEs works at the grass roots level, with strong national and international linkages for propelling progress, harmony and integrated development of the Indian economy.

“PHD Chamber of Commerce and Industry (PHDCCI) is one of the Premier Chambers in India to have been accredited with “Diamond Grade” by NABET(QCI), at national and international level.

PHDCCI is a National Apex Chamber having its international office at Bahrain for 6 GCC countries, with 1,30,000 companies as its members base, as total focus on the development of small and medium businesses. PHDCCI has co-opted National and International Industry Associations and Organisations through over 100 MoUs signed between the parties.”

## ABOUT THE SHOW

If we go by the typical meaning of dictionary cremation means the disposal of a dead person's body by burning it to ashes, typically after a funeral ceremony. However in the recent times of Pandemic things are not the same as it used to be. The number of casualties in major metropolitan cities has risen to a number which is uncontrollable and the lack of cremation infrastructure has been exposed.

Each cremation ground has a limitation and the waiting period has also been extended to 20hrs at some places. This is indeed a sad affair for the families who have lost their loved ones in the pandemic.

The Indian court have shown their concern regarding more Cremation Infrastructure needed for COVID Deaths last year on June 2020 when the Pandemic situation was at its first wave and not that sever compared to the second wave in 2021.

The need of the hour is to re-build the cremation infrastructure which is not only sustainable but eco-friendly at the same. It is important to digitize the process in a country of 136.64 crores for the ease of functioning.

## CONFERENCE AGENDA

<b>Timings</b>	<b>Topic</b>	<b>Speaker</b>
15:00-15:05	Moderator	Mr. Naveen Seth, Assistant Secretary General, PHDCCI
15:05-15:10	Presidential Address	Mr. Pradeep Multani, Senior Vice President, PHDCCI
15:10-15:25	Rising Concern for Cremation infrastructure	Padma Shri. Dr. Jitender Singh Shunty, Founder, Shaheed Bhagat Singh Sewa Dal (SBS Foundation)
15:25-15:40	Innovation in Hindu Cremation	Mr. Ajay Kumar Jaiswal, Executive Director, Urja Gasifiers Pvt Ltd.
15:40-15:55	Creating Death A Memorable Experience	Ms. Shruthi Reddy, Founder & Managing Director, Anthyesti Funeral Services
15:55-16:10	Noble Cause - A Human Body Cremation Device	Mr. Harjinder Singh Cheema, MD, Cheema Boilers
16:10-16:25	Why to Use Cremation Furnaces?	Mr. Dhirenkumar Buch, Director, Shivang Furnaces And Ovens Industries
16:25-16:40	State of Cremation Infrastructure in India	Mr. Jatinn Bhargav, Co-Founder & CEO, Noble Sparrows Private Limited
16:40-16:55	Digitizing Cremation infrastructure	Mr. Abhinav Jain, Co-Founder and CEO, ALMOND - An ATechnos Venture
<b>Q&amp;A</b>		
Closing Remarks		Mr. Saurabh Sanyal, Secretary General, PHDCCI

# SPEAKERS PROFILE





## SHAHEED BHAGAT SINGH SEWA DAL (SBS FOUNDATION)



### **Padma Shri. Dr. Jitender Singh Shunty** Founder

Jitender Singh Shunty is the founder of Shaheed Bhagat Singh Seva Dal, an NGO that helps to cremate unclaimed bodies and immerse the ashes as guided by the Hindu and Sikh religion. Jitender Singh Shunty, who was awarded Padma Shri for the social service. He was honoured by the London based World Book of Records for his matchless contribution in promoting Blood Donation Awareness programmes and completing 100 blood donations individually since 1982. He is also the first Sikh in the world to have donated blood for 100 times. Recently, on the 25th July 2021, he was also awarded the doctorate by the French University for his exceptional contribution to the society. SBS Foundation organises blood donation camps and provides blood free of cost to the needy patients. It also provides free ambulance service and works in the field of disaster management. SBS has been instrumental during the 1st and 2nd Wave of Covid 19 pandemic and have offered more than 13000 Cremation Service as on date.



**Mr. Ajay Kumar Jaiswal**  
Executive Director

**URJA GASIFIERS PVT LTD.**



Ajay Kumar Jaiswal is a Technocrat and did his Engineering From Assam Engineering College , Guwahati , Assam .With 20 Years in R&D has recently Innovated a Cremation System for the Hindus , which is on wood & with similar methodology of existing way of cremation .This has been designed taking care of the sentiments , Astha & Belief of the people on cremation . This is a totally pollution free system with wood consumption less than 100 kg ,This is a maintenance free system & runs without electricity & can be installed in any remote location.

Topic of Presentation: **INNOVATION IN HINDU CREMATION**



**Mr. Shruthi Reddy**  
Founder

**ANTHYESTI FUNERAL SERVICES**  
**PVT. LTD**



Death is the only thing that's certain in life. Then why don't we have good funeral planners and technology aided software that aid in smooth post-death rites management.

Shruthi Reddy is a young entrepreneur from Hyderabad who envisions to implement innovations and technology in the funeral sector. Losing a loved one in a different country is the worst nightmare one can have. Adding to it is the highly un-organized and the existing pain staking clearances and processes involved in the transportation of mortal remains across borders.

Anthyesti aims to revolutionalise the industry by providing live updates of the beloved's mortal remains while it crosses the multiple checkpoints before the family finally receives them and to ease the complete clearance and documentation processes by implementing international code of conduct and practices in the Indian market for domestic and international exports.

Topic of Presentation: **CREATING DEATH A MEMORABLE EXPERIENCE**



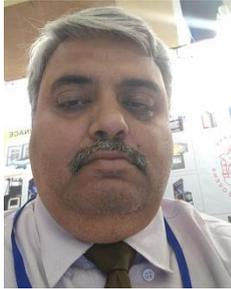
**Mr. Harjinder Singh Cheema**  
Chairman

## CHEEMA BOILERS LTD



Basically marine engineer presently entrepreneur doing various research and innovative projects like Noble Cause, burning of rice straw in boilers to avoid stubble burning of paddy in Punjab. Also, senate member and industry advisor in Indian institute of technology, Ropar.

Topic of Presentation: NOBLE CAUSE - A HUMAN BODY CREMATION DEVICE



**SHIVANG FURNACES AND  
OVENS INDUSTRIES**



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E-Mail : [response@shivangfurnace.com](mailto:response@shivangfurnace.com) Mobile : +91- 9327013773

**Mr. Dhirenkumar Buch**  
Director

He has a wide experience in the field of furnaces and ovens. Shivang Group started manufacturing of Cremation Furnaces in 1996.

Topic of Presentation: **WHY TO USE CREMATION FURNACES?**



**Mr. Jatin Bhargav**  
Co-Founder & CEO

**NOBLE SPARROWS PRIVATE  
LIMITED**



"Jatinn has more than 20 year experience in Services and Events sector, having worked in leadership roles with many brands like Samsung Electronics, MTS, Citibank etc in his professional career. He has professional expertise in all aspects of management of service.

He has set up Noble Sparrows with a vision to give people empathy and comfort in their hour of need.

Our vision for Noble Sparrows is touch and provide care to as many lives as possible. Losing a loved one is devastating, and dealing with unempathetic, unorganised, unprofessional service providers is even worse.

Topic of Presentation: **STATE OF CREMATION INFRASTRUCTURE IN INDIA**



**Mr. Abhinav Jain**  
Co-Founder & CEO

**ALMOND SOLUTIONS**



Abhinav is the cofounder and CEO at Almond Solutions - A Suite of Digital Solutions. He is a technologist turned marketer solving real marketing problems and enabling data powered digital activation with innovative technologies.

15+ years of hands-on experience in Digital, Technology, Mar-Tech And Analytics experience with leading positions international at SAP, Dell, Citrix, JetBlue Airways, PlaceIQ.

Topic of Presentation: **DIGITIZING CREMATION INFRASTRUCTURE**



## **PHD CHAMBER** OF COMMERCE AND INDUSTRY

PHD Chamber of Commerce and Industry, established in 1905, is a proactive National Apex Chamber working at the grass-root level and with strong national and international linkages. The Chamber acts as a catalyst in the promotion of industry, trade and entrepreneurship. PHD Chamber, through its research-based policy advocacy role, positively impacts the economic growth and development of the nation. PHD Chamber is more than an organisation of the business community, as it lives by the chosen motto In Community's Life & Part of It and contributes significantly to socio-economic development and capacity building in several fields.

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### **PHD Chamber has special focus on the following thrust areas:**

- **Economic & Business Policy Advocacy**
- **Industry**
- **Infrastructure**
- **Housing**
- **Health**
- **Education & Skill Development**
- **Agriculture & Agri-business**
- **ICT**
- **International Trade**
- **Defence & HLS**

**For Sponsorship and Participation, Contact:**

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**Joint Secretary, PHD Chamber Of Commerce and Industry**

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