

9th Edition

April'16



# Abhyudaya

Reliving the legacy



Alumn column  
Career corner





Happy  
Birthday!



Abhyuday





## How it all happened....



It is indeed a sense of deep pride and accomplishment that a nebula in the galaxy of M.Sc. family called Abhyuday has completed a year. According to the folklore, six of my seniors and super seniors sat around, post dinner, discussing how to celebrate the 50 years legacy of M.Sc. Food technology? Because it is only in the celebration does one re-discover and rejuvenate oneself. What had just started as a casual chat soon transformed into a full-fledged brainstorming session. And the concept of Abhyuday was born! Converting an idea into a tangible e-mag wasn't easy. It demanded a lot of commitment, patience, perseverance and a most important of all, TIME! Regular assignments, tests, seminars and investigation work came nowhere in between them and Abhyuday. Like-minded people soon joined in. Tasks were assigned, deadlines were issued and several meetings held. It was decided a teaser (<https://www.youtube.com/watch?v=u05zh1VmBF8>) would be made to popularize it. It turned out to be a huge success and generated a lot of expectations. It became a daunting task for the team, yet they stuck to their plan. Needless to say, they were successful in doing that. And finally, with a big bang, the first edition of Abhyuday was launched. Abhyuday is a lot more than being a newsletter. It has actually strengthened the cords between us and our alumni, who feel the belongingness to the campus. In other words, Abhyuday is serving the purpose for which it was conceived. Behold everyone!

## Wishing Abhyuday a very happy birthday!

The anniversary e-mag hosts the usual suspects. *Cover Story* emphasizes the long lasting benefits of following an Ayurvedic dietary regimen through the binocular vision of age - old traditional scientific principles, eating habits among others.

*Alumn Column* contributed by Ms. Kharshida talks about her experiences and life in the campus.

*Career Corner* would provide a glimpse of the tasty and nimble careers that as food technologists one can choose from.

To get the latest information of what happened in convocation? Who emerged as winners in various tournaments organized under Sports Week? *Kampus Khabar* would do that for you.

If you think "Smoking is injurious to health" we suggest you re-consider the idea. After reading *What The Food* article on Candy Cigarettes, you would definitely have second thoughts.

On its First Anniversary, Abhyuday features its past Editors-in-chief, their experiences and the advent of Abhyuday in *From the Ex - Editors' Desk*.

Give your brain a little strain by solving the Einstein's puzzle in the *Games*.

On behalf of Team Abhyuday, I thank all my fellow Editors, beloved readers for making our humble yet significant approach in the name of Abhyuday a success. I hope our readers would shower their love, affection, concern and blessings by writing back to us in the form of their feedbacks or articles.

Happy Reading!!

Regards  
Aditi



# WORDS FROM THE EDITOR'S DESK

**Miss Ashwini S. Dev**

(Founding Editor – in – Chief, 1st & 2nd Editions)

**Q1 – How come this idea of launching an e – newsletter came to your mind?**

To be frank enough it wasn't my idea at all. All the credits for coming up with such a brilliant idea of starting up an e- newsletter must solely go to Mr. K. A. Chakradhar. One night post dinner he just shared his idea with a few of us from our batch "CFTRI Special 26", after which we all had a discussion in front of the mess and decided as to how we can start working towards it. So this was just the beginning. Post this we had quite a few meetings with all the members interested to contribute towards Abhyuday from both the batches and it was finally launched with the efforts of the whole team!!

**Q2 – Being the first Editor – in – Chief, how was your journey all through?**

I was really very hesitant at first and at the same time a little too scared to take up the responsibility. Since it was something different but a great idea and an initiative to start up with but however with the support and encouragement from all my buddies I accepted it. Though the journey was short, it's was really memorable one just as life at CFTRI is for most of us. Personally it provided me an experience, exposure in a different horizon which I cherished. All thanks to Abhyuday and its team members.

**Q3 – How is Abhyuday doing?**

It's been doing really well edition by edition. It also gives me a sense of pride for having had a chance in being a part of its journey. It's a pleasure to read each and every section, especially the Kampus Khobar which reminds us of our days spent there and also keeps us updated with the various activities taking place in the campus.

**Q4 – Abhyuday is celebrating it's 1st anniversary ,what are your feelings ?**

As already told I feel really proud for having had an opportunity in being a part of the Abhyuday's journey. In the initial phase we all kind of feared as to how it would be received by our readers but as always our readers, none other than all our lovely seniors were very generous to share their feedback and provide guidance wherever required in order to make better in all aspects.

Most importantly I would like to congratulate the Abhyuday team members from both the current batches for having improvised it in all aspects and also contributing towards the editions of Abhyuday because of which it has been possible for it to successfully complete a year. Wish to read its monthly editions for many more years.

Wish you All the Best!!



**Miss Rashmi**

(Editor – in – Chief for 3rd, 4th & 5th Editions)

**Q1 – As an Editor – Chief, how was your journey all through?**

I often dreamt as a kid to become an editor someday because of my passion for languages. Abhyuday made it true. It was a very learning experience and helped me groom my skills of time, work and people management. Moreover, being a part of and working with the creative and dedicated team that we have was great.

**Q2 – Abhyuday is celebrating it's 1st anniversary ,what are your feelings ?**

It makes me really happy to see that the legacy has been carried forth so well. It seems only yesterday when our seniors left and we formed the new Abhyuday team, and now the juniors have taken it up wonderfully. I would like to congratulate all the Abhyuday team members now and then and also our readers for this success.

**Q3 – How is Abhyuday doing?**

As I read Abhyuday, the work and the ideas never cease to amaze me. So Abhyuday is definitely on an uphill trend. The amount of hard work that goes into launching each successful edition is tremendous and with this, it is certain that there is a lot more to reap where it came from.

**Q4 – Message to our readers?**

Follow your passions because that's where you will find success and happiness.

**Mr. K.A. Chakradhar**

(Co – Founder of Abhyuday, Editor – in – Chief for 6th & 7th Editions)

**Q1 – As an Editor-in-chief, how was your journey all through?**

I should say a confluence of deft management of time and people is what best defines the roles and responsibilities of Ed-in-C. I was the Ed-in-C during January and February, 2016 when people went home during semester holidays. Getting people working and coordinating via WhatsApp and personal calls was indeed testing yet interesting. It was the co-operation from the fellow editors which let me sail through. Overall, a gratifying experience.

**Q2 – Abhyuday is celebrating it's 1st anniversary ,what are your feelings ?**

When we started sailing, we never knew we'd come this far. But we started without thinking about the consequence and the results are before everyone to see. What just started as an idea has today transformed into a sort of recognition for us. More than giving to it, Abhyuday has contributed enormously in bettering ourselves by providing a platform. I'm extremely happy about the first anniversary of ABHYUDAY. It's a pleasure being associated with it.

**Q3 – How is Abhyuday doing?**

I feel it is doing great. I wish the alumni feel connected with the campus especially since it (e-newsletter) has transformed into a virtual window. It would be lovely if it could have more contribution from the alumni. Also, if it could go national for encouraging participation from FT graduates from around India. Also, if it can generate some revenue, it would serve great purpose back here – to make it much better and creative.

**Q4 – Message to our readers?**

Abhyuday is a no-profit noble initiative meant not only to stay connected to our campus but also to network among ourselves. The readers are requested to kindly contribute some time and little effort in contributing for this cause. At the end of the day, all it tries to do is bring some smiles onto your face whenever you read it. Keep reading, keep contributing.





# About Abhyuday.....

Emerging as a pioneer in food research in 1950 and continuing to provide an impetus to the food and allied sectors, CFTRI is the backbone of food-based scientific as well as industrial developments in India. The genesis of Abhyuday owes itself to the heritage that was created by the great minds that have been a part of this institution ever since the beginning and emerged from here as successful individuals spreading the glory of this place far and wide.

Abhyuday is a Sanskrit word which means beginning or awakening...

Awakening for re-inventing the vigour and strength by breaking away from the shackles of mediocrity and sombreness...Awakening for being the change and leading the way...

The e-newsletter, it is expected, would try and achieve its goal of promoting dissemination of the right and benign knowledge and act like an umbilical cord that would keep us connected to our mother institution.

Industry Buzz will include the past months developments in food industry viz. M&A, new product launches, new market entrants, market reviews, inventions and innovations etc. The Cover-Story will track one most important development of the month in the food industry with a detailed analysis from all the quarters. What The Food! will shed light on the interesting and lesser known facts about food. Kampus Khabar will attempt to track the campus news, developments, conference and seminars, tech-talks by our alumni. Career Corner would be the space where articles related to interpersonal and communication skill development, interview etiquette, CV writing skills etc. would be stressed.

The most exclusive of all the sections would be the Alumn Column which will feature technical articles, literary and artistic works, tweets and blogposts, creative and memorable contributions by our distinguished alumni. Also, we shall run a feature on one prominent CFTRIian in any field in each edition.

Besides, updates regarding upcoming seminars and events, congratulatory messages on birthdays and anniversaries, placements and promotions of alumni will also be featured. Advertisements from industries and entrepreneurs will also be featured for free. With a view to ensure the involvement of the readers and make the experience worthwhile, some games like crosswords, food quiz, jigsaw puzzles, riddles etc. would also be incorporated.



### KFC set to bring edible packaging in India

Wednesday, 27 April 2016

US fried chicken chain; KFC is all set to serve its rice in bowl of tortilla instead that of plastic. This is the Yum Brands owned company's second attempt in edible packaging after edible coffee cups in UK. Rice bowlz is one of the best sellers in KFC's menu and contributes around 5-6% to its domestic revenue. As said by Rahul Shinde, MD of KFC India "this would be India's first innovation and may be adopted in KFC's global markets". They will not charge more for edible bowls. KFC will start the project in Bengaluru first as Karnataka government has imposed ban on plastics.

<http://economictimes.indiatimes.com/industry/cons-products/-food/ready-to-eat-kfc-set-to-bring-edible-packaging-in-india/articleshow/52005116.cms>

### Milk prices unlikely to increase in next two months

Tuesday, 26 April 2016

According to Gujarat Cooperative Milk Marketing Federation after May 2014, liquid milk prices have not increased in the country. Milk prices are not expected to rise immediately. But the way white butter and SMP prices are going up and production unable to meet the demand, the prices may be changed as about half the milk produced in India from March every year is reconstituted from skimmed milk powder with the addition of butter oil. Ten litres of milk can be produced from 1 kg of skimmed milk powder. In the past 15 days, the price of .SMP in the domestic market has increased by Rs 15 a kg, said traders

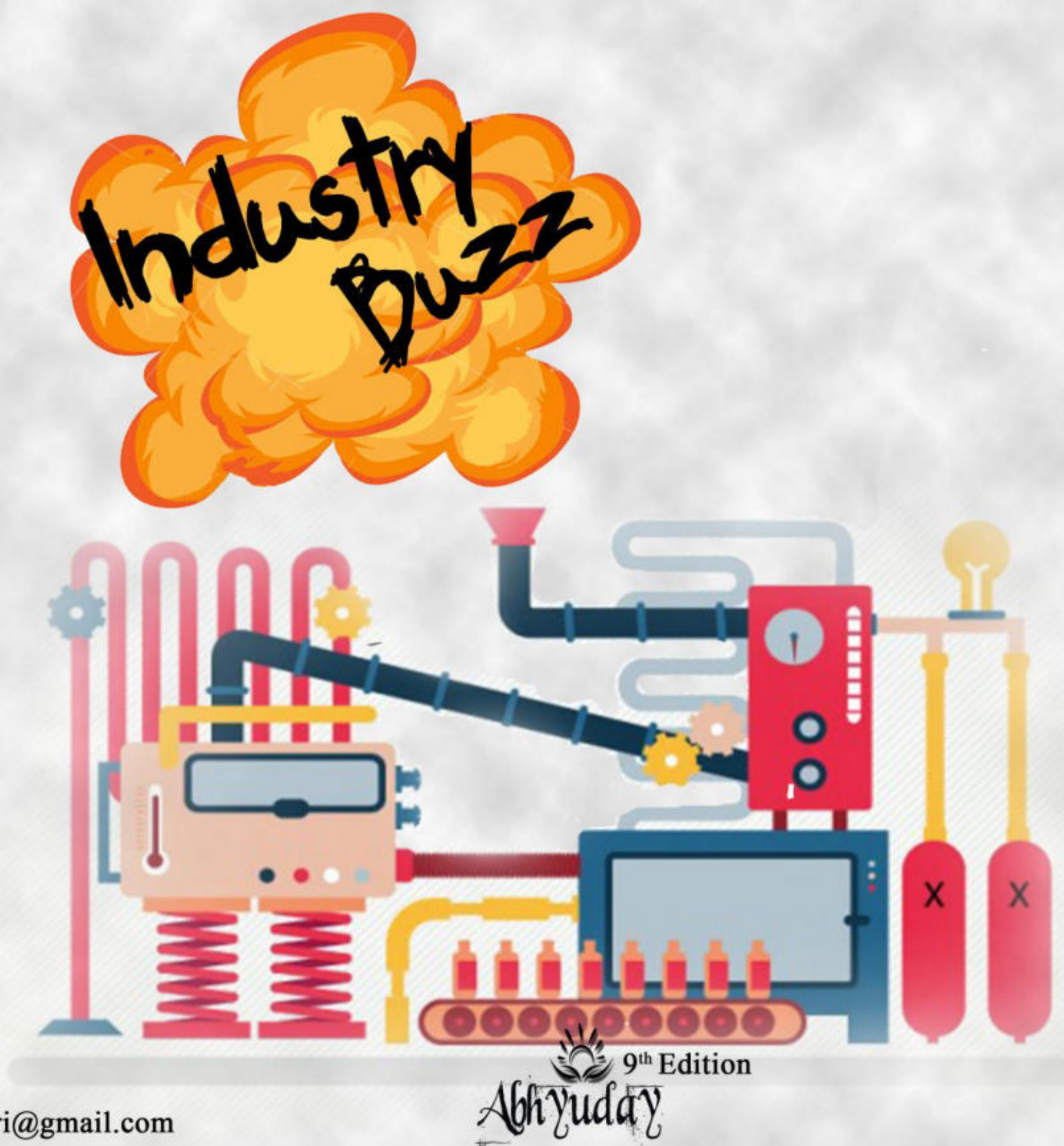
<http://economictimes.indiatimes.com/article->

### Parag Milk Foods, Schreiber Dynamix get approval to export cheese to Russia

Dated-28 Apr, 2016

Soon Indian milk products will be cherished in Russian markets. Parag Milk Foods and another Maharashtra based dairy "Schreiber Dynamix Dairies" has received the approval from Russia's federal inspection agency - Rosselkhoznadzor and Indian government to export hard cheese to Russia. The cheese market in Russia is more than 200,000 tonnes and the market need quality cheese ever since the ban on imports from EU were been imposed. Currently, Russia is buying cheese from South American countries, Switzerland and through some other channels. The Indian companies are already in talks with retail chains like Tesco, Carry and others to sell cheese.

[http://economictimes.indiatimes.com/articleshow/52030181.cms?utm\\_source=contentofinterest&utm\\_medium=text&utm\\_campaign=cppst](http://economictimes.indiatimes.com/articleshow/52030181.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst)





## Drought conditions force many food and beverage processing units to shut

Saturday, 30 April 2016

Looming droughts has forced food and beverage processing industries in states such as Maharashtra, Uttar Pradesh, Haryana, Madhya Pradesh, Karnataka, Orissa, Chhattisgarh, Telangana, and Andhra Pradesh are either shutting down or shifting to places where they can get water, even if it means buying it at exorbitant rates and experiencing a crunch in profit margins. Sagar A Kurade, President, All India Food Processors Association (AIFPA), stated that "certain states in India are going through drought like situation. While many beverage processing companies are dependent on underground water, there are few companies, who source their water from infrastructure provided by state. It is these companies that have been severely affected. Some of the beverage manufacturers who are buying water from government water-bodies to avoid shutting their plants will have their profits affected, leading to price rise." As water crises remain to shoot up, a state of agitation is being witnessed in down south of Tamil Nadu where farmers and NGOs have sent their representations to the state government to stop supply of water to beverage manufacturing industries.

<http://www.fnbnews.com/Top-News/drought-conditions-force-many-food-and-beverage-processing-units-to-shut-38890>

## MTR Foods gets new brand identity; to invest Rs 200 cr in advanced plant

Wednesday, 04 May 2016

MTR Foods now storms to transform its image for the future with a brand new identity and investments of Rs 200 crore for an advanced .plant over the next 3-5 years

Its brand new identity has a new contemporary logo and youthful packaging, personifying the transition to an innovative and relevant brand. The new logo and packaging will come into effect immediately, with the new packs hitting the market in May. As a part of their growth efforts, the company has announced the opening up of their new e-commerce site that will give consumers a clear access to the entire range of the company's 140+ products

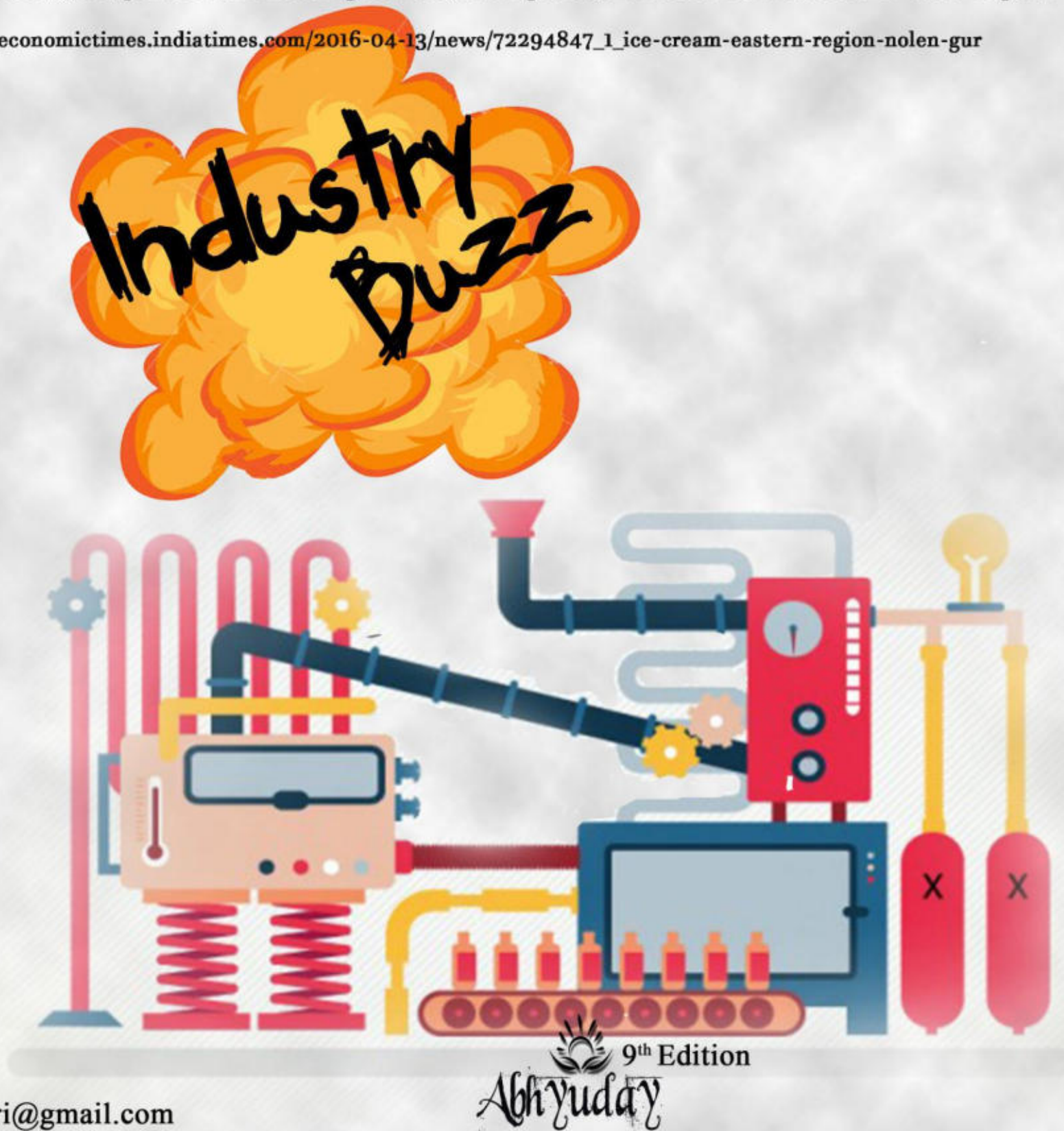
<http://www.fnbnews.com/Policy-Regulations/mtr-foods-gets-new-brand-identity-to-invest-rs-200-cr-in-advanced-plant-38902>

## Mother Dairy launches Nolen Gur flavoured ice cream

Tuesday, 19 April 2016

Mother Dairy (Delhi), milk and dairy products major, launched the Nolen Gur flavoured ice cream, one of the most loved eastern region specialities. This regional delicacy from the eastern region has been made available in the packaged branded format for the first time, offering consistent taste and flavour as loved by the consumers. The newly launched variant will be available in both take home (tubs) and single serve (cups) pack sizes. Celebrating the auspicious occasion of 'Poila Boishakh' the newly launched Nolen Gur flavoured ice cream was first introduced to a group of 25 underprivileged children from Muktakash, an NGO. Nolen Gur flavoured ice cream will be available in pack sizes of 750ml & 90ml and will be priced at Rs 150 & Rs 20 respectively. The launch will be led by a series of consumer communications through outdoor, radio, print, tram branding, digital mediums and BTL activations across key spots in Kolkata city. The newly launched range will be available across 3,500+ points of sale including retailers, vending carts, and modern retail across the Eastern region.

[http://articles.economictimes.indiatimes.com/2016-04-13/news/72294847\\_1\\_ice-cream-eastern-region-nolen-gur](http://articles.economictimes.indiatimes.com/2016-04-13/news/72294847_1_ice-cream-eastern-region-nolen-gur)





# AYURVEDA

## nectar to health and wellness

ADITI ARYA

### “A man is what he eats”

This famous age old saying is completely reflected in our ill and weak digestive systems. Today most of us are suffering from obesity, diabetes, hypertension and an array of gastric problems. Colon cancer has become so common that people are finding it hard to get out of it. Our modern lifestyle where it is so hard to find out time for our body, at the end of the day we find ourselves mentally and physically unfit. Though some of us try out vigorous exercises, go for cardio, heavy workouts or follow a strict diet chart given by our dietician or trainer but still there is something lacking and at last we become a home ground to lifestyle diseases. What is the way out to all these problems? How they can be fixed at one go? Is it something related to our polluted environment or again is the food to be blamed? All fingers points towards our eating habits. How can one improve upon them? Ayurveda gives a ray of hope.

Ayurveda is an ancient system of life (ayur) and knowledge (veda) arising in India thousands of years ago. It helped to reveal the deepest truths of human physiology and health. Ayurveda and Indian culture are inextricably linked as this eternal science has found its existence in our age – old vedas. Ayurveda believes that the functioning of this universe depends on the interaction of three fundamental doshas (energies) – vata, pitta and kapha. Vata governs respiration, circulation, elimination, locomotion, movement, speech, creativity, enthusiasm, and the entire nervous system. Pitta governs transformations such as digestion and metabolism, vision, complexion, body temperature, courage, cheerfulness, intellection and discrimination. Kapha governs growth (anabolic processes), lubrication, fluid secretions, binding, potency, patience, heaviness, fluid balance, compassion, and understanding in the organism. Heat increases pitta, dryness increases vata, and liquid increases kapha. All have physical expressions in the body. Their relative expression depends on each person's unique DNA. This body or constitutional typing is called as prakruti and is of seven types. A person may have stable prakruti or otherwise its instability results in various sorts of diseases. A vata type naturally tends to constipation, arthritis, anxiety; a pitta type tends towards inflammations, infections, ulcers; and kapha types tend to overweight, diabetes, congestive disorders, etc. why does this imbalance occur? It occurs because of the misbalance of one or more energies. And amongst various factors, food is one of the prominent ones. Properly cooked organic food if consumed in excess or at wrong time promotes imbalance. With time diseases may develop and manifest in the weak organ or tissues.

One of the most important concepts of Ayurveda is that of the Agni or digestive fire in the body. To achieve health one must have a robust agni. In contrast a low digestive power may be the root of toxic build up or may lead to diseases. To lead a healthy lifestyle Ayurveda gives some great guidance for eating, especially when it comes to digestion.



# Top 10 digestion rules to boost digestion

**1. Eat your biggest meal mid-day** – during this part of time our digestive power is at its peak, thus we are able to digest large and heavy portions of our meal. Small portion size and light foods should be taken during night time.

**2. Consistent routine for your eating schedule** - this means that you should eat 3 meals a day, at regular times, consistently each day.

A typical schedule may look like this:

- 7-9am: Breakfast
- 12-1pm: Lunch (remember this should be the largest meal of the day)
- 5-6pm: Dinner

Regulating your meals each day not only brings some consistency to your daily routine, but also will get the digestive juices flowing strong, as they will be preparing for the meal before the food even comes.

**3. Say no to iced beverages** - in Ayurveda, the intake of iced beverages is considered to be detrimental to the digestion. The thought behind this is that you are literally putting out the digestive fire with these cold liquids while shocking the system. Also the cold quality is quite constricting and will inhibit the flow of essential digestive enzymes and cause blockages in the GI tract. In contrast warm water should be sipped with a dash of lime and honey.

**4. Bring some meditation to your meals** – it is not only what you eat is important but how you eat is critical too. Eating should be made a sacred time of the day when you get to sit down, relax and bring awareness to yourself and your food. Avoid excessive conversation, television, computers, reading and loud music at this time which we usually do. Eating quietly your meal would not only relax you but also will improve digestion by increasing the flow of digestive enzymes and also will bring you the feeling of satiety early.

**5. Make your life a bit spicy** - Ayurveda offers a wide variety of options when it comes to Agni (digestive fire) kindling spices. Warming spices such as cumin, turmeric, ginger, fennel, fenugreek, coriander, cardamom, clove, cinnamon and black pepper are great for sparking the digestive fire, burning toxins and warding off signs of indigestion, such as gas and bloating. They can be added to any meal such as soups, stews, smoothies, meat dishes, stir fries and veggie sautés.

**6. Say yes to yoga** – with innumerable health benefits yoga helps to improve your digestive power. Twisting postures and forward folds are best done prior to food intake to ignite the Agni (digestive fire) and get the digestive juices flowing. On the other hand, reclined postures will be more appropriate after food intake, as they allow space for all the vital organs to work freely and reduce any tension or constriction that may be causing obstruction in the GI tract.

**7. Add ghee to every meal** – ghee or clarified butter is highly revered and has been used medicinally in Ayurveda for thousands of years. It stimulates agni and increases both absorption and assimilation of nutrients. Ghee has anti – aging properties and enhances memory, energy, and immunity and helps to remove toxins.



**8. Take a short walk after each meal** – one of the worst habits to practice is to lie down after a meal. This greatly impedes digestion by squishing the GI tract leading to low metabolism and toxic build up. On a positive note, one of the best ways to increase digestive fire is to take a short walk after each meal. This would strengthen the digestive system and helps in regulating blood sugar levels.

**9. Avoid overeating** - this may seem obvious, but even the obvious things need reminding at times. When you overeat you force your digestive tract with enough food causing closed digestive channels, indigestion and toxic build up. Due to lack of enzymes overeating results in gas formation, bloating, acid reflux and general discomfort. Under Ayurveda it is recommended to fill 1/3 of the belly with food, 1/3 with liquid and leave the remaining 1/3 available to allow movement in the digestive process. This would make your digestive fire robust and energize you after every meal.

**10. Follow proper combination of food** – improper food combinations is the greatest culprit for low digestive power or agni. Every food group has its own set of enzymes that are needed to break it, as well as a specific time frame needed to completely digest it. Abrupt shuffling of food with different time and enzyme leads to confusion in digestive tract, toxin build up and fermentation in the gut.

A novel approach towards this can be inculcating some of the guidelines of Ayurveda while processing foods. It would not just be healthy but would also be profitable. Taking a leaf out of Baba Ramdev promoted M/s Patanjali Ayurved Ltd. (PAL) that has introduced a wide array of Ayurvedic products – including spices, pulses, chyvanprash, instant noodles, tea, jam and cornflakes. Not only this, it is also carrying this message to west viz. Canada, USA, Mauritius and UK, among other countries. One needs to ponder upon the fact that consumers just not need tasty and convenient food products but their dietary ailments and of course awareness has played a significant role in causing a shift in the food market. It would not be wrong to say that Ayurveda can be the next and ultimate option for the food industry where they can exercise their tools of skills and knowledge and thus diversify.

## References

• [http://www.healthandhealingny.org/tradition\\_healing/ayurveda-history.html](http://www.healthandhealingny.org/tradition_healing/ayurveda-history.html)

• <http://svasthaayurveda.com/top-10-ayurvedic-food-rules/>



# **WHAT THE FOOD !!**

## **CANDY CIGARETTE**

*Here we come not to promote cigarette but to take you on a tour to 60's and 70's. What comes to your mind when we say candy cigarette - a child standing on a street having mouthful puff of smoke.*

### ***WHAT EXACTLY CANDY CIGARETTE IS?***

*It is made up of chalky sugar, bubblegum or chocolate, wrapped in paper as to resemble cigarettes. Some products contain powdered sugar hidden in the wrapper, allowing the user to blow on the cigarette and produce "smoke" on the other end. There are two types of cigarette candies.*

*Hard white candy stick: - Same length as cigarette but just a bit thinner. No particular flavor, unless "sucrose" is a flavor. There is a pink body, smudge painted onto one end to simulate the ember of a real smoke.*

*Stick of pink bubblegum: - This faux cancer-stick was not too realistic as it was pink, but if you could resist the urge to chew it right away, the dimensions were closer to a real cigarette and it had a white paper wrapper, the mouth ward inch or so embossed with a printed pattern that made it look like a filter.*

### ***THE FALL OF CANDY CIGARETTES!!!***

*The history of candy cigarettes goes all the way back to the early 1930's in American market, Back then, smoking wasn't seen as the health concern it is today, so the public didn't think it was a super big deal to allow children to pretend to smoke with these sugary imitations. It wasn't until the 1950s when things started to go sour for the candies.*

*In America it was reported erroneously in 2010 that the Family Smoking and Prevention Control Act bans candy cigarettes. Parents worried that the candies, convincing replicas of what were now known to be dangerous carcinogens, desensitized children to smoking and made them more likely to use real cigarettes as adults. And as it turns out, studies have shown that fear to be true!*

*Does Candy Cigarettes still exist???*

*Today, candy cigarettes are substantially more difficult to find. In fact, many countries, like Brazil, Finland, Norway, the Republic of Ireland, Turkey, and Saudi Arabia have completely BANNED the sale of candy cigarettes. So unfortunately it may be harder to find our delicious classic cigarette candies now than the era of 70's!!!!*

### ***REFERENCES:-***

- <http://www.networkworld.com/community/node/16427>
- [http://en.wikipedia.org/wiki/Candy\\_cigarette](http://en.wikipedia.org/wiki/Candy_cigarette)
- <http://blog.e-cigarette-direct.com/headline/the-rise-and-fall-of-candy-cigarette>.



# KAMPUS KHABAR

## Farewell to C. Anandharamakrishnan, Director IICPT

Senior scientist **Dr. C. Anandharamakrishnan** (Dept. of Food Engineering) at CFTRI was recently elevated to the position of **Director IICPT, Thanjavur**. Being one of the wardens of IFTTC, SHM. He was accorded a warm farewell. Best wishes poured in from all the boarders and a memento accompanied with the best wishes for the new role was handed over to him. He wished all the boarders a very comfortable and safe stay and offered his best wishes.

## SPORTS DAY CELEBRATIONS

The Sport's weekend was organized by IFT Club on the 8th, 9th and 10th of April. The weekend was overflowing with different events and brought out the competitive spirit amongst everyone. The various games organized were Badminton, Volleyball (Juniors vs Seniors) and Carrom.

Women's Singles – **Nancy Tyagi**

Men's Singles – **Patekar Gautam Bhaskar**

Mix Doubles - **Nancy Tyagi & Dangare Samarth**

Womens Doubles - **Nancy Tyagi and Priyanka Rathi**

Mens Doubles - **Patekar Gautam Bhaskar & Dangre Samarth**

Volleyball Winner - **M.Sc. IInd Yr**

Carrom – **Rita Devi and Manisha Thakur**



## Salad making competition

1

In the midst of the hot summer days, a refreshing fruit salad making competition was organized by the **IFT Club** to keep the students stress free. The competition organized on the 17th of April with each team given a budget of a mere Hundred rupees. The M.Sc. participants came up with assorted salads with a unique theme and name. The salads were judged by Ph.D. students and **Saloni Oza, Swati Anand** and **Jibin Balu MT** emerged as winners.

The competition ended on a jovial note with everyone attacking the toothsome salads and devouring them.





# KAMPUS KHABAR



TFTTC Hostel complex was a blend of nostalgia and joy on the Eve of 10th April as the class of Special 26 started pouring in on the campus. The batch of 2013-15 was awarded their Master's degree at the Convocation ceremony in the University of Mysore on 11th April. The gold medal was awarded to **Miss Paridhi Jain**. Special 26 later treated the **Fab Foodies** and **Kung Food Pandas** to a night full of fun and frolic at the Quorum Hotel. The Special 26 were happy to meet

Dr. B. Ramesh who graced the occasion.

The mix of juniors and seniors had a fabulous dinner and dance party.

## Convocation





# Career Corner

## Tasty Careers

"I want my dream job!!" exclaims Aditi. "What would be my job profile after Masters" ponders Darshan. "How am I gonna carve my career?" wonders Suprith. "I need the most coolest and funky job man!" dreams Usmad. Food technology - the field which is thought to be in its infancy, is really expanding well. The array of opportunities and distinct job profiles that it proffers cannot be thought off. Career corner of this edition features some of the scrumptious careers that you may have in food and beverages.

### 1. PRODUCT DEVELOPMENT TECHNOLOGIST

#### WHAT'S IT ABOUT?

New Product Development technologists work in the food industry to create food that is safe and attractive to customers.

You're going to be concerned with planning the large scale manufacture of food products and this'll involve producing samples and designing the processes that will enable these to be made in large quantities without any loss of quality or taste.

You could work to improve existing recipes or help with the invention of new ones.

Very often you'll work alongside chefs to produce or amend kitchen samples into recipes that can be easily produced in large volumes through the design of processes and machinery to make these products.

And of course, all of this must be done within a strict and ever-changing regulatory framework around the treatment of foodstuffs.



#### WHAT MIGHT I BE DOING?

Your role will vary depending on the size of the company you're working for, the sub-sector they operate in and quite possibly, the customer for whom you're developing products. However, tasks common to the job are likely to include:

- Modifying current products and processes and developing new ones
- Continually researching markets and technologies to develop new product concepts
- Selecting raw materials and other ingredients from suppliers
- Preparing product costings to ensure profitable products
- Auditing suppliers or managing internal audits from customers
- Co-ordinating launches of new products or running trials
- Dealing with any customer complaint, investigations or product issues
- Drawing up product specifications and ensuring new products can be manufactured profitably and safely
- Working with range of colleagues within the company to ensure that your products will have a successful launch and manufacturing life
- Developing the ability to repeat processes to ensure consistency and safety;
- Working with official food inspection and hygiene agencies
- Working with engineering/production to develop solutions to production issues whilst maintaining food safety

#### ANYTHING ELSE I MIGHT NEED TO KNOW?

Yes, it's common for food technologists to move to other business areas where their specialist knowledge can be a real advantage.

Also, whilst larger companies offer more opportunities for cross-functional moves, small and medium-sized companies generally offer greater responsibility earlier and the chance to gain skills and experience across the range of business areas quickly.



# Career Corner

## Tasty Careers

### 2. FOOD PHOTOGRAPHER

#### WHAT'S IT ABOUT?

The food photographer takes pictures of food for packaging, magazine articles, cookbooks, and advertisements. The pictures taken must evoke the delicious smell, texture and taste of the product and this takes a high degree of expertise to get absolutely right every time. It's all about getting prospective customers to buy the product!

#### WHAT MIGHT I BE DOING?

You'll be working alongside folks who work in the marketing and packaging departments to ensure that your photos show the product as appealing as it could be to prospective customers.

Many food photographers actually organise the set-up of the shoot as well as framing the shots. This process is known as food styling and involves the arrangement of the food product to be shot as well as the background such as tablecloths etc.

You'll probably have a great deal of background knowledge of the food product on which you're working and the type of consumer it is aimed at - this will enable you to better understand the promotional needs of the company and what they want to convey from the product shot.

A degree in photography or short-term courses in photography is a pre-requisite for candidates seeking photography as a career. Strong expertise in food technology coupled with skills in photography would promise a progressive career.

#### WHAT CAN I EXPECT?

This is a job with a lot of variety as no two products are the same.

As a food photographer, you'll be meticulous, well organised and technically proficient.

Clients can be extremely demanding and deadlines can mean a lot of pressure so you need the ability to be cool, confident and professional in your work at all times.

#### ANYTHING ELSE I MIGHT NEED TO KNOW?

As a food photographer you could be working as part of a corporate team within a food firm, or you could be working for an agency which provides expert services to a variety of companies, or you could be freelance and work on a contract basis to either of the other two!

Also with the food industry continuing to grow and develop loads of new products, this is a great career to consider if you like photography.





The Alumn Column would like to specially thank one of our avid readers and alumni Ms. Singamayum Khurshida for her valuable time and heartfelt contribution to Abhyuday's Birthday Edition.



The unique taste and flavor of two years in Mysore for M.Sc Food Tech. cannot be matched and same if I would have been there for PhD. I don't regret leaving CFTRI and select Tezpur University for PhD too. All thanks to divergent scientists faculty, CFTRI alumni, friends and juniors what makes us so confident, colorful and strong. Those days many new things we learnt.

Let me pinch out some sprouting grains from CFTRI memory bank hoping that some of my juniors facing difficulty in adjusting new subject may get refresh. Our first class was taken by Umesh Hebbar Sir, Food Engineering (F.E) class. Material balance class it was nice. Harish U., reach late and suddenly enter our class with formal dress. It was his first day in class. We all stand up and wish him as we thought that he was scientist to take our class. Slowly we know, U. Harish our batch mate not scientists we called him google for his multi dimensional knowledge and we contacted him for any reference. For any information till now I think Harish can provide most. Finally class went day by day. Intro session finally came to an end. The first monthly test arrived within wink of our arrival. All friends from DU, Pantnagar, Parbhani, Angru, South Indian toppers stand in diversity but as unity. They all look good and enjoy class. When F.E portion reached Bernoulli's theorem. I was same like the turbulent flow following corresponding Reynold's number (Re). Bernoulli's theorem, Re, units etc. all I heard learnt during Physics class in XIIth standard. Leaving four year all physics and suddenly became a part of my course subject. As we all know F.E is all about facts. Without clear basic understanding one cannot easily follow, it happened to me. As from B. Sc Home Science with food Science and nutrition as elective subject. Almost all Subject Maths, F.E, micro-biology etc. find hard to adjust. Turbulent flow occurs at high Re and dominated by inertial forces which tend to produce chaotic eddies, vortices and other instabilities. My inability to understand and adjust to new F.E, Maths environment causes many vortices, chaotic moments and hurts my ego which felt me low and sad. Khurshida's as gold medalist in U. G, class toppers in school days etc. paralyzed finally struggle hard to streamline in M.Sc Food Tech. G. Vijayalakshmi, Co-ordinator M.Sc Food Tech. one day called me after 1st Sem. See Khurshi...your CGPA 6.75 what you will do with this. Work hard at least try to reach 7.5. Sometimes can't hide tears in exam and sometimes I curse CFTRI why they selected me as their student and tortured and dragged me down badly.

Believe me nothing last forever if you believe you can, you can and achieve. During semester break I didn't go home and try my best to fall in love with Food Technology in CFTRI campus. Finally I realized the love of Food Tech. Willingness to learn is much powerful than high grades or marks. My CGPA after 1st Sem were 7.79 (II Sem), 8.10 (III Sem), 8.30 (IV Sem). My journey of improving marks from 6.75 (I Sem) to 8.30 (IV Sem) is my greatest achievement I ever had in my life. It doesn't mean I get huge salary, placement and award from it. M.Sc marks in my C.V is one of least marks I scored. This mark does not make any sense to anyone but I bless to see how I improved myself. Marks doesn't count anything what you learnt count most. I am confident enough to be called as Food Technologist. I feel glad to be CFTRIAN. I feel so easy to clear ICAR-NET in Food Tech in first attempt, when many pure Food Tech. background research scholars friend cannot clear at many attempts. We all should feel glad to be CFTRIAN with knowledge wherever we are. Knowledge is power.

*Singamayum Khurshida (2012-2014 Batch), UGC JRF-NET, ICAR-NET in Food Technology  
Ex State Co-ordinator, National Mission on Food Processing, Ministry of MoFPI, Government of India  
Research Scholar, Department of Food Engineering and Technology, Tezpur University, Assam*



# PLACEMENTS

May, 2016

*The Alumn Column congratulates the following students of M.Sc. Food Technology, Batch 2014-16, for their placements and wishes them a bright future!*



Samarth V. Dangre



Priyanka Rathi

## TASTY BITE INDIA



Aakriti



Divya Goswami



Pochineni Sahaja



Nivetha S



Pallavi Shriyan S

NAGARJUNA FERTILIZERS AND CHEMICALS LIMITED



# Birthdays

| S. N O | NAME                     | BATCH       | DATE OF BIRTH        | EMAIL.ID   |
|--------|--------------------------|-------------|----------------------|--|
| 1      | Aakriti                  | 2014-16     | 5 <sup>th</sup> May  | Tagan.indian@gmail.com   |
| 2      | Bhanu Prakash G.         | 2001-03     | 5 <sup>th</sup> May  | <a href="mailto:gidigebanu@yahoo.com">gidigebanu@yahoo.com</a>   |
| 3      | Ginjala Varun Reddy      | 2014-16     | 21 <sup>st</sup> May | Varunreddy0099@gmail.com   |
| 4      | Hemang Dholakia          | 2002-04     | 31 <sup>st</sup> May | hemangdholakia@yahoo.com,<br><a href="mailto:hemang.j.dholakia@gsk.com">hemang.j.dholakia@gsk.com</a>  |
| 5      | Kuldeep Mulik            | 1995-97     | 8 <sup>th</sup> May  | kuldeep.mulik@genmills.com   |
| 6      | Nagendra chari K L       | 2009-2011   | 20 <sup>th</sup> May | ncharift@gmail.com   |
| 7      | Nancy Tyagi              | 2014-16     | 3 <sup>rd</sup> May  | Nancytyagi1992@gmail.com   |
| 8      | Nandita Makharia         | 2006-08     | 24 <sup>th</sup> May | <a href="mailto:Nandita.Makharia@atfoods.com">Nandita.Makharia@atfoods.com</a>   |
| 9      | Neena Tom                | 2004 - 06   | 07 <sup>th</sup> May | <a href="mailto:neentom@gmail.com">neentom@gmail.com</a>   |
| 10     | Nidhi Singh              | 2000-02     | 20 <sup>th</sup> May | <a href="mailto:nidhisingh20@hotmail.com">nidhisingh20@hotmail.com</a>   |
| 11     | Prabhjot Kaur Sabharwal  | 2009-11     | 29 <sup>th</sup> May | <a href="mailto:prabhjot291@gmail.com">prabhjot291@gmail.com</a>   |
| 12     | Shekhar Kadam            | 2008-10     | 28 <sup>th</sup> May | shekhark_ftcrat@yahoo.co.in  |
| 13     | Sunitha Elizabeth George | 2002-04     | 21 <sup>st</sup> May | <a href="mailto:sunibeth@gmail.com">sunibeth@gmail.com</a>   |
| 14     | Swati Anand              | 2015-17     | 5 <sup>th</sup> May  | Swati.anand55@gmail.com  |
| 15     | Tanya Malhotra           | 2007-2009   | 13 <sup>th</sup> May | <a href="mailto:tan.malhotra@gmail.com">tan.malhotra@gmail.com</a> ,<br><a href="mailto:tan.yamalhotra40@yahoo.com">tan.yamalhotra40@yahoo.com</a> |
| 16     | Tirupati Pawar           | 2015-17     | 16 <sup>th</sup> May | tirupati pawar@gmail.com   |
| 17     | Vasuprada Iyengar        | 2002-04     | 5 <sup>th</sup> May  | <a href="mailto:vasupradaiyengar@rediffmail.com">vasupradaiyengar@rediffmail.com</a>   |
| 18     | Vibha                    | 2003 - 2005 | 28 <sup>th</sup> May | <a href="mailto:vibhu285@rediffmail.com">vibhu285@rediffmail.com</a>   |

9<sup>th</sup> Edition

Abhyuday



# GAMES

This puzzle is attributed to Albert Einstein and it is claimed that 98% of the people are incapable of solving it.

Some commentators suggest that Einstein created such puzzles not to test out intelligence but to get rid of all the students who wanted him as an advisor.

It is not likely that there is any truth to these stories. Where ever this comes from, it is a nice riddle.

Let us assume that there are five houses of different colors next to each other on the same road. In each house lives a man of a different nationality. Every man has his favorite drink, his favorite brand of cigarettes, and keeps pets of a particular kind.

1. The Englishman lives in the red house.
2. The Swede keeps dogs.
3. The Dane drinks tea.
4. The green house is just to the left of the white one.
5. The owner of the green house drinks coffee.
6. The Pall Mall smoker keeps birds.
7. The owner of the yellow house smokes Dunhills.
8. The man in the center house drinks milk.
9. The Norwegian lives in the first house.
10. The Blend smoker has a neighbor who keeps cats.
11. The man who smokes Blue Masters drinks bier.
12. The man who keeps horses lives next to the Dunhill smoker.
13. The German smokes Prince.
14. The Norwegian lives next to the blue house.
15. The Blend smoker has a neighbor who drinks water.

The question to be answered is:

Who keeps fish?

ANSWER - GERMAN



# EDITORIAL TEAM

Editor in Chief

*Aditi Arya*

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*Nithya, Bhupender, Saloni, Swati  
Jibin, Muthukumaran  
Aswa, Pallavi*

Cover story

*Aditi, K A Chakradhar, Tirupati*

Industry Buzz

*Beena, Abhishek, Shweta*

Kampus Khabar

*Saloni, Sristy, Karan, Prathamesh*

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*Vandana, Neha, Darshan*

Career Corner  
*Muthukumaran*

Games  
*Rita*