

11th Edition

Jul & Aug'16



Abhyudaya

Reliving the legacy



GOOD FOOD IS GOOD MOOD

Alumn column
Career corner

Words from the Editor's desk...

This Issue



The beginning is the most important part of work

-Plato

Because from small beginnings come great things. This part of the year has seen its share of beginnings. This month we, the MSc second years are beginning the most important part of our life in CFTRI. The word 'Placement' has already started to echo in all our ears. On the other side, our seniors are leaving behind the students' life and entering the real world, a beginning of adulthood.

And this month has also seen another sort of beginning. It's the beginning of a journey. A journey of mirth, of making memories, of forming new relations and finding oneself while getting lost in this beautiful world of CFTRI. We take this opportunity to welcome the travelers of this journey and the new members of the CFTRI family and wish them a happy blissful journey into this chaotic yet serene land of wonders.

For the family members who left to see the big world, for the members who are spellbound in the frenzy of this mysterious land but still wishing for the time to move slowly, and for the members who join the family every year, if there is one thing that spins these three lives together for all others to see, it is 'Abhyuday'.

Dear readers, we proudly present the 11th edition of 'Abhyuday' for the past, present and future.

Get lost in nostalgia along with Ms. Malvika Devi in 'Alumn Column'. There's a new girl in the city, Miss Ishita Roy and she is ready to share her experience as a new girl in the big city of Mondelez India in 'Experience Talks'. Brighten up your mood with food in cover story and get amazed in 'What the Food'. Still bemused about your dream job, may be your dream job is not yet created; learn more about it in 'Career Corner'. Get connected with the campus again in 'Kampus Khabar'. 'Industry Buzz' buzzes about the current scenario of food industries. Finally relax yourself in 'Games', but still you will be learning.

Now, dear readers buckle up and enjoy the ride!

Happy reading!!

*Warm Regards
Editor-in-Chief
Nithya A*

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Editorial Team

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.

Maggi With 57 Per cent Share Regains Top Slot in Noodles Market.

August 23, 2016

Nestle India's instant noodle brand Maggi, whose sales were severely hit by a ban last year, has regained its leadership position capturing 57 per cent share of the market in June this year. In November, when Maggi was re-launched after five-month ban, it had 10.9 per cent of the market share, which climbed to 35.2 per cent in December and in March 2016 it had 51 per cent market share, according to a Nestle India presentation made to financial analysts and institutional investors.

Read more at:

<http://food.ndtv.com/food-drinks/maggi-with-57-per-cent-share-regains-top-slot-in-noodles-market-1449010>

Coca-Cola's Dasna plant shuts operations; Pollution violations reason.

August 31, 2016

Coca-Cola has temporarily halted operations at a bottling plant in northern India over alleged environmental violations. Activists say the factory in Uttar Pradesh state contaminates groundwater meant for farmers and pollutes the soil, and that sewage is not properly treated. Coca-Cola, which has said it plans to invest \$5 billion in India by 2020, has faced a string of objections over the years from local communities over water use. In 2004, it shut one of its plants in southern Kerala state over similar allegations. The company denies any wrongdoing.

Read more at:

<http://www.fnbnews.com/Top-News/cocacolas-dasna-plant-shuts-operations-pollution-violations-reason-39452>

7Up becomes first fizzy drink in India to use the stevia sweetener.

August 25, 2016

PepsiCo's stevia revolution will start with 7Up in India. This will also be the first use of stevia to sweeten 7Up anywhere. If it works it can be used in other products also. The new product is being tested in Gujarat and has 30% less sugar. The Food Safety and Standards Authority of India (FSSAI)

had cleared the use of stevia in carbonated drinks last November after a government-controlled scientific panel for food additives first recommended its use four years ago.

Read more at:

http://economictimes.indiatimes.com/articleshow/53851456.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst

ITC sues Britannia over copying biscuit packaging.

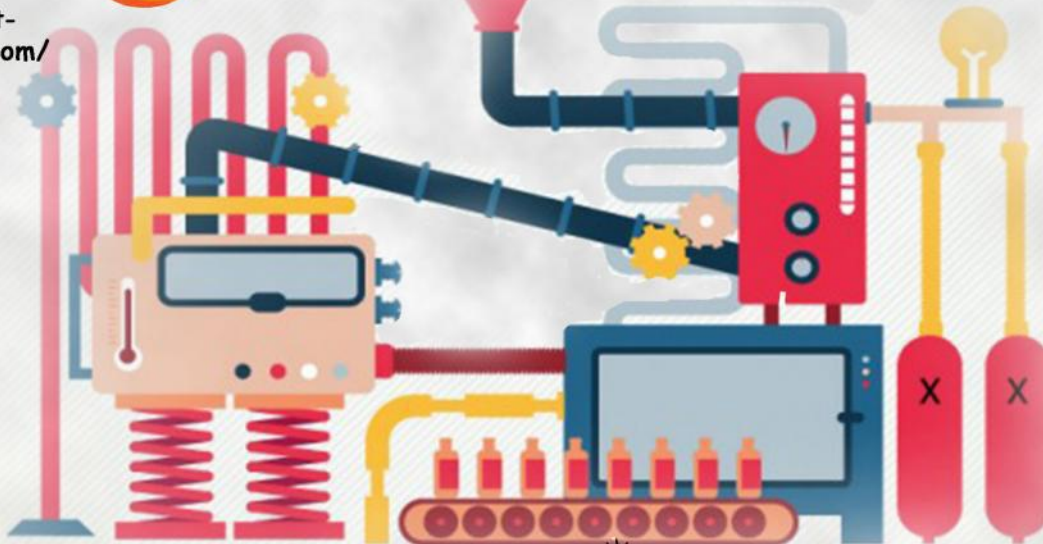
August 26, 2016

Multi-business conglomerate ITC has filed a lawsuit against Britannia Industries Ltd for allegedly copying packaging of ITC's Sunfeast Farmlite Digestive All Good biscuit. While ITC's digestive biscuit packaging says in bold 'No added sugar, maida' and that it contains 'fibre', Britannia's product too says '0 per cent added sugar, maida' and contains 'high fibre'. However, ITC said the issue is not likely to impact the company's operations or performance. The case has been filed in the Delhi High Court.

Read more at:

http://economictimes.indiatimes.com/article-show/53835852.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst

Industry Buzz



Paper Boat offers Aamras and Anar in 500ml TPA cartons with StreamCap. August 17, 2016

Paper Boat, has launched its two most successful variants; Aamras and Anar in Tetra Pak's distinctive Tetra Prisma Aseptic (TPA) 500 ml cartons with the re-sealable Stream Cap. Priced at 55 rupees and 75 rupees respectively, these variants will be available across the country at modern trade stores. The Tetra Prisma Aseptic carton offers an easy 'gulp-from' and 'pour-from' experience, and the fully re-sealable screw cap provides hassle-free and convenient consumption. Moreover, being paper-based and fully-recyclable, the cartons are good for the environment.

Read more at:

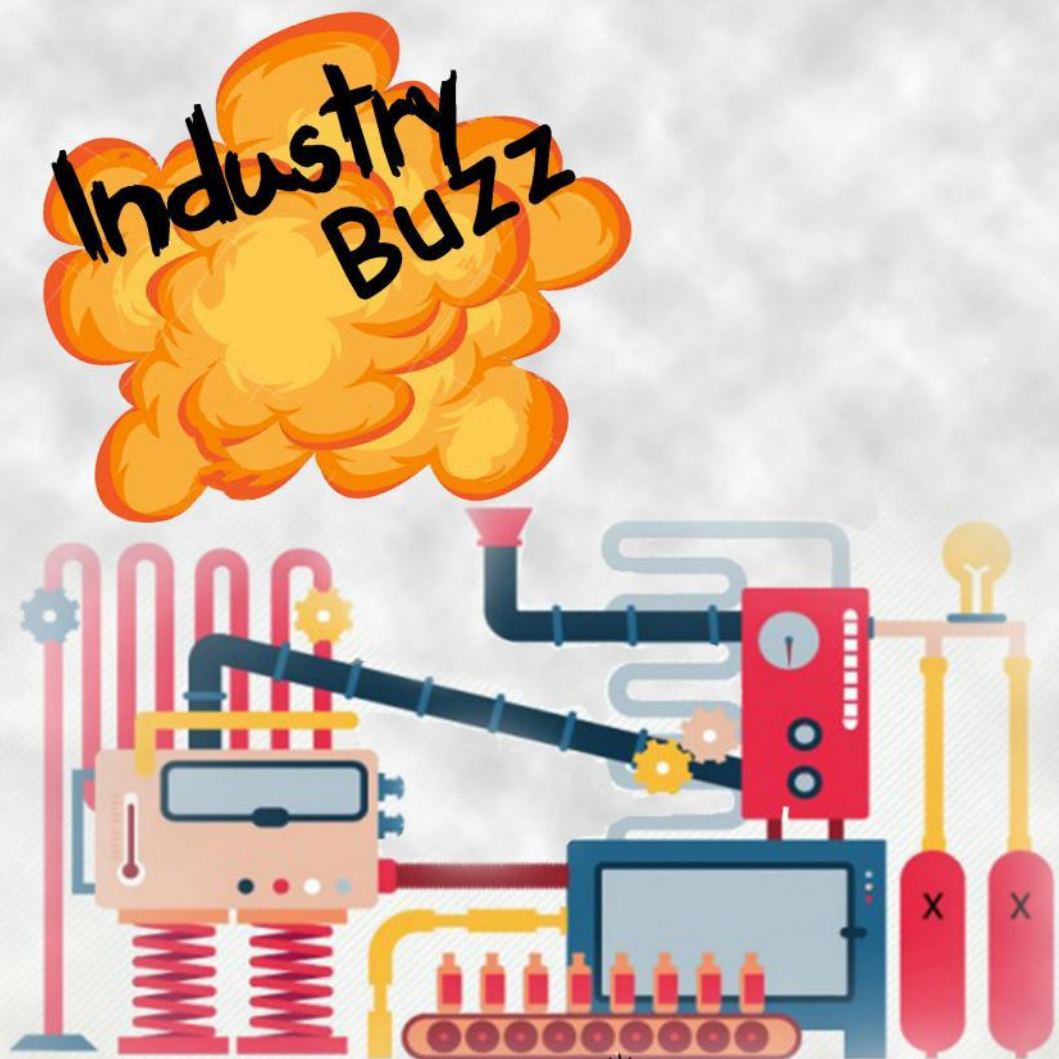
<http://www.fnbnews.com/Beverage/paper-boat-offers-aamras-and-anar-in-500ml-tpa-cartons-with-streamcap-39386>

Grain Technik launches grain chiller at GrainTech India show in Bengaluru. September 3, 2016

Grain Technik Pvt. Ltd launched India's first grain chiller (Model GT-250) at the Bangalore International Exhibition Centre at GrainTech India 2016, the leading show on grains, cereals, spices, products and technologies. The company claimed that it was the first Indian company to develop grain coolers completely designed, manufactured and tested in India. The company has invested over two years in research and development in order to manufacture the most affordable and efficient units for Indian conditions. Technologically speaking the GT-250 is a midscale product from the range having cooling capacity to cool 180T to 250T of grains a day.

Read more at-

<http://www.fnbnews.com/Technology/grain-technik-launches-grain-chiller-at-graintech-india-show-in-bengaluru-39465>





GOOD FOOD IS GOOD MOOD

■ ADITI

Aggression, irritation, impatience, depression, happiness and all sorts of moods whether good or bad have much more to do with our food. Many a times we do not feel good even after having food in our favorite restaurants. Still petty reasons of being stucked in the traffic or having a bad day at the office make us feel stressed. Have you noticed the coworker who's always in a snit? Impatient people in the supermarket line. Aggressive and downright vindictive drivers. All these situations, for which psychologists blame everything from our self-centered habits to the breakdown of traditional family structures. But could food also have something to do with our moods?

Don't we feel fuzzyheaded and sleepy after lunch? That's because of the surge in the blood glucose levels, suppress orexin, a brain chemical responsible for feeling alert. On the other hand, when we are hungry our blood glucose levels comes down and we tend to become impatient, irritable and angry. This is because the more primitive region of the brain takes charge. After all, our distant ancestors had to be aggressive hunters if they wanted to survive.

When we relate food to our mood, blood – sugar fluctuations are only the starting. The quality and quantity of the available nutrients also determine our emotional resiliency and stability. In the past years we have become more dependent on convenience and fast foods knowingly or unknowingly which are loaded with sugars, refined carbs and empty calories; we've neglected the well-being of not just our bodies, but also of some very complex mood machinery that resides within it.

Our moods, like our bodies, simply do much better with fresh, whole foods that provide a wealth of protein, vitamins, minerals and healthy omega-3 fats. Why? Because, at root, what we eat affects everything from our production of neurotransmitters and hormones to our energy levels and the quality of our synaptic connections – all of which can determine how well we respond to the stresses and demands of daily living.

Brain chemicals, called neurotransmitters, are the frontline regulators of our moods. Some neurotransmitters such as serotonin and gamma aminobutyric acid (GABA) calm us. Others, such as dopamine, stimulate us. Having the right balance of various neurotransmitters available helps ensure that our responses and moods are appropriate to the given situation. And there's an important connection between the food you eat and the neurotransmitters your brain produces.

Protein (like fish, chicken and other kinds of meat, as well as eggs, nuts and legumes), for example, provides chemical units known as amino acids, which form the foundation of our neurotransmitters. From there, via a series of enzymatic reactions, vitamins and minerals help convert amino acids to the full-fledged neurotransmitters that our brain uses to regulate our moods.

Have a look at the relationship between neurotransmitters, nutrients and mood:

- **Serotonin** is a neurotransmitter that keeps your mood up-beat. It's made from tryptophan, an essential amino acid abundant in fish, eggs, chicken, turkey and other meats. Iron, zinc, and vitamins B3, B6 and C help facilitate the enzymatic reactions that convert tryptophan to serotonin.
- **GABA** helps the brain filter out extraneous information, enabling you to stay focused and calm. The amino acid glutamine is the principal building block of GABA and is found in halibut, legumes, brown rice and spinach. Vitamins B3, B6 and B12 work in a number of enzyme reactions to help convert glutamine to GABA.
- **Dopamine**, the most powerful stimulating neurotransmitters, is responsible for many of the "highs" we feel. The brain converts the amino acid tyrosine – found in protein – to dopamine with the help of folic acid, vitamin B6, magnesium and zinc. You'll find extra tyrosine in almonds, avocados, dairy products, and pumpkin and sesame seeds. A related compound, tyramine, is rich in aged cheeses, such as aged cheddar and Stilton.
- **Norepinephrine** (also known as noradrenaline) is another stimulating neurotransmitter. The brain makes it from dopamine, with the help of the mineral copper and vitamins B6 and C. Like dopamine, norepinephrine is ultimately derived from the amino acid tyrosine.



Dietary improvements can help moderate several common mental or emotional states:

- **Anger** - most often expresses itself through irritability and emotional outbursts. To moderate excessive anger, it's important to wean oneself off caffeine and sugary foods, which promote bouts of low blood sugar and negative feelings. Alcohol also plays with blood sugar, and it loosens inhibitions, encouraging aggressive behavior and reactivity. It is therefore emphasized to have smaller but frequent meals with fresh and whole foods.
- **Anxiety** - expresses itself through jumpiness, tension, fear, sleeplessness and panic attacks. Counter these tendencies by eating regular meals of fresh, whole foods. Beware of large amounts of caffeine, which can create an edgy feeling that mimics the early stages of anxiety and panic. Although green tea contains some caffeine, it also provides theanine, an amino acid that increases GABA activity, which helps us stay focused and calm. Theanine (200 mg) and GABA (100 mg) supplements may be beneficial for some.
- **Depression** - reflects feelings of profound sadness and hopelessness. Anger may be a symptom of depression. Depressed people are often low in serotonin, dopamine and norepinephrine, and they may not be eating enough protein to make adequate levels of these neurotransmitters. Again, eating high-quality food-based proteins and avoiding excess sugars may help.
- **Adult ADHD (Attention deficit hyperactivity disorder)** - is not limited to children but adults are also equally prone to it. Adults who have racing thoughts, who multitask excessively, and who can't wean themselves from email on weekends and vacations may have adult ADHD. Emphasis on fresh cold-water fish, such as salmon and tuna, which are rich in the omega-3 fats can help regulate our moods. These essential fats can reduce impulsive behavior. Stay away from fried fish and chicken, fries, and onion rings, which are cooked in unhealthy trans fats that suppress omega-3 activity in our bodies.

Wondering about the proper care and feeding of your emotions? Here are some of the take away tips to remain healthy by mind, body and soul:

- **Opt for whole foods** – make a wise judgement of choosing foods that are rich in protein, complex carbohydrates, healthy fats, vitamins and minerals – all the ingredients that are required for making neurotransmitters.
- **Eat a protein rich breakfast** – taking eggs with whole-grain toast or fresh fruit is ultimate. Skipping breakfast or eating a bagel on the run wreaks havoc on the blood sugar and leaves us more sensitive to stress. The protein in eggs quickly stabilizes our blood sugar and provides amino acids for our neurotransmitters.
- **Eat regular meals** – try to incorporate high – quality proteins. Doing this will keep the blood – sugar levels stable and gives the required building blocks for making neurotransmitters.
- **Cook food lightly** - either by sautéing or stir-frying. Overcooking alters the protein structure, leaving it resistant to normal digestion and assimilation for neurotransmitter production.
- **Do best to avoid fast foods** – maintain a sound distance from burgers, fries and fried chicken, as well as packaged microwave meals. All of these foods tend to be high in sugars, sugar-like refined carbs and unhealthy trans fats. (Trans fats interfere with our body usage of omega-3s.) Avoid soft drinks: The sugary ones can affect our blood sugar, and there's some evidence (albeit controversial) that those sweetened with aspartame can negatively affect neurotransmitters. Similarly, go easy on coffee and, especially, sweetened coffee drinks (some contain a whopping 730 calories – almost half of a woman's daily needs). Taking in excess calories in liquid form tends to discourage people from eating regular, nutritious meals.

“Eat less CRAP and eat more FOOD.”

Eat less CRAP:
C - carbonated drinks
R - refined sugar
A - artificial sweeteners & colors
P - processed foods

Eat more FOOD:
F - fruits & veggies
O - organic lean proteins
O - omega 3 fatty acids
D - drink water



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WHAT THE FOOD

CONTRACEPTIVE CORN!!!!!!

"CANNIBALISM IS A RADICAL BUT REALISTIC SOLUTION TO THE PROBLEM OF OVERPOPULATION."
LYALL WATSON, SOUTHERN AFRICA ANTHROPOLOGIST: THE FINANCIAL TIMES (1995)

INCREASED RATE OF POPULATION GROWTH IS A DOMINANT ILL THAT COULD SPELL ENVIRONMENTAL AND SOCIAL CATASTROPHE. BUT TO STOP THIS CATASTROPHE MORE REALISTIC SOLUTIONS ARE AVAILABLE THAN CANNIBALISM.

WHAT IF WE SAY ONE OF THOSE SOLUTIONS IS FOOD!!

THE SOLUTION POPS UP AS A 'RARE HUMAN ANTIBODY THAT ACTS ON SPERM' MADE AVAILABLE IN FOOD I.E. A GENETICALLY MODIFIED CORN, BY A SAN DIEGO BIOTECHNOLOGY COMPANY 'EPICYTE'.

BUT HOW COME A COMMON CROP LIKE CORN CAN HAVE SUCH PROPERTIES?
BECAUSE OF HAVING SIMILAR CELLULAR STRUCTURE LIKE THOSE OF HUMANS.

HOW DID RESEARCHERS MANIPULATE THE PROPERTIES OF CORN?
BY INSERTING THE GENE INTO CROP WHICH TRIGGERS ANTIBODIES PRODUCTION.

HOW A GM CROP IS ACTING AS A CONTRACEPTIVE?

IN MEN THEY PRODUCE ANTIBODIES TO THEIR OWN SPERM RENDERING THEM STERILE.
BUT IN WOMEN, IT COATS THE OVUM AND REDUCES THE CHANCES OF SPERM – OVUM INTERACTION & ACT AS A BARRIER BETWEEN THEM. ALSO IT GETS DEPOSITED ON SPERM TO SLOW DOWN ITS SPEED, WHICH ULTIMATELY REDUCES THE CHANCES OF ZYGOTE FORMATION.

DOES IT COME WITH CONTROVERSIES?
OF COURSE YES!!

- IT IS EVIDENT IN EUROPE, US, THAT THE CONSUMPTION OF GM CORN LEADS TO FAILURE OF ORGANS SUCH AS LIVER, KIDNEY, HEART, SPLEEN AND ALSO BLOOD CELL DETERIORATION.
- EXPERIMENTS PERFORMED ON RATS SHOWED THAT RATS BECAME IRREVERSIBLY STERILE AFTER THREE GENERATIONS OF BEING FED WITH GM CORN.
- GM CROPS GROWN IN A FIELD MAY AFFECT THE NORMAL CROPS OF NEARBY FIELD BY ITS POLLENS CAUSING CROSS POLLINATION.

IS IT A BOON OR BAN?

CONTRACEPTION BY FOOD THOUGH SEEMS AS A BOON AT FIRST GLANCE, BUT IT IS A DISGUISED CURSE. IMAGINE A CORN CROSS POLLINATED WITH GM CORN ENDING UP IN YOUR PLATE!! THUS, AFTER MANY DISPUTES AND DEBATES, THE CONTRACEPTIVE CORN WAS STOPPED FROM PRODUCTION AND WAS NEVER HEARD OF SINCE 2004.
IT MAY SHOW UP AGAIN IN FUTURE WITH NEW GENES OR MAY DISAPPEAR FROM THE HISTORY OF FOODS LIKE IT NEVER EXISTED, BUT ALL WE CAN DO IS WAIT AND WATCH.

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KAMPUS KHABAR

The Golden Jubilee celebration

M.Sc. course started in 1965, completed 50 golden years and with each passing batch, the CFTRI family extended. The 1st, 25th and the outgoing 50th batch of M.Sc. FT course were felicitated on 7th of July, 2016 by Prof. Ram Rajasekharan. Golden Jubilee celebration, organized by Alumni Association provided a wonderful opportunity for the M.sc 1st and 2nd year students to interact with their seniors. It was a memorable evening full of fun and laughter. Stories were shared, secrets revealed along with lots of dancing and singing. The evening ended with a delicious poolside dinner.



It's raining Awards !!!

Awards, medals and certificates were presented to the M.Sc. Food Technology students along with the ISMT students on 8th of July, 2016. The programme was presided by Prof. Ram Rajasekharan, Director, CSIR-CFTRI, the Chief Guest Dr. Vijayamohan K. Pillai, Director, CSIR – Central Electrochemical Research Institute, Karaikudi and Dr. M.N. Shashirekha, Coordinator M.Sc. FT.

- *Ms. Paridhi Jain from 2013-15 batch bagged a whopping four gold medals.
- *Mr. Siddharth Sharan from 2013-15 batch was awarded the J S Pruthi gold medal.
- *Ms. Rajalakshmi from 2013-15 batch was awarded the AHN PEOUNG UG gold medal.
- *Ms. Ashwini S.Dev from 2013-15 batch was awarded the CFTRI alumni association silver medal.
- *The award for both the best dissertation and investigation was won by

Retirement of Dr. U.J.S. Prasada Rao

Dr. U.J.S. Prasada Rao, Chief Scientist in the Department of Biochemistry retired in August 2016. A grand farewell was organized for him on 30th of August. He shared his experience in the institute and his memories. A plant sapling was planted by him on the occasion. We wish him a happy retirement and a long life ahead.



KAMPUS KHABAR

The Kung Food Pandas welcomed the 52nd batch of M.Sc FT course on the 22nd of August.

30 students were selected from 800 aspirants that appeared for the test on 10th July. We heartily welcome them to this enchanting place and the CFTRI family.

The list of the **Incr-edibles**.

Christina Pauline Emmanuel
Prasad Renake
Pavan Mahatpure
Prashansa Chauhan
Amal Mani
Geethanjali P
Anand Chettar
Naincy Saini
Km Neha Rawat
Lakshmi V Kurup
Varun Arora
Suryakavi M
Sindhuja C
Priyatam Prity
Sweety Maria Coutinho
Nitin Prakash Alamkatti
Papori Chutia
Vidya Jangannavar
Ganesh Devaraj Shetty
Utkal Ranjan Sahoo
Gullipalli Mohith Aravind
Abhishek Gowda M
Chetule Rashmi Bhaurao
Susmi T S
Katta Nikhitha
Namitha H
Prasansa Kumari
Vanlalramchhani Chhangte
Shanthamma S
Captain Vishwamitra Angarika

Career Corner

OPPORTUNITIES OF NEW ERA...

The job trends and job descriptions are redefined with new evolving technologies. The jobs which are hot now may not even exist in a few decades. It's important to structure your career so that your job will be in demand in several years, not eliminated. This time, career corner explores opportunities in one such discipline 'Foodomics', which would become the ultimate key of achieving healthier life with food in not so distant future.

FOODOMICS: THE DAWNING SCIENCE

What is Foodomics?

Omics approach refers to the collective technologies used to explore the roles, relationships and actions of the various types of molecules that make up the cells of an organism.

Foodomics refers the application of bioinformatics and systems biology techniques in Food Science and Technology encompassing various other omic approach domains such as Genomics, Proteomics, Transcriptomics and Metabolomics.

Why Foodomics?

The boundaries among the various research disciplines are becoming diffuse giving rise to emerging interdisciplinary areas. In Food Science and Technology this trend has given rise to the development of new methodologies in which advanced analytical methodologies, mainly "omics", and bioinformatics -frequently together with in-vitro, in-vivo and/or clinical assays- are applied to investigate topics considered unapproachable few years ago. Foodomics provides an edge over the understanding the roles of nutritional compounds at the molecular levels.

Foodomics a Challenging Science!!

Pharmacology and Pharmacokinetics encompasses areas such as drug discovery & mechanism and studies the effect of a single drug on the human body whereas Foodomics considers the presence of a gamut of nutrients in a single platter with diverse chemical structures, concentrations and functions and looks at these hundreds of test compounds simultaneously and observe the diverse responses.

Tools and Techniques

Candidates seeking to pave their career in Foodomics must have a thorough insight to Food Science & Technology and must expertise in the following areas:

- Analytical Chemistry (HPLC, GC, GCMS, NMR)
- Nucleotide and Protein Sequencing
- Reaction Kinetics, Mechanism and Optimization
- Mathematical Modeling and Computational Biology
- Molecular Biology and Food Microbiology

Applications of Foodomics

- Nutraceuticals & Functional Foods
- Isolation, characterization and standardization of bioactive components
- Development of biomarkers and quality markers (ex. Quality assessment in meat and poultry sector)
- Safety assessment of transgenic foods
- Personalized Nutrition
- Process Validation & Optimization, Food Safety, Food Analysis and Quality Control

(Example: Downstream Processing for enzyme and SCP production.)

The systems biology and its development in the fields of life science, medical science, and pharmacology provide boundless opportunities and challenges for food nutrition and health studies. These subjects are associated with food science and are gradually becoming key directions for future research on food science.

Food, as the external environmental stimulus that is correlated with people in their lifetime, is closely related to the occurrence and development of many diseases. Therefore, based on the traditional concepts of sufficient feeding and good feeding conditions, food science has been further developed into a new era when people have higher requirements on food science, including food nutrition and health research at the systems biology level and based on personalized diet for maintenance of good health. In this manner, pains brought by body diseases can be mitigated, a large sum of medical costs can be saved, and the happiness status brought by foodomics can be achieved.

In addition, researches on foodomics require cooperation of people working in different fields such as food science, analytical chemistry, clinical science, pharmacology, and life science. Subsequently, foodomics will greatly accelerate researches on food safety, traceability, quality, new foods, transgenic foods, functional foods, and nutraceuticals.

'Foodomics' is offered as short term courses in many prominent universities. Like the applications of 'Foodomics' opportunities are also endless. One who gets trained in this discipline will become the one who trains himself for a better future.



EXPERIENCE TALKS

-Ms. Ishita Roy



New girl in the city...

The Ex head of the 'Experience Talks' team, **Miss Ishita Roy** of M.Sc. 50th batch is all grown up and now is a Technical Trainee in RnD at Mondelez India Foods Ltd. What would be more apt than her explaining the experience that she gathered? Because every day is a new experience when everything around you is new. The Kung Food Pandas got curious and fired her with all questions they had which she tackled with her usual clever ways and answered with patience.

1) How was your first day at Mondelez India Foods Pvt. Ltd? What special treatment you received?
-Aditi

We had two first days and both were very special. The first day we reported at the head office for our induction, we got big bags full of goodies and stationaries. And the day we reported to the RDQ, our actual workplace, we were taken around in the whole building and introduced to everyone by none other than Sanjeev sir. Everyone treated us warmly, made us feel welcome, to the point of asking us if we had had breakfast or how we are commuting. That's what made me feel so special.

2) Please give us a glimpse of a typical day of yours in 'Mondelez India Foods Pvt. Ltd'.
- Shweta Srivastava

Since we are flying free as trainees now, a typical day consists of learning, learning and more learning. And also getting to know as many people as possible. I like to spend a lot of time where the actual trials occur, because that's where I feel I can learn the most right now.

3) Do you still get some free time to watch your favorite series? Or is the schedule so hectic?
-ManishaThakur

Haha! Yes. Surprisingly what you do after work is completely in your own hands and I do find time to watch soaps. So when I am not exploring Mumbai I will be watching some series or listening to music or doing something crazy. Have you watched the latest episodes of Game of Thrones or Bhabiji Ghar Pe Hain?

4) The knowledge that you fostered here in CFTRI, how far does its application go in the industry?
-Swati Anand

All of it! I am sure more experienced people will agree with me that when you start working in the industry, whatever you have studied...starting from basic gastronomy that you learn in 10th standard to statistics in college to basic biochemical reactions in food to microbiology...their application is needed everyday. Those numerous times we watch the demo of HPLC even that is going to help you once you step outside.

5) Does your internship experience help you now? What is the difference between internship and a real job?
- Beena Joshi

Yes. As I have answered before, the more prerequisite knowledge you gather, you are that many steps ahead of your peers. Yes, I am in a primarily chocolate industry right now, but my past internship experiences at an analysis lab, an integrated farm, a biscuit industry and a brewing company are still helping me to understand whom to approach for what, how can I fit into the system and most importantly how an industry runs.

Coming to your second question...your payslip! On a more serious note, when you are a full time employee at an industry, your duties are a mix of learning and delivering...majorly learning, in your training period. When you are confirmed, you are then expected to deliver results within a deadline and prove your worth. So now how different do you think this is from the internship that one does?

6) How much employee focused are the HR policies of 'Mondelez India Foods Pvt. Ltd'?

- VandanaSheskar

It's an MNC running smoothly for almost two centuries (Cadbury started way back in 1824). There are colleagues and seniors here who have been working for the last two decades, who still love it here. Also, as an employee myself, I haven't found anything to complain about in this brief period that I have been associated with Mondelez India Foods Pvt. Ltd.

7) Please describe the corporate social responsibilities of 'Mondelez International.' How do you think it stands out from other companies?

- L.Gopika

There are only a few that I know about right now, amongst what I am sure is a big list of CSR's of Mondelez Intl. There is Cocoa Life that encourages and empowers cocoa farming of farmers in the 4 southern states of India. Then we have outreach programmes that support education of children in many communities all over India. Shubh Arambh is another CSR that focusses on good health and development of children and growing community gardens. You can find the details at our website. Almost all MNC's have some or the other CSR, but it speaks volumes about a company when you have been able to reach 1 lakh lives just through cocoa farming.

8) What sorcery do you do to resist the temptation of chocolates?

- L Gopika

I call upon all the 33 crore gods, old and new and start my day. But as I walk through the gate, I get the scent of chocolate and I lose my self control. Though we have a no-snacking policy, one needs to know the taste of what one's making, right?

9) How different is your current life from the life you imagined after getting placed?

-Nithya A

I thought a 9 to 5 job would be the kind your cousins complain about. But we are in such an interesting field, we can never get bored of our jobs, right? It's not much different from what I had thought. Again, when you have been an intern somewhere, you get an idea.

10) What should we prepare ourself for, before getting into an industry?

What would you like to suggest your juniors?

- DeekshaS Shetty

Keeping an open mind does more than half the job I guess. If I am making a mistake, I will ensure that I learn where I went wrong and learn the right way then and there. What I am learning now is that people skills are essential. Stepping into an industry from an institute is a different ball game. It is scary sometimes, but I know I am improving everyday. Inquisitiveness always will take you ahead. And yes, so many people will tell you something which is very true...as long as you are a trainee, no question is a stupid question. If you are satisfied with your job at the end of the day, and enjoying while you are at it, everything is going to be fine.

Good time comes and goes but memories will last forever...

We would like to thank Ms. Malvika Devi of 2007-09 batch, who is a Creative Seasoning Technologist – Savoury in JFF Gurugram, for giving her precious time and sharing her nostalgic memories of CFFRI with all of us...



1) What is your nick name & was there any story behind it?

Malu... no this was a name that I had before coming to CFFRI however even some of the teachers used to call me by that name.

2) Your memorable moment at CFFRI?

When I received the J.S. Pruthi gold medal for topping PPSFF.

3) What do you miss the most??

My room C-19, the 5pm dosas and filter coffee in the canteen and the compound.

4) Some funkiest gossips you ever heard/ knew about?

The palace was haunted by the unmarried princess who committed suicide. I never came to know the actual truth behind this story.

5) Favourite spot in campus?

The basketball court

6) Best memories with seniors and juniors?

Every gathering, every birthday, every function, every party, every event was memorable.

7) Something you did in CFFRI but never done before?

Learn how to swim.

8) Share something about your fresher's & farewell?

I guess during the fresher's party we were more excited about the new course that we took up, the different students from diverse backgrounds all over India... It was all about getting to know each other and settling down as a family. getting acquainted with what CFFRI had to offer.

Farewell was a more formal gathering and we were mentally preparing ourselves to take on the corporate world... or life in general. no safety nets. We were young adults who were about to take on life and each weave our own story into the tapestry of life.

9) Your besties name and your group name if any.

Jani, Nimo, Padma Maam

10) Your Maggie moments?

Most test evenings

11) Any embarrassing moment in CFFRI?

I dont remember any!



12) Favourite Festival celebration in campus?

Ganesh Chaturthi and Christmas / New Year.

13) During your time how was Ganesh Chaturthi celebrated

We made SagarKedare pujari... (Who was a Marathi Brahmin I think). Preparations started 2 days prior with scouting for the perfect idol, decorations, preparing modak at night in the mess kitchen. Rehearsing the bhajans, getting excited what to wear (this was true for us girls). Until the main puja when we had a teacher come as the chief guest of the colourful visharjan at the end. It was all action packed from the start to the end.

14) Things which you thought would've made your stay at CFFRI better??

Mess Food, Shops

15) How were the placements during your time?

Bad... Most of the students got quality and production jobs, I did not even get placed and I didn't bother to sit for others.

16) Best take away experience/message from CFFRI?

Life is all about learning, never give up on your dreams, always have set goals it will help you to strive hard and work towards a direction in life... 97% of students who pass out from JIMs work in MNCs and get awesome packages... the rest 3% of the students are the ones who had set goals even before they graduated and eventually these 97% land up working for them. So follow your dreams, learn from your mistakes and take one day at a time!!..



Birthdays

Sr. No.	NAME	BATCH	DATE OF BIRTH	EMAIL ID
1.	A R Sripriya	1996-98	24 th September	arspriya@hotmail.com, arsripriya@yahoo.com
2.	A.Rajesh	2002-04	13 th September	hiiraj@gmail.com
3.	Akalya Raviraj	2004-06	4 th September	akalya_fpe@yahoo.co.in
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5.	Anand Paul .D	2007-09	19 th September	danandpaul@gmail.com
6.	Anu K	2004-06	29 th September	
7.	Arunima Dutta Baruah	1998-2000	16 th September	abaruah@apac.ko.com
8.	Asish kumar pal	1986-88	29 th September	akpal@rediffmail.com
9.	B.Prashanth	1992-94	3 rd August 1970	Prashanth_bad@hotmail.com
10.	Bimal Das	1989-91	4 th August 1965	bimal@ecoplanet.com
11.	Dipjyoti Saha	2007-09	11 th September	dipjyoti.saha@gmail.com
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13.	Deeptanshu Srivastava	2008-10	11 September	deeptanshu13@yahoo.co.in
14.	Dr. Jaipal S Sidhu	1991-93	12 th September	Jaipalsidhu2004@gmail.com
15.	Himanshu Kambhoj	2014-16	22 nd September	kambhojhimanshu22@gmail.com
16.	Hari Shankar Kumar	2002-04	17 th August	haricftri@yahoo.com
17.	Kanika Arora	2002-04	26 th August 1981	Kani_malik@yahoo.com
18.	Ketan Trivedi	1984-86	4 th August	Ketan_archana@yahoo.com
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23.	Manisha Thakur	2015-17	22 nd August	Manishathakur22894@gmail.com
24.	Manish Kumar	2010-12	20 th September	kumarmanish87@gmail.com
25.	Mukesh Chadha	1993-95	17 th August	mukeshchadha@hotmail.com
26.	N.Venkateshwara Rao	2000-2002	27 th August	vraologistics@coco-cola.com
27.	Neha Sharma	2006-2008	6 th August	Calendula.neha@yahoo.co.in

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28.	Nihar Ranjan Sahoo	1992-1994	14 th August 1969	Nr_s2002@yahoo.co.in
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32.	Prasad Renake	2016-18	12 th September	Prasadrenake7@gmail.com
33.	Praveen Sharma	1989-1991	9 th August	prabha915@yahoo.com
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37.	Rangmannar	1993-95	21 st September	pvr_chetty@yahoo.com
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45.	Shobhana Garg	2005-07	4 th August 1984	Shobhana.garg@yahoo.co.in
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47.	Sitanath Mishra	2004-06	7 th August	Mishra_sitanath@googlemail.com
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50.	Srividya Modgil	1999-01	3 rd August	Srivi_new@yahoo.com
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55.	Sunil Kumar Patil	2002-04	18 th September	sunpal_mft@yahoo.com
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57.	Sweety Behera	2005-07	29 th August	Sweetanu_cftri@yahoo.com
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61.	V.V.S.Mani	1987-89	31 st August	Vvsmani2004@yahoo.com
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63.	Vasudha Modgil	1999-01	23 rd August	vasudhamodgil@sify.com
64.	Vishal Bharat	1994-96	26 th September	v_s_bharat@yahoo.com
65.	Vishal Trivedi	2011-13	4 th September	vishaltrivedi1988@yahoo.com
66.	Vrunda Patel	2006-08	27 th September	vp_dagny@yahoo.co.in , vrunda.foodtech@gmail.com

Engagements

The Alumn Column hereby congratulates the following alumni on account of their engagement and wishes them the very best for their future. All the very best with the wedding plans and have a lovely life together.

- 1) Mr. Alok singh (2013-15)
- 2) Ms. Manisha Rawat(2013-15)
- 3) Ms. Sandipa Sarkar (2013-15)

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