

# Abhyuday

*Reliving the Legacy*

## A BLOW TO THE FALSE CLAIMS



SOY FREE



NON-GMO





# This Issue

## Words from the Editor's desk...

### What we think we become!!

Life is all about the positive affirmation that we keep murmuring in every breath, every thought and every second. The very seed of Abhyuday was right in the minds of pioneers who actually sat together, spent their hours and days brainstorming for a platform to strengthen and unite the so-called essence and uniqueness of CFTRI; the deep-rooted kinship of CFTRIians. Days, months and years have since then passed and the young champs are keeping up the legacy of Abhyuday and here lies the true success of this venture!

### To all the distinguished readers

Hereby humbly presenting before you the 19th edition of Abhyuday, bloomed out of the 54th batch of M.Sc. Food Technology 'Soup-A-stars'.

Industry Buzz is wrapped up with the bits and glitz of happenings in and around the food.

This time it's our ultimate policy maker; the FSSAI which grabs the attention of this edition. Cover Story calls on a discussion with the 'Regulations on Claims and Advertisements' and what it's meant to the people?

A holistic approach to Vodka. Yes, Vodka from cheese whey! Read about the story of the leftovers of Cheese production getting transformed to riches in this edition of What The Food

Here is Kampus Khabar to hold your hands and take a round around the events and happenings in our Campus It is Food which binds us to a bundle and Career Corner talks about the wrapper to hold us together and successful. Never miss it to know about the imperative lead of 'Influence' in your space.

Listen to what our Alumni of 2016-18 batch, Mr. Anand Chettar has to relish about his golden days in CFTRI. Read Alumn Column and take a walk with his glorious memories.

Happily witnessing French Toast Mafia climbing their rungs of career, Placement page congratulates them on grabbing their positions in the esteemed food companies.

Here comes Games session to refresh you through the favorite spots of every CFTRIians and ofcourse unavoidable puzzles on foods too. Pause a moment, and solve the picture blocks!!

Photography section tries to adjust the frame to portray the beauty of CFTRI when she is cozy and cool during Winter mornings!

The young writers of Abhyuday extend our internal debt of gratitude to our resourceful readers and the aspiring minds of Soup-A-Stars whole heartedly welcome your valuable suggestions and insightful feedback to help us rise from the falls.

May the most beautiful month of the year call back all the good and bad moments you lived and survived. It's the time to admire and be grateful for the goodness showered and adopt lessons from the bad times. Go ahead with 'Strong Resolutions' and the year ahead be a Milestone!!

Happy reading! Enjoy Flipping!

REGARDS  
ANJU ELIZABATH

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# 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.



# INDUSTRY BUZZ

## 1. Perfetti Van Melle India unveils 3-layer sugar-free Center Fresh Mints

Perfetti Van Melle India has launched Center Fresh Mints expanding the much-loved Center Fresh brand into the mint candy segment. It will provide the benefit of instant fresh breath with unique three-layer sugar-free mints available in a stylish pocket-friendly pack. Center Fresh Mints will be available in two flavours (peppermint and strawberry mint) at a price point of Rs.10. The Centerfresh Mintlaunch campaign builds on the insight that you never know when you might come across an opportunity to impress someone and highlights various occasions when you would need instant fresh breath confidence to impress.



For more information log on to; <http://www.fnbnews.com/New-launches/Perfetti Van Melle India unveils 3-layer sugar-free Center Fresh Mints>.

## 2. Zenith Drinks launches Auric, world's first complete anti-ageing beverage

Auric, Zenith Drinks' recently-launched product, is positioned as the world's first complete anti-ageing beverage. It is based on modern science and trusted wisdom of Ayurveda and is all set to create a disruption in the functional food and beverage market with three blends Mind Rejuvenation, Body Defence and Skin Radiance. These have been crafted to meet the contemporary lifestyle aspirations of the health conscious consumer. The Zenith Drinks' team has over 100 years' experience. Ayurvedic doctors and ancient literature have guided Auric to create unique concoctions of eight herbs, including Ashwagandha, Brahmi and Gotu kola. It is 100 per cent natural with no chemicals or preservatives. Additionally, it is low-calorie and much healthier than fresh juice, which usually comes loaded with high amount of natural sugar.



For more information log on to; <http://wnbnews.com/New-launches/Zenith Drinks launches Auric, world's first complete anti-ageing beverage>.

## 3. Nestlé India Ltd. forays into dip segment with launch of Maggi Dip & Spread

As part of its product diversification, Nestlé India Ltd. has announced its foray into gourmet dip and spread segment with the launch of Maggi Dip and Spread. The low-fat yoghurt based dip and spread from Nestlé has been conceptualised basis in-depth consumer research. Maggi Dip and Spread contains almost 80% yoghurt with less than 3% fat, making it a very healthy and tasty option for variety of food pairings. The new range will be available in two exciting flavours, Cheese Garlic and Jalapeno Salsa. Each of these unique flavours has been specially created for the Indian palate.





## **POLICIES AND REGULATIONS**

### **1. FSSAI instructs state food authorities to check on milk during festival (Monday, 22 October 2018)**

FSSAI has issued a notice asking the state food authorities in the country to maintain complete surveillance on milk and milk products like khoa, paneer, dahi, etc. during the festive seasons. The country's apex food regulator has also given a list of adulterants, along with the notice, wherein it has explained each adulterant and its specific use in milk and milk products, as a reference for the enforcement purpose. During festivals, the adulteration of milk and milk products are always high. The process is to keep check on whether the adulteration in milk is continuous. With two Food Safety on Wheels, two mobile vans and on-the-spot detection kits to check various parameters like urea, artificial colours and their quality, the food safety officers (FSOs) are always on the move. The state governments also look up to the awareness campaigns focusing more on housewives and small shopkeepers by providing ways to check adulteration in milk and its products.

For more Information log on to <http://www.fnbnews.com/Top/FSSAI-instructs-state-Food-authorities-To-Check-On-Milk-at-Festivals>.

### **2. FSSAI directs fruit traders to avoid stickers to prevent contamination. (Monday, 29 October 2018)**

FSSAI has asked the fruit and vegetable traders to avoid putting stickers on them, as it could lead to contamination of the food product. The adhesive may contain harmful chemicals which may affect human health, as the skin of fruits and vegetables are porous and the residue can percolate inside. The health risk of consuming these adhesive is high in case of fruits and vegetable consumption. The traders should discourage the use of stickers directly on fruits which do not provide any relevant information. And if the traders are using such stickers, they should be sure about the safety of the adhesive used in the stickers and the quality of ink with skin.

For more Information log on to <http://www.fnbnews.com/Top/FSSAI-directs-fruit-traders-to-avoid-stickers-to-prevent-contamination>.

### **3. FSSAI asks states to ensure food-grade silver leaf not of animal origin. (Monday, 9 November 2018)**

Food Safety and Standards Authority of India (FSSAI), through an order, has asked the states to ensure that the food-grade silver leaf used on sweets is not made using material of animal origin, in line with the country's apex food regulator's notification two years ago. The regulation stated that, "It should be in the form of a sheet of uniform thickness, free from creases and folds. The weight of the silver leaf should be up to 2.8g/sq m, and silver content should be of minimum 999/1,000 fineness". FSSAI has directed that the commissioners of food safety from states and Union Territories to carry out surveillance and enforcement and further ensure compliance of regulations.

For more Information log on to <http://www.fnbnews.com/Top/FSSAI-asks-states-to-ensure-food-grade-silver-leaf-not-of-animal-origin>.



## A Blow to the False Claims

Walking down the memory lane, lets recollect those days, when our tiny hands cling on to our parent and we never step our next foot until and unless they let in those products which make you “Taller, Stronger, Sharper” v/s their choice of “A complete meal in a drink” to fall in your cart. And now, we have grown big and still if we have to pick up a biscuit, we walk back and forth scrutinizing the statements on the package.

And the story moves on through the entire rows of food compartments in the tug of war with Claims that has been subconsciously mastering the consumer in us. We just reckon what our movie heroes proclaim on their transformation on taking in those products and what the Scientists and Doctors on ads suggests us. Health is majorly about what we eat and it's now absolutely driven by the Claims and Advertisements of the food players.

To check and balance this scenario, hereby FSSAI, the apex regulator legalizing A to Z of what we eat, take the lead role with stringent norms and regulations on Claims and Advertisement pertaining to the Food Commodity as per the draft Food Safety and Standards (Advertisements and Claims) Regulations, March, 2018.

In the scenario where, Indian food market is growing at a Compound Annual Growth Rate (CAGR) of 20 per cent, food players are at their best pace to keep up the market by presenting their commodity in the most captivating manner that lure the health-conscious community. The claims that the company put forward often shadows the public health and consumer rights and are illegal and punishable in the most developed and emerging countries.

On January 5, 2018, the Consumer Protection Bill, 2018, was introduced in the Lok Sabha to address consumer rights issues, enhancing the penalty for false or misleading advertisement including those related to celebrity endorsements. The Bill establishes a Central Consumer Protection Authority (CCPA) to regulate matters related to violation of consumer rights, unfair trade practices and false or misleading advertisements. Both of these laws are presumed to shower positive impact to safeguard consumers rights and healthy lifestyle.

FSSAI regulations contain several sections such as

- Detailing definitions
- General principles for claims and advertisements
- Criteria for nutrition claims (including nutrient content or nutrient comparative claims)





- Non-addition claims (including non-addition of sugars and sodium salts)
- Health claims (reduction of disease risk)
- Claims related to dietary guidelines or healthy diets
- Conditional claims
- Claims that are specifically prohibited
- Procedures for approval of claims and redressal of non-compliances under these regulations

While picking up a product, our health-conscious mind gets elated to the words such as 'natural', 'fresh', 'pure', 'original', 'traditional', 'premium' etc. But most often, all those products which claims to be organic aren't of 100% pesticide free. Here in the Clause 1, FSSAI has ruled out the casual usage of such words by clearly defining them. And no more you can call a processed food 'Natural'.

The regulation also list nutrient-food health relationship and standardized statements for health claim based on available scientific information and international best practices. E.g. a food low in sodium may have a label claim as 'diets low in sodium may reduce the risk of high blood pressure; a disease associated with many factors'. Such nutritional claims shall be made only if it justifies its upper/lower limit specified by the regulation.

We often come across Non- addition claims in the label such as "No added sugar". The products may lack direct addition of sugar, but there lies the indirect sugar addition through the presence of honey like ingredients or even the product may contain mixes like dried fruit paste which act as a substitute for the added sugar. The presence of enzymes capable of breaking down complex carbohydrate to sugars also add to the cause. FSSAI rule out all such mis happenings through their regulation on "Non- Addition Claims" if such claims are to be used.

Some advertisements greatly influence mothers in offering 'an ideal breakfast' replacer to their kids. While some other advertisements claim that their biscuit provide equivalent energy of that offered by a glass full of milk. Such ads take over the mind of kids that the staple food we eat is unpalatable and unappealing and it influence them to go with the fashion of new food trends.

Though the products offer equivalence with regard to energy, people believe that the product gives replica in every aspects of nutrition. The regulations on 'Prohibited Claims' prevent the advertisements that sabotage the importance of healthy life-styles or portrays the food product as a complete replacement of the normal meal.

When the competition is in high pace and under the monopoly of a particular brand, we see the new market interventions introduce their product, highlighting the



loopholes of existing market leader. Some advertisements promote their product by directly or indirectly pulling down others. The regulations on 'Prohibited Claims' strictly prevent the undermining of products of other manufacturer so as to promote their own food products or influence consumer behavior.

Though the law is foreseen optimistically, the reductionist approach towards nutrition and health claims make a loophole in making the company claim a health/ nutrition benefits based on a single attribute though the product is unhealthy with regard to other parameters or through the interactions of constituents as a whole. Few lead players make claim on their "Fiber- rich biscuits" while keeping mum on its high fat content, few shoot up the health benefits on their healthy formulations but unconcerned to report its high sugar content. Though the health claims are quantitatively limited, there is less light to 'Food as a whole'.

Parallel to the liberty of claiming the low sugar and trans-fat, laws should be enforced to strictly notify the high sugar and trans-fat. Thus, the strict labeling criterion itself would shape the food business operators in the formulation of healthy food as a whole.

Regulations should emphasis on those advertisements targeting children for the food categories such as junk food, sugary eats where the harm to children is scientifically established. By adopting models followed by the countries such as Canada, UK, Ireland etc. in restricting those foresaid advertisements in timings, placements of ads and celebrity endorsement we can extend an extra care to inculcate healthy food habits among future generation.

Consumer Protection Act was amended 15 years back and its after 10 years that FSSAI has come out with a specific regulation on Claims and Advertisements. Once it gets established, it will stand as a remarkable reform in the Food Industry imparting Trust and Genuity to the Public Health.

Ref:[https://www.fssai.gov.in/dam/jcr:a7a9e742-dc09-4c64-8208-15dfb9f6ef9e/Draft\\_Notification\\_Advertisement\\_Claims\\_23\\_03\\_2018.pdf](https://www.fssai.gov.in/dam/jcr:a7a9e742-dc09-4c64-8208-15dfb9f6ef9e/Draft_Notification_Advertisement_Claims_23_03_2018.pdf)





# WHAT THE FOOD

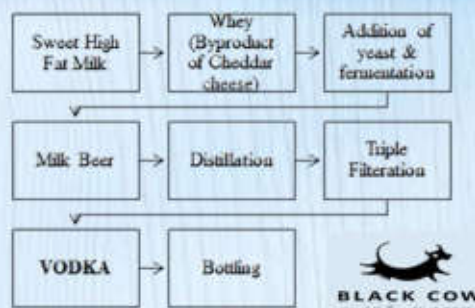
## NO WAY? YES WHEY!

Ever thought of all the whey that goes down the drain in cheese processing? As of now, the only useful products made from it are Whey protein isolate and concentrates... Not very interesting, are they? Historically, whey disposal has been a major concern in the dairy industry. An excess of this undervalued by-product produced in cheese making is often discharged into the sewage due to lack of innovative processing techniques. But a surprising shot came to the dairy industry, liquor industry as well as vodka aphiles when Jason Barber a sixth-generation dairy farmer from West Dorset, United Kingdom invented the Black Cow Vodka (It is basically whey upcycled into a supreme premium vodka—How's that for innovation!!) from the whey of cow milk, unlike the conventional Vodka that is traditionally made by distilling fermented potatoes or cereal grains.

Barber's family was in the Cheddar Cheese making industry for over 200 years and in order to utilize the effluent whey in a productive way, he began experimenting with different strains of yeasts. After three years of trial and error they succeeded in making the World's first vodka from milk. The brand claims it to be the world's smoothest vodka owing to its mineral free nature due to lack of water in the distillation process. The cow breed preferred is Holsteins crossed with Norwegian Red and Fleckvieh, that are grass fed to produce sweet, high-fat milk. *It takes about '20 litres of milk' to produce enough whey to make 'one litre of vodka'*. The milk is used to produce Cheddar Cheese and the whey (once a waste product used for pig feed) separated from it is fermented using a secretly maintained special strain of yeast. This process, carried out in an Arnold Holstein copper pot yields milk beer after the yeast converts the milk sugar (lactose) into alcohol. The Milk beer is then distilled and triple filtered before bottling. The spirit is milking the demand.

### REFERENCES:

- <https://www.blackcow.co.uk/>
- "Dairying drove me to it": meet the milk vodka producer". [theguardian.com](http://theguardian.com). 2013-12-07. Retrieved 2017-03-14.
- "Let This Spirit Moo-ve You: Make Way For Milk Vodka". [npr.org](http://npr.org). 2017-02-03. Retrieved 2017-03-14.



The UK distillery produced 120,000 bottles of premium milk vodka with 40% alcohol in 2016. Black Cow has doubled production annually for the past four years and plans to double it again this year. A 750 ml bottle retails for \$40. An added feature of this unique, smooth, creamy liquor is that the brand claims that it is Gluten and Lactose free, hence making it suitable for consumption for people who are affected by coeliac disease and/or are lactose intolerant.

The brand's flavor and versatility have attracted a herd of fans, including the judges at the prestigious San Francisco World Spirits Competition, where the milk vodka won multiple awards, including a gold medal in 2015. Followed by the tremendous success the founders of Black Cow Vodka have begun to state that their Cheddar Cheese is the by-product of their Vodka. Black Cow has definitely leveled up the game of upcycling effluents from food processing industries. Sustainable ideas such as these serves to act as an outstanding example for conversion of byproducts into highly acceptable value-added products.

Forget potatoes and make Way for the milk-Whey vodka. And **Bottoms Up!** because your average vodka shot is now made using a glass of milk.



# KAMPUS KHABAR

## 1. World Food Day celebration

On the occasion of World Food Day, IFT club organized food quiz on October 16<sup>th</sup>. The food quiz had three rounds which includes identification of food company logos, tag line and advertisement. French Toast Mafia and Soup-a-stars enthusiastically participated in the quiz and a team of Captain Vishal Kanaujia, Mutturaj Hotkar and Premsagar S won the prize.



## 2. Dandiya Night

On the eve of Navaratri, a special form of folk dance, dandiya was performed in mess lawn after dinner on 16<sup>th</sup> October, organized by IFT club. Everyone got on to the swirl of dandiya raas and enjoyed their best. Rain showered as a surprise to enhance the bliss of dandiya .

## 3. Foundation Day celebration and Open Day

As a part of 76<sup>th</sup> CSIR Foundation Day, Open Day was organized on October 29<sup>th</sup> and 30<sup>th</sup> in CFTRI. Dr. Anil D Semwal, Director of DRDO-DFRL was the guest of honour. Prizes to the meritorious students, mementos to retirees/staff and Annual Institute Awards were distributed. Ms. K M Neha Rawat of the incredIBLEz'30 (2016-18 batch) was awarded with Best Student Award M.Sc. (Food Technology) category. Department of Flour Milling, Baking and Confectionary Technology was awarded as the outstanding department of the year.

The CFTRI campus was opened to public on 29<sup>th</sup> October afternoon and on 30<sup>th</sup>. All M.Sc. Food Technology students along with Nutrition Biology, Research Scholars and Staff enthusiastically volunteered and contributed to the success of the Open Day. Different food products like kokum jelly, banana juice, ragi biscuit, bifido lassi, carbonated fruit juices and various other products were displayed by CFTRI. Continuous ragi mudde machine was star of the show. The Open Day saw a footfall of 15,908 people including students from various schools, who visited the campus and explored different technologies developed at CFTRI.





#### 4. Kannada Habba

Kannada Rajyotsava was celebrated in CFTRI on November 1<sup>st</sup>. The flag was hoisted by Shri Pratap Simha, Hon'ble Member of Parliament (Mysuru & Coorg) followed by patriotic songs by staff. On the occasion of Kannada Rajyotsava, Kannada Habba 2018 was organized by Kannada Sahradaya Balaga in IFTTC auditorium on November 5<sup>th</sup>. Various programmes depicting the culture of Karnataka were performed and books sale and exhibition were also conducted.



#### 5. Festival of lights

By lightening the lamp of love and firing the flower pot of happiness, Diwali was celebrated on 7<sup>th</sup> and 8<sup>th</sup> of November. The IFTTC blocks were decorated with rangoli, diyas and Lakshmi puja was conducted at the IFT club room in evening. Everyone invoked the blessings of Goddess Lakshmi and sweets were distributed. Diyas were lit up and sky lanterns were released.

On 8<sup>th</sup> November French Toast Mafia, Soup-a-stars had 'The Diwali Lunch' at Empire Restaurant sponsored by IFT club. Evening was fun filled with the seven stone game (Lagori) which was played along with the alumni. After dinner Tambola game was organized and generated huge curiosity among the audience. Presence of Katta Nikitha, Utkal Ranjan Sahoo, Sweety Maria Coutinho, Shetty Ganesh Devraj, Prasad Renake and Nitin Prakash Aladakatti of 2016-18 batch, Deeksha S Shetty, Vijaykumar and



#### 6. Hindi Singing Competition

IFT club organized a Hindi Singing Competition on December 1<sup>st</sup>, 2018. As per the idea rooted from the Co-ordinator (M.Sc. Food Technology), Dr. R.P. Singh, the program was organized with a great vision to provide a platform for the students to exhibit their talents. The show was ruled by a panel of 3 judges; Dr. R.P. Singh, Dr. Praveena Bhatt Mudliar from CFTRI and Mr. Sayeed Shah, a professional singer. The students from M.Sc. Food Technology, ISMT, Nutrition Biology and PhD actively participated and made the competition lively. There was a separate competition for girls and boys. Competition was started and ended with the magical voice of Mr. Sayeed Shah and the songs sung by other judges too energized the audience. The show was hosted by Kamna Kundra and Anju Elizabeth of 1<sup>st</sup> year M.Sc. Food Technology. The first, second and third prize were bagged by Haripriya of Department of Spices and Flavour Science, Anushree G V and Shweta of M.Sc. Food Technology, respectively in the category of women and Tejas Thorat and Doctor Joy Tripura of ISMT and Captain Vishal Kanaujia of M.Sc. Food Technology, respectively in the category of men.







# CAREER CORNER

## **Influence: A lucrative asset in the business world**

Influence is power. No matter who you are, where you work, or what your professional goals are, achieving more influence in the workplace is critical for the success. Gaining influence on a team can help you work together more effectively. Gaining influence in a supervisory position can make you more respected and appreciated. Gaining influence in a meeting can make your voice more likely to be heard and acknowledged.

Influence has countless advantages, but gaining that influence, like learning a skill, takes time and effort. Fortunately, there are many strategies you can use to cultivate this characteristic.

### **1. Build trust with your co-workers**

Influence is most often carried through trust. Only when a co-worker trusts you, he or she will be open to your influence. But regardless of your position with respect to your co-workers, if you want a healthy and influential working relationship, you have to ingrain trust in them. The easiest way to do that is to be open and honest, no matter what.

### **2. Cultivate reliability through consistency**

Consistency will build reliability among people, but inconsistency will spoil your reputation. Be sure that you are executing a consistent style of leadership, giving tasks on right time, setting consistent expectations from your employees and giving consistent rewards for their good work. People will expect you to be a consistent performer and this behavior is one of the ways to cultivate reliability.

### **3. K.I.S.S.**

Effective story telling is important to generate good attention from the people. You can follow K.I.S.S. as a thumb rule for a storytelling to be memorable and impactful. K.I.S.S. is nothing but Keep It Simple and Short instead of keep it simple and stupid. Don't make the story too convoluted, that won't give a result what you hoped for.

### **4. Be Flexible**

While being assertive, you need to be flexible too. It is difficult to be assertive if you are flexible in accepting other's ideas and beliefs against yours, but being too stringent or adamant in your beliefs will work against you. Stay rigid in your beliefs, but when someone tries to contradict, work with them and come to mutually acceptable solutions.

Being flexible makes others to listen to you even if they're stubborn. Flexibility in both parties creates a better environment where an issue can be solved taking consideration of both parties' interests. Flexibility helps a leader function more effectively and in an appropriate manner in different situations.





## **5. Be Assertive, Not Aggressive**

Assertiveness is a way of expressing your viewpoints such that it is clear, direct without being aggressive or passive. It means not pressuring or hurting other people, but not leaving out or not saying what you really think.

Being assertive doesn't have to mean you have to be aggressive, you just have to present your ideas confidently and try to get others agree with your ideas, but any excessive degree of confidence could be mistaken for needless arrogance, which will compromise your perceived authority. Stand by your ideas and cultivate a reputation of authority and earn the ability to influence your peers and employees.

## **6. Focus on Actions Rather Than Argument**

We all know that action speaks louder than words. You cannot build influence only through words. Demonstration of our ideas through action will give a good response from others. We can perform the test to understand better than arguing about the theory. People will look forward and reward at the results you give through your work. Hence, Speak less; Do more.

## **7. Listen to Others**

Influence is a two-way street. The more you believe people around you and assimilate their ideas into your vision, the more they'll believe in your ideas and incorporate them into their work habits. To build up a good relationship with your co-workers and employees, you should lend your ears to your team, hearing what they say and what they really mean. It will develop the ambience of mutual trust and respect and your opinions are naturally respected and accepted.

Influencing the people is to become more respected in the work place and not to get others to complete your work. Hence it is a respectable journey to a greater prominence and productivity.



# ALUMN COLUMN

Alumn column would like to thank Mr. Anand Chettar of 2016-18 (incrEDIBLEz'30) batch currently working as Associate Manager in ITC Ltd., for giving us his valuable time and sharing some of his nostalgic moments in CFTRI.



## 1) What was your batch name and story behind it?

- incrEDIBLEz'30 and it was suggested by our batchmate Major Vishwamitra Angarika, who used to motivate us all the time.

## 2) What was your most memorable moment in CFTRI?

- There were many beautiful moments like intro sessions, birthday celebrations, post dinner walks, trekking trip to Kumara Parvata etc. One more special moment added to the basket of memories was being a part of Organizing Committee of Alumni Meet 2017. The collage collection was a memorable time because it was a challenging job and we rendered help from Dr. D. Indrani, Dr. Iboyaima Singh, Prabha Kumathe Madam (1981-83 batch) and my seniors (Sanjeev Kumar Sharma, Harish Udaykumar, Anjani Chakradhar, Tirupati, Aditi, Beena and Utkal).

## 3) What was the first thing you did in CFTRI that you have never done before?

- Dancing...

## 4) How was your intro-sessions and please share some experience?

- Intro sessions were overwhelming and helped us in getting to know with whom we have to spend the course time of two years. It did build some confidence which I may have lacked.

## 5) Your favourite spot in campus?

- Mughal garden, F-Block.

## 6) How was the relationship between the seniors and juniors during your time?

- We had a good bondage with seniors and juniors. Intro sessions, chamundi trip, super senior's convocation party, festival celebrations, IFT trips were memorable moments. Seniors from different batches helped and guided me during interview preparations and let me extend special thanks to Jagadish Kumathe sir (1981-83) and Rohit Sharma sir (2010-12 batch).

## 7) Share something about fresher's day and farewell day?

- About freshers' day, like I mentioned before it was the first time I danced and for my surprise of the surprises they didn't hoisted me off the stage.

About farewell, it was a mixed feeling; leaving behind unforgettable memories and looking forward to new phase of professional life.

## 8) The moment you want to relive again in CFTRI?

- The duration for which I worked with Dr. D. Indrani, who supported and guided me during my CFTRI journey.



**9) Any message for juniors?**

- Enjoy your life at CFTRI and it would be the best part of your life. Have a good connection with alumni who will help you all the way. CFTRI is a temple of knowledge, try to extract as much as possible.

**10) Some funkiest gossip you have ever heard in CFTRI?**

- I didn't hear any.

**11) Any funny moments that happened in class?**

- There were many. Some of the funny moments during off hours of class were cracking jokes, clicking photos of people wearing same colour of shirts, teasing each other by their nick names and seeing each other's laptop during AutoCAD class.



# PLACEMENTS

## Nestlé



**MACDONALD  
ROPMAI**



**SADHANA V J**



**PREETI TYAGI**



**DHIVYA R**



**BETHSHEBA DONDOR  
MARY BLAH**



**SHRUTHI S M**

## BRITANNIA



**KARTIKEYA  
SRINIVASAN**



**HARLEEN  
KAUR**



**ABInBev**



**SHARATH CHANDRA K C**



**ARUNIMA  
BANERJEE**



**PRASHANT  
BHIMAPPA DONI**



**SHWETA**



**SHIVANI**



**SHIBINA P**

**AGRICULTURAL  
OFFICER**



**SHIVANANDA V**



# GAMES

## GUESS THE WORD



I AM THE PLACE AT CFTRI WHERE PEOPLE ENJOY SWEATING...???



GUESS WHERE THE CFTRIANS USUALLY HANGOUT...???



HEY THERE, WE ARE OF SAME FAMILY...???



DO YOU KNOW MY NAME...???

ANSWERS  
1. FRIG  
2. CORNER HOUSE  
3. MONDELEZ  
4. CANDYMAN



# Photography



Winter morningzz



# EDITORIAL TEAM

**EDITOR IN  
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STORY  
ANJU**

**DESIGN TEAM  
VIKASH,  
ANUSHREE,  
PRIYA, MANIKANTA,  
ABHIMANYU**

**INDUSTRY BUZZ  
AJAY, SHARATH,  
ANN, ANJU,  
VIJAYALAXMI,  
LOKESHA**

**WHAT THE FOOD  
AARTHI,  
GURUPRASAD, PREM,  
HARSHITHA,  
RAMEES, RUSHDA**

**KAMPUS Khabar  
MANEESHA,  
KAMNA, MANIKANTA  
SANGEETHA, SHILPA,  
NAGABHOOSHANA**

**ALUMN COLUMN  
SASWAT, KAVYA,  
CHETHAN, POOJA,  
ASHWINI, VARSHA**

**CAREER CORNER  
MERCY, ANUSHREE,  
MANEESHA, POOJA  
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**GAMES  
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