

20<sup>TH</sup> EDITION

MARCH 2019

**Abhyudaya**

*Reliving the Legacy*

# THE MEAT PARADOX



Introducing

**FOOD IN'CORPORATED'**

-Saga of the corporate world



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

# This Issue



**To all the distinguished readers**

On behalf of the team ABHYUDAY, we humbly present before you the 20th edition, from the hands of the 54th batch of M.Sc. Food Technology; "Soup-A-Stars".

Changes call for innovation and innovations lead to progress; here we present the trend-setting new products in market under 'Industry Buzz'.

We love animals and love eating animals. Yes! It is true. This time the cover story tries to wrap up this anomaly in so called "THE MEAT PARADOX".

Let's know more, not less. Introducing the new column which briefs about the esteemed food companies. Here is a tour to Nestle India Pvt Ltd. in Food Incorporated'.

Most of us possess ambivalence towards insects. Then imagine those insects on your plate! 'What The Food' is here to brainwash your ideology and introduces Cockroach Milk as a Super-food.

It is the time to sneak into our glorious campus; here comes Khampus Khabar to recollect the events happened in the past few months.

Knowledge gives you power but character earns respect. Career Corner talks about the Etiquettes to enhance your personality within the business community.

Listen to what our Alumni Ms. Nisha Singh of 2012-2014 batch has revealed about her good old days in CFTRI in 'Alumn Column'. In this edition, Mr. Bharath Kumar Thota of 2003-2005 batch, the most dynamic and inspiring businessman is with us in the 'Experience Talk' sharing his journey towards being a successful entrepreneur.

The placement page congratulates our beloved French Toast Mafia for climbing their steps leading to a successful career path in eminent Food Companies.

Time for a short break! Games section awaits with mysterious puzzles to be solved. Give a try, have some fun! CFTRI is a place filled with nostalgia, myriad shades and untold stories, the Photography section tries to freeze such charismatic moments and showcase it before you.

The aspiring authors of ABHYUDAY, would like to extend our heartfelt gratitude to our most respected and beloved readers. We are working to bring out the best in us. Kindly groom us with your valuable feedback and suggestions.

Go on...Enjoy reading...

**REGARDS  
HARSHITHA R**

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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 talk about a mind boggling relationship between food and our mind. 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 Experience Talk 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 in Alumn Column.

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. Amul launches camel milk in select markets

JANUARY 23, 2019

The Gujarat Co-operative milk marketing federation Limited (GCMMF), owner of Dairy brand Amul launched camel milk at three places in Gujarat; Ahmedabad, Gandhinagar and Kutch on 23rd January 2019. Camel milk is easy to digest and healthy milk rich in an insulin-like protein, making it beneficial for diabetic person and also beneficial to those having dairy allergies as it contains no allergens. It will be available in a 500 ml PET bottle and is priced at Rs.50. It requires to be refrigerated and would have a shelf life of three days.

For more information log on to:

<http://www.fnbnews.com/New-Launches/gcmmf-launches-amul-camel-milk-in-select-guj-mkts-including-ahmedabad-45647>



## 2. Coca-Cola introduces new flavor

FEBRUARY 25, 2019



Coca-Cola launched their first flavor innovations in over a decade – Orange Vanilla Coke and Orange Vanilla Coke Zero Sugar. These products came to the stores in United States from February 25, 2019 in a range of packaging options. The team considered three other flavors – raspberry, lemon and ginger. But the combination of orange and vanilla flavor emerged as the clear favorite in focus groups. Orange Vanilla Coke and Orange Vanilla Coke Zero Sugar are available in 12oz cans and 20oz PET bottles. Coca-Cola has experimented with a lot of flavors for Diet Coke, the zero calorie offshoot of its core drink. This is the first new flavor to coke ever since Vanilla coke was launched in 2007.

For more information log on to:

<http://www.fnbnews.com/Beverage/cocacola-to-introduce-orange-vanilla-variants-first-in-over-a-decade-46830>

## 3. Matok V'Kal Ltd. introduces "Fit4style" energy spray

FEBRUARY 26, 2019

Reviving up sports nutrition, Matok V'Kal Ltd. has created a new category for on-the-go sports nutrition sector with its launch of Fit4style energy spray. It is user-friendly and comes in a fashionable convenient-to-carry reusable package in either blue or red. All one needs to do is spray it in the mouth to receive a boost of energy. Each unit of Fit4style Energy Spray delivers 1.3 gram of carbohydrates and mint extract that coats the mouth.

The quick-shot mint-flavored spray is composed of a refreshing formula that gives an extra energy kick to consumers with active lifestyle and to fitness enthusiasts engaged in high-endurance sports. This energy spray can help maintain stamina for up to 75 minutes, without caffeine with only six calories and also will not stress the digestive system during a workout.



For more information log on to:

<http://fjnnews.com/.../matok-vkal-introduces-six-calorie-sports-nutrition-solution>

## 4. ITC's Fabelle launches Holi Chocolate Creations

MARCH 15, 2019



This time for Holi, ITC's Fabelle Exquisite Chocolates will give the taste palette an explosion of flavors. These Creations are available in three variants, traditional favorite; Thandai will be available in a unique chocolate format alongside Saffron and Raspberry & Coconut limited edition chocolate creation that enlivens the festive playfulness and vibrant colors. These chocolate creations offer various tastes engulfed in edible and colorful crusts made of cocoa from Ghana. The range of Fabelle Limited Edition Holi Chocolate Creations are available at the chocolate boutiques in select ITC Hotels in India in boxes of three and six, priced at Rs 400 and Rs 800, respectively.

For more information log on to:

<http://www.fjnnews.com/Top-News/fabelle-holi-chocolate-creations-available-in-thandai-2-other-variants-47101>

## FSSAI POLICIES AND REGULATIONS

### FSSAI issues notice not to label Maida as wheat flour

FEBRUARY 06, 2019

FSSAI has issued a notice to all the food business operators manufacturing biscuits and bread (bakery products), who are using the term 'Wheat Flour' for 'Maida'. The label of articles is violating Regulation no 2.2.1.3 of Food Safety and Standard (Packaging and Labeling) Regulations, 2011, i.e. use of term wheat flour instead of Maida is deceptive and is likely to create an erroneous impression in the consumers mind that article is made up of whole wheat flour. The order said that Atta should be labeled as 'Whole Wheat Flour' and Maida should be labeled as 'Refined Wheat Flour', wherever the same is used singly or as an ingredient.



## 2.FSSAI set to take action against Re-Use of cooking oil by restaurants

FEBRUARY 14, 2019



FSSAI has taken action against eateries to dispose off the used cooking oil after using it for up to three times for cooking. The rule will apply for Food Business operator (FBO) and restaurants that use up more than 50 liters of oil for frying, every day. The FSSAI circular said that these eateries are to maintain a record of oil used upon a particular date and to dispose off the oil to agencies authorized by the government body. These rules are in effect from March 1st, 2019 and the FSSAI has directed food safety commissioners of all Indian states and Union Territories to initiate the enforcement of these rules.

For more information log onto:

<https://food.ndtv.com/food-drinks/fssai-set-to-take-action-against-re-use-of-cooking-oil-by-restaurants-1993681>

## 3.FSSAI notification prescribes cereal & juice-based fortified food standards

FEBRAURY 20 2019

The apex food regulator, FSSAI has issued a draft notification aiming at fortification of processed foods and regulations there under. It added that fortified processed foods may be prepared from fortified food articles that may be cereals and/or milk, and shall provide 15-30 per cent of the Indian adult RDA (recommended daily allowance) of micronutrient-based on an average calorie intake of 600kcal from processed foods (about one-third of the energy of 2,000 kcal). Further, the draft stated that food products high in fat, sugar and salt (HFSS) shall be excluded from the fortified processed foods category.

The draft added that any manufacturer who fortifies any processed food shall ensure that the level of micronutrients in such fortified processed foods does not fall below the minimum level specified in the regulations.



For more information log onto:

<http://www.fnbnews.com/Top-News/fssai-notification-prescribes-cereal--juicebased-fortified-food-stds-46892>



**CSIR - CENTRAL FOOD TECHNOLOGICAL RESEARCH INSTITUTE**

**cftri**

**CFTRI ALUMNI FAMILY**  
invites you to



**MITROTSAVA**

*- Relieve... Retrieve... Rejoice...*  
**(CFTRI ALUMNI MEET 2019)**

(since 1965)

**There is nothing like returning to a place that  
remains unchanged to find the ways in which you  
yourself have attered.**

+

**DATE : 18-05-2019**  
**VENUE: IFTTC Auditorium, CFTRI**

Warm Regards,  
Office Bearers (CFTRI Alumni Family),  
FRENCH TOAST MAFIA (2017-19)  
SOUPASTARS (2018-20)

# The Meat Paradox

The tantalizing aroma wafting along the corridor, hitting our noses, was what our glum souls needed after a long tiring day at work. We get inside the restaurant, expecting to dig into our favourite regulars, Mutton biryani and Chicken shawarma. But, as we anticipate the arrival of the food that will prospectively make our day, we hear the kid in the next table asking her father eagerly if their drool worthy barbecue chicken is made from a relative of their pet hen. \*Moment of silence\*, her dumbstruck father says 'Yes', and then the cross-questioning begins. The father's point, that their pet hen back at home was very much alive and healthy, and shall never be killed for any reason, didn't seem convincing enough for her. The kid, failing to grasp our ways with which we disassociate the welfare of a pet and a farm animal, pressed on.

The relation between people and animals is morally complex. To begin with, I am an omnivore in all senses, who loves my pet, yet likes my meat. This, brings us to the basic psychology of eating meat which happens to be a complex area of study. It illustrates the confluence of morality, emotions, cognition, and personality characteristics. This complexity stems from our ambivalent treatment of animals (or should I say, our mixed feelings towards animals). This is nowhere better captured than in the consumption of meat. Meat eating is morally problematic because it contrasts our desire to avoid hurting animals with our appetite for their flesh. This tension – to love animals and to love meat – is the essence of the meat paradox.

We have a certain framing for how we see the animal; my dog is a pet, my horse is a tool, the lion belongs in the zoo, and my chicken (not hen), mutton (not goat), beef (not cow), pork (not pig) are food. Psychologically, we neatly cleave animals into relatively artificial categories, such as "pets", "wild animals", and "farm animals". These framings might have wide reaching and consequences for how they are treated. For the most part, our treatment of farm animals would be illegal if applied towards our pets.



Across the globe, most people eat meat. They (including me and probably you) do so fully aware that it comes from animals, at the cost of their lives. The rate at which we eat animals is truly staggering. The avidity of our meat consumption seems to imply that we do not care about animals. This is clearly not correct. Animal suffering is found to be emotionally disturbing and morally repugnant (or highly unacceptable) by most people. High levels of pet ownership and legislation against animal cruelty seems to stand at odds with our increasing consumption of meat. This paradoxical behavior in existence, has been construed by philosophers and animal activists as the 'Dissociation hypothesis'. It explains, that humans generally avoid thinking about the animal we eat, to reduce the feel of unease.

This moral psychological conflict is best illustrated as the theory of cognitive dissonance and moral disengagement. Reportedly, this moral conflict doesn't just threaten our enjoyment of eating meat, it threatens our identity. In order to protect our identities, we establish habits and social structures that make us feel better. Hence, Meat-eating is tied to social customs, traditions, celebrations, sensory pleasure, as a signal of masculinity, or that we humans evolved as super-predators who were meant to eat meat. In an attempt to explain this behavior, psychologists state that humans in general tend to justify why their acts were correct and suitable, after we have chosen to indulge and why it is ok to do it again.

However, ambivalence, a central process variable underlying the meat paradox, has never been measured directly. Theorizing on the meat paradox, so far, remains rather elusive and difficult to achieve. Studies by using this behavioral measure, support the assumption that omnivores experience greater meat-related ambivalence and use moral disengagement strategies more frequently than non-omnivores.

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# The Meat Paradox



While harming animals is morally wrong, killing animals can be border line legitimate if done with minimal suffering and respect for the moral status of the animal. This moral status demands the acknowledgement of a certain justification for killing animals that makes modesty a virtue of the omnivore. But it is to be noted that the tension associated with regard to killing animals can persist even if the moral tension is weakened. But only to a certain degree, since emotions and principles are interdependent in moral reasoning. Virtuous meat consumption demands a willingness to face the conflicting feelings involved in killing animals and to tolerate the resulting tension.

How can a society on one hand kill billions of animals for food and on the other bring them into the homes and pass laws to protect them? How can people both love animals and love eating animals? In short, how do people manage the meat paradox? Psychologists suggest that there are two broad routes out of the paradox:

- The first involves ceasing meat consumption (which might prove a tad difficult for us – the mortal earthlings).
- The second path, they propose, is to diminish the moral rights of animals or just live in denial by not thinking about it (a solution opt by clearly an overwhelming majority of people).

Though it is pretty apparent that people in general escape this dilemma by denial and self-deception. We the millennials can try and opt the hard way out by reducing and some-day entirely stop eating meat to live guilt free. Or, given the entrenched nature of our deep-rooted beliefs and customs, it seems likely that many of us will, potentially continue to find ways to eat animals for years to come (So we could just surrender to our taste buds, join the club and beat around the bush for a few more years). Or, be the wise one and accept the resultant tension as a sign of complexity in our relationship with animals. Or, better yet, we could pin our hopes onto the Food Industry that has put in immense efforts to produce what is known as the Lab Grown Meat. Probably, somewhere in the near future, we could consume it as an alternative to the actual meat from farm animals, which would presumably make the Meat Paradox a notion that belongs in the past.

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Introducing the brand new section

# Food In'Corporated'

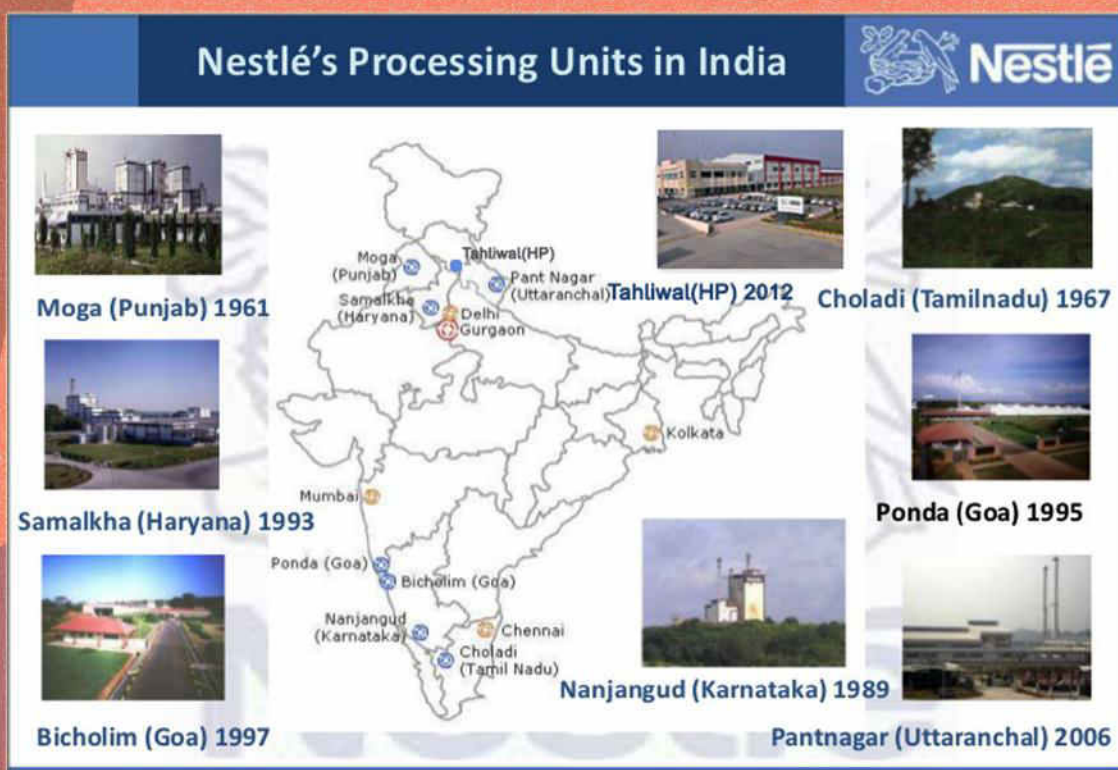


Nestlé

**BECAUSE IT'S ALL ABOUT GOOD FOOD AND GOOD LIFE**

Nestle entered the Indian market in 1959, formed as Nestle India, with their first plant in Moga in 1961. Since then, the name Nestle is a household word for noodles to coffee to infant foods. Here are some interesting facts about the company.

Nestle has 8 manufacturing units spread across the country



1. Choladi produces the raw material for tea
2. Nanjangud unit produces noodles and coffee
3. Bicholim unit produces noodles and its variants, sauces and its variants along with the non-vegetarian tastemaker
4. Ponda unit is the only manufacturing unit for KitKat and other range of Nestle confectionaries like Milkybar, Bar One and Munch
5. Pantnagar unit specializes in Maggi noodles
6. Samalkha unit produces dairy products
7. Tahliwal unit produces Maggi, Munch and Munch Nuts
8. Their first plant Moga which is also their largest unit, makes Maggi and Cerelac

## BECAUSE IT'S ALL ABOUT GOOD FOOD AND GOOD LIFE

While Nestle is the largest food company in the World specializing in a myriad of products, did you know most of the company's revenue comes from noodles, coffee and cerelac? On the other hand, their coffee segment is one of their most invested segments.

Change is the only thing constant. Keeping this in mind, Nestle continuously strives for innovation with their newest products on the block being Nesplus cereals, Maggi Special Masala, Nescafé E- Coffee Maker and KitKat Dessert Delight.

While making new products is what keeps a company going, keeping the target audience in mind while coming up with a new product idea is of paramount importance. For example the Nescafé Classic, which is aimed at the North Indian middle class to upper middle class families. However Nescafé Sunrise which has a chicory blend is marketed for the South Indian segment.

**Did you know?** Your KitKat consists of multiple KitKats.

All the defective finished products are reused.



The climate is changing. A lot of companies today are contributing in their own little ways to make the planet a better place to live in. On Nestle's list of Corporate Social Responsibilities, number one is revamping their packaging system with recyclable plastic along with reducing water consumption and greenhouse gas emissions. They also are involved in creating awareness regarding saving water and installation of clean drinking water facilities in schools.

Nestle relies on experience, where average working age would be slightly on the higher side. But there has been a lot of internal changes, which has propelled young people in key leadership roles

A message for the new and future recruits would be that the company expects their new recruits to follow their values and their basic funda of "improving the quality of life and contributing to a healthier future". What a Good Life it'll indeed be!



# Kampus Khabar

## IFCoN-2018



The 8<sup>th</sup> International Food Convention #IFCoN2018 was hosted by Association of Food Scientists & Technologists India (AFST-I) in association with CSIR-Central Food Technological Research Institute (CSIR-CFTRI) and DRDO-Defence Food Research Laboratory (DRDO-DFRL), Mysuru from December 12 to 15, at CFTRI premises with the focal theme “Holistic Approaches for Start-ups, Human Resource Training for Agriculture and Food Industry Gemmation” (HASHTAG). #IFCoN2018 curtain raiser function was held at IFTTC Auditorium of CFTRI.

FSSAI CEO Mr. Pawan Kumar Agarwal inaugurated #IFCoN2018 at Karnataka State Open University (KSOU) Convocation Hall on 12<sup>th</sup> December. Mr. Anand Chordia, MD, Suhana Pravin Masalewala, Pune, inaugurated the Food Expo and CFTRI Director Dr. KSMS Raghava Rao inaugurated the Poster Session. Internationally recognised speakers from research and academic institutes, industry, government and autonomous bodies, and students from food science and technology institutes across the globe, presented talks during the four-day #IFCoN2018 event. The Food Expo was one of the highlights of the event, with about 80 industries exhibited their products and services. Special pavilions were displayed from CSIR-CFTRI, DRD-DFRL.

The Gala dinner was arranged to all the delegates in the Race Course, Mysuru. After a long technical session for 4 days, a show down performance was given by all the students and research scholars. By performing different traditional dance, they portrayed the diversity of Indian culture in front of the mansion, which made everyone to travel across India.



## Academia-Industry interaction session

This session was held on December 14, 2018 at Silver Jublie Seminar hall in CFTRI premises. This session was hosted by CFTRI Director Dr. KSMS Raghava Rao, Dr.R.P.Singh, Mr. Rajeshwar Shantayya Matche and Alumni office bearers. This was an open interaction session among alumni, faculties and current M.Sc. students. This session mainly focused on CFTRI entrance exam pattern, relevance of M.Sc. (Food Technology) syllabus, quality of education, internship should be a part of curriculum or not? And also about strengthening Alumni Association and IFT club. Importance of special lecturers to students from an industrial expert was also highlighted. Regarding to above issues, all alumni put forward their opinions and suggestions. With continuation of this, another interaction session was held in assembly hall on the next day.



## **Christmas Celebration**

The event started on 22nd December by selecting secret Santa. Everyone started posting their task with the curiosity to know their respective secret Santa's talent. The moment we started the event the whole campus was in great zeal. On that evening we started to decorate the Christmas tree and crib. On Christmas Eve, we all visited to St. Philomena's Church, the joy and excitement was at its peak. That midnight we felt so blessed in the presence of hymns. Whole church was glittering like a shining star. At the end of the day we were excited to exchange gifts. Everyone received gifts from their secret Santa with eagerness and infinite happiness. This Christmas wrapped up everyone with eternal happiness and fun.



## **Sports Meet**

During February and March, IFT club organized Sports meet for the M.Sc. (Food Technology) batch. There were four teams; Rebels, Spinebusters, Thunder wolves and Demolition Crew, which were led by respective captains and vice-captains. Both indoor and outdoor games were organized. Indoor games included Carrom, Chess, Badminton and Table Tennis and outdoor games like Volleyball, Basketball, Cricket, Relay race, Marathon and Football were organized. Everyone participated in all sports with great team spirit and enthusiasm. Finally Demolition crew won the Sports Meet 2019 followed by Thunder Wolves, Spinebusters and Rebels. This event gave everyone a break and refreshment during their busy schedule.



# What The Food

## COCKROACH MILK-‘THE NEXT SUPERFOOD’

From cricket-coated donut to insect-laced ice cream, we would have heard it all. When it comes to cockroaches, most of us aren't too crazy about the creepy crawler. It is a pretty universally accepted fact that cockroaches are nasty and you want nothing to do with them. But, what if we tell you that, this well-known bug is ready to join the league of super foods? Most of us may feel this is some sort of a prank or disgusting joke. But in the pursuit of dairy-free super foods, people can't stop talking about the cockroach milk. The fact that an arthropod produces milk is highly fascinating. And it is certain to make health freaks super excited.

Potential health benefits of cockroach milk surfaced in 2016, when researchers said the milk of a pregnant cockroach packs more protein than cow's milk. Thank Barbara Stay, a now-retired professor of biology at the University of Iowa, USA for that. She began milking lovely *Diploptera punctata* in the 1950s, which is the only known cockroach to give birth to live young. As the embryos grow inside the female cockroach, she feeds them a pale, yellow liquid milk-like substance from her brood sac. To be more specific, cockroach milk is not technically milk, but a yellowish fluid that solidifies into crystals in the offspring's stomach. The study published



in the 'Journal of the International Union of Crystallography' shows that, it contains three times more calories than the equivalent mass of buffalo milk and a non-dairy alternative to regular milk which has four times the protein than the latter. It contains all macronutrients and few micronutrients like iron, calcium and zinc etc. It is highly nutritious since it contains all the essential amino acids that the body needs for the cell growth. Moreover, the milk can give you energy boost as it is highly glycosylated, which means that the surface of its proteins is coated with the sugar. Cockroach milk is also rich in lipids that are not produced by the body.

Nutrient	Composition
Protein	45%
Carbohydrate	25%
Lipid	16 to 22%

When we talk about extracting Cockroach Milk, harvesting should be done at the right stage in the lifespan of the cockroach. It would take about 1000 cockroaches to obtain 100g of milk. The female cockroach begins lactating at about 40 days old, which is when the harvesting process begins. The miraculous nutrient-dense liquid from the cockroach can be obtained by slicing the midgut, and cleaving the brood sac in order to retrieve the shiny, nutritious crystals. Thus the extracted crystals are dissolved and subjected to denaturation by Sodium Dodecyl Sulphate Polyacrylamide Gel Electrophoresis. These crystals can be stored in an environment that is neither too acidic nor alkaline.



As the contents of female cockroach are going to be minuscule, the process of harvesting becomes more tedious. It takes 24-48 hours to produce barely 'half a drop of cockroach milk. Clearly milking a cockroach isn't the most feasible option. The only way for this to be produced is to introduce gene into an organism that could make it quickly in a tank. Considering this, an international team of scientists headed by researchers from the 'Institute of Stem Cell Biology and Regenerative Medicine' in India decided to sequence the genes responsible for producing the milk protein crystals to see if they could somehow replicate them in the lab. They are hoping to get yeast to produce the crystal in much larger quantities- making it slightly more efficient (and less gross) than extracting crystals from cockroach's guts.

Cockroach Milk can't be a part of your Starbucks order just yet. In future if cockroach milk starts hitting the shelves, don't panic because it is most likely to be in the form of a pill. A question may pop up in everyone's mind whether "The cockroach milk is even worth trying?" This protein-packed drink option could be a best alternate for people who are lactose intolerant. And also for those who struggle to get the amount of calories required per day, this could be a quick and easy way to get calories and nutrients. Despite that we are still not ready to embrace the idea of having cockroach milk in our fruit loops. There is something about this superfood that really bugs us. In the near future, more gross superfoods are waiting to occupy our plates and this could be the next food fad on the horizon.



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The Journal of the International Union of Crystallography

# Career Corner



## BUSINESS ETIQUETTES



Man, being a social animal abide by the set rules of conduct which is followed in the community he belongs to. Etiquette or manners are the conventional wisdom of presentation widely accepted in the community. They govern being considerate to others and build up a better impression. Here we briefly present few etiquettes to be followed in the walks of your professional life.

### 1. PROFESSIONALISM

Professional etiquettes are the indication of respectful and courteous conduct. It reflects your behavior in the working environment.

1. Be an early bird on workplace. Behave humble and kind.
2. When you introduce yourself, open the conversation with a pleasant greeting, followed with a firm shake hand (without longing it more than three seconds) and smile. Remember to tell your full name and designation wherever necessary.
3. When you are in a formal walk, dress up in formals with minimum jewellery possible. Wear on comfortable, neat, pressed clothing. Hair should be well groomed and it shouldn't disturb your conversation or presentation.
4. Indulging in an office gossip will damage your relationship with your colleague; try to ignore the situation when you are being dragged into the gossip.
5. When you are being into a new company or being to a different location, try to understand the work culture of that specific place. Primarily understand the mode of conduct preferred in the place and then start to act on.



### 2. COMMUNICATION ETIQUETTES

Communication is the heart of every organization and an effective communication would reflect in the success of every activity you perform.

#### A) PHONE ETIQUETTES:

1. When answering a business phone, it is important to engage at the earliest. It is ideal to attend the call in second or third ring.
2. Introduce yourself with the name, designation or organization whichever is appropriate
3. Put on a smile before placing or answering a phone call. When a person smiles, it gives a friendly tone with a pleasant voice.
4. The phone should be answered with a positive greeting such as 'hello', 'good morning' etc and with a positive closure such as 'thank you for calling' or 'have a nice day'.





## B) E-MAIL ETIQUETTES:

1. Keep in mind that you are writing an e-mail on behalf of your organization. Hence develop it with proper grammar and punctuation and verify the contents twice before you click send icon.
2. An appropriate subject line is beneficial in prioritizing and sorting mails. Title your mails such that it addresses the contents in quick notion.
3. The world is running out of time. So, present your contents in an orderly brief manner. Highlight major dates or points.
4. Check whether the attachments have been uploaded and everything prescribed in the mail have been attached. Verify the same twice before you click send icon.



## C) IN-PERSON ETIQUETTES:

1. While communicating, maintain good eye contact for most of the time.
2. When you are speaking with any person, don't speak too loudly or too softly. If you are worried about your volume, ask, "Do you need me to talk more or less quietly".



## 3. MEETING ETIQUETTES

Meeting Etiquette refers to the codes of behavior an individual ought to follow while attending meetings and discussions at work place.

1. First impression is always the best impression and it's well evident with your appearance and style of carrying. Remember to be in comfortable and neat formals.
2. Organize your files and documents. Charge your laptop to full. Copy the files in a quick accessible folder which doesn't contain unnecessary documents.
3. Study the agenda of the meeting and do come prepared with your points.
4. Keep your mobile phone in silent mode and don't receive the phone calls during meetings unless it is an emergency.
5. Be attentive and listen to the speakers in the meeting from start to end to avoid missing important points and to avoid repetition.
6. Before you speak it is important to know the culture of the workplace. Observe for a while and then open up.



## 4. TABLE ETIQUETTES

You will be invited for a lunch or dinner as part of interview or on a later date. Though it would treat you as a cool casual platform, actually it doesn't. You will be under scrutiny for your table manners as well. So here are few tips before you:

1. When you are called for a dining, the host will have a seating arrangement in his/ her mind. Wait for their directions to occupy your seats. Otherwise assign your seats after the guest of honour is seated.

2. Wait until everyone in your table is served or till the host asks you to begin.

3. Fold your napkin and place it on the lap with folds facing towards you. When you first sit down for a meal, wait your host to place his or her napkin on their lap before you do.

4. Offer the food to the person on your left and pass the food to your right side. Never cross a food across a table unless you offer it to a specific person.

5. When you are not eating, it is ideal to rest your hands on your lap rather keeping it on the table.

6. Never chew with your mouth open or make loud voices during eat. You may engage in talking with small piece of food in mouth but never with mouthful.

7. Be careful not to make any sound with your cutleries. Neither your spoon should scratch on the plate nor your knife too sharp on it.

8. Eat food at a moderate speed and ensure you won't make others to wait for you to finish.





# Experience talk

BHARATH KUMAR THOTA

A well experienced business man from Warangal, an M.Sc (Food technology) graduate from CFTRI, Mysuru, Mr. Bharat Kumar Thota, is a successful entrepreneur, running his trading company(dairy, food, agri commodities) called Interfood India which has entered ecommerce,social media and agri technology sector by forming a new entity called Baymen India Pvt.Ltd. He is a graduate in agriculture with university gold medal. With a strong educational background from various institutes, he turned up the other side of the coin, to become an entrepreneur, rather than an employee. His career profile includes

- Deputy Manager (Agri commodities) at Reliance Capital.
- Assistant Manager (Market Operations) at Multi Commodity Exchange,Mumbai.
- Manager (sales-Dairy) at Food Specialities Limited,Dubai.
- Currently, he is the owner of Interfood India and Baymen India Pvt.Ltd.

Here is the few words of experience of his journey.

1. What has your career path been like?

I would not like to say that everything was smooth and glossy. It had been with ups and downs with full of excitement, anxiety, frustration and learning. My Job career was for a short period(3years). Later I ventured out to the open sea starting my own business doing trading in Dairy and agriculture commodities.

2. How was your work experience in Multi Commodity Exchange, Mumbai and Food Specialities LTD, Dubai?

I was campus placed in Multi commodity exchange, Mumbai. This is when I was exposed to corporate life filled with anxiety and newness. Though I had been working all my life to support myself and my family from early teenage, this was a white collar job with huge change. Though I had knowledge of physical trading ,MCX had given me clear idea on online platforms, online trading and many more trade insights.Food Specialities Limited was my first overseas experience and great turning point in my life which exposed me to various cultures, people, traditions, values and realizing that we live in a much better place called INDIA. Here, I was dedicatedly doing Dairy commodity trading for Middle East, Africa markets which formed the basis for my professional business life.

3. Coming to your trading business, how did you get the idea/concept for the business?

I worked from my childhood doing petty jobs in agriculture markets, driving, working in mandis for livelihood and support. I always wanted to venture out into trading and earn money to improve my family's living standards. Thanks to the

initial exposure and some refinement while working in MCX and FSI which had given a direction to my thought process. Then one fine day in 2008 I pressed the button of NOW or NEVER!!!

4. What made you choose this type of business?

Gut Feel, Poverty and Passion to earn money.

5. How do you plan on growing your business?

We are currently in the phase of expansion with small diversification through startups in E-commerce, Ingredients and Online Media. We are launching various online websites and platforms in 2019 and expect this to be fully functional and operational by early 2020.

6. Can you tell us about your prior successes, challenges and major responsibilities that you have faced so far in your trading business?

I started with a small trading company in 2008 called Interfood India in collaboration with a Dutch company, doing commission and trading business for European and North American companies for dairy ingredients and commodities into Asia and Middle East. Earned money and even lost money in trading which is a lesson for every entrepreneur. Failures made me realize who is near and dear, also to understand the business world more clearly. Major challenge was in 2015 and 2016 when I lost heavily in trading business due to sluggish markets worldwide and few wrong calls. I even thought of shutting down the business and doing a job in sales or marketing. But as elders say in a bad time nothing works out, so did not get a job either. Again struggled hard with barick and mortar and could come out of devastation by early 2017. Now with God's grace things have fallen in place and we are again pushing ahead with new energy and vigor with normal business.

7. If you have one piece of advice to CFTRIans just starting out, what would it be?

Always be humble, down to earth and never forget the roots. Don't live an artificial life or project artificial image of yours for the sake of others or company you work for. Just be natural and happy. You never know or can predict the future..

8. Can you share some of your sweet memories in CFTRI?

Many moments to share and cherish, it's one of the most beautiful places where memories just don't fade away. Apart from the knowledge, studies, friends, joyful moments etc., this is a place where many hearts are united and many hearts are broken. Some regret for NOT getting a life partner and some regret AFTER



# Alumn Column

## NISHA SINGH

Alumn column would like to thank Ms. Nisha Singh of 2012-2014 (Cereal Killers) batch currently working as Research Associate in Tata Chemicals Limited, (Pune) for giving us her valuable time and sharing some of her memorable moments.....

1. What was your batch name and story behind it?

Our batch name was Cereal Killers. There is no such story, it was our CR Harish whose creativity gave us our batch name.

2. What was your most memorable moment in CFTRI?

Every moments spent in CFTRI is memorable. Waking up in the beautiful campus, going to canteen for breakfast-be it a boiled egg, bread or even a South Indian breakfast. And yes, as we used to run from one department to another (one reason you don't gain weight). From celebrations, late night study, exam time, writing practicals, campus selection time, fights, birthdays and even more.

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

It was not something which I did for the first time, but it was the first time I got caught. We had engineering practical, we were in the pilot plant. Dr.Anandharamakrishnan C sir asked us to complete the practical. There were 6 people in the group. Neethi and I thought we can play a game of tic tac toe, while our groupmates will complete the calculation. Unluckily, Dr.Anandharamakrishnan C sir came, he saw us playing games instead of completing the practicals and then he told rest of the group members to leave. We were asked to complete the calculations before leaving. We went to his cabin, where we were not able to complete the calculation by 6.45 pm. Luckily that day was Dr.Anandharamakrishnan C sir's anniversary, so we got cake and also time till next day to complete the practical. Later he started calling us 'Rangoli Girls'.

4. Some funkiest gossip you have ever heard in CFTRI?

There was a rumour about spooky and weird events in B block like someone is walking wearing 'payal' at night. Initially we were scared, sharing and listening to even more experiences, made it even scarier. Later after weeks, we realised one of our South Indian batchmate used to talk on phone in corridor wearing an anklet (because of network problem inside the room).

5. How were your intro-sessions? Please share some experience.

Scary! That's the first word which comes in my mind but "dar ke age jeet hai", so once you enter, it completely becomes a fun thing. The best part is learning names of your batchmates and seniors. We used to inter relate the name and features as we learn names of micro-organisms.

6. Any funny moment that happened in class?

Funniest moments are when non vegetarian batchmates make sausages in Meat Processing practicals. It's just fun to see their expressions and the dilemma of touching the meat.

7. Your favourite spot in campus?

Best and favourite spot in the campus were the stone benches in front of CFTRI main palace. Night, stars, moonlight and breeze makes the spot the most magical place in the world.

8. Skills you think are needed that will help us in industry?

We get technical knowledge and skills from CFTRI. But your zeal to learn, unlearn and relearn will make you a better professional. Live every moment in CFTRI. Make lifelong friends, create moments together, learn to conquer and everything will fall in place.

9. How was the relationship between the seniors and juniors during your time?

CFTRI is a family, you will realize this when you are in the campus and also when you come out of the campus. The bond always exists, it gets stronger day by day. There are good days when you celebrate with your juniors and seniors. There are some hard days when your seniors, spend their whole day to make you happy. Gobi Manchurian and Pani Puri with your seniors and juniors are the highlights of day that can make you forget all your problems.

10. Share something about fresher's day and farewell day?

Fresher's day gives you a feeling that your journey as a CFTRIian has started. Barrier between seniors and juniors break on that day. You realize now that this is the family in the campus. Farewell day is the day where you have tears in your eyes, and overwhelming feeling where it's just hard to believe that two years of fun has finished. Fresher or farewell is not about the performances and the dance numbers, it is about the starting point of a journey in the campus and releasing what you have become in the past two years.

11. The moment you want to relive again in CFTRI is?

I would love to relive every moment. From the first day of entering the gate to living the hostel life. From watching matches in TV room to the late night walks after dinner. Every moment spent in the campus is worth living again.

12. Any message for juniors?

Learn! Laugh! Enjoy!

# PLACEMENTS



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Bhanuprakash C



Santhoshi



Monu Chaurasiya



Alaburu Umesha



Mohamed Haaris Khan



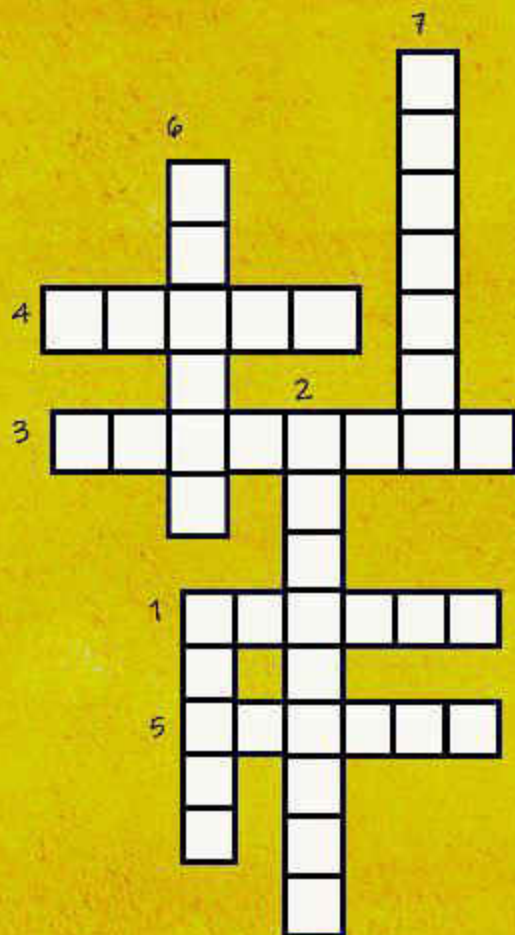
Sonam Jain



Vidyashree M R



# GAME OF WORDS



## ACROSS

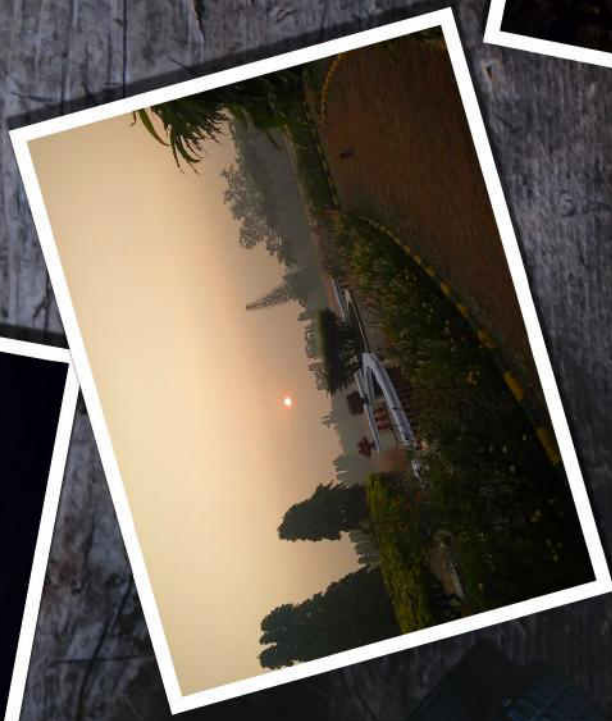
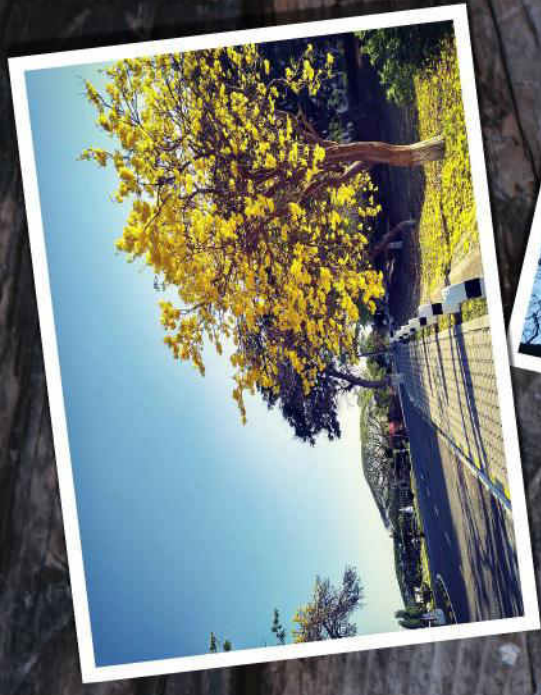
- 1-Highest producer of coffee
- 3-Red pigment present in tomato
- 4-Weiss beer is made from the grain
- 5-Pelmeni is the national dish of the country

## DOWN

- 1-Fruit type of kiwifruit
- 2-Mineral found abundant in banana
- 6-Feta cheese is originated from the country
- 7-Common name of *Crocus sativus*

## ANSWERS

- |        |             |
|--------|-------------|
| Across | 1 Brazil    |
| Down   | 1 Berry     |
|        | 2 Potassium |
|        | 3 Lycopen   |
|        | 4 Wheat     |
|        | 5 Russia    |
|        | 6 Greece    |
|        | 7 Saffron   |





# EDITORIAL PAGE



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ALUMNI

Games

POOJA, Prem, Ramees

