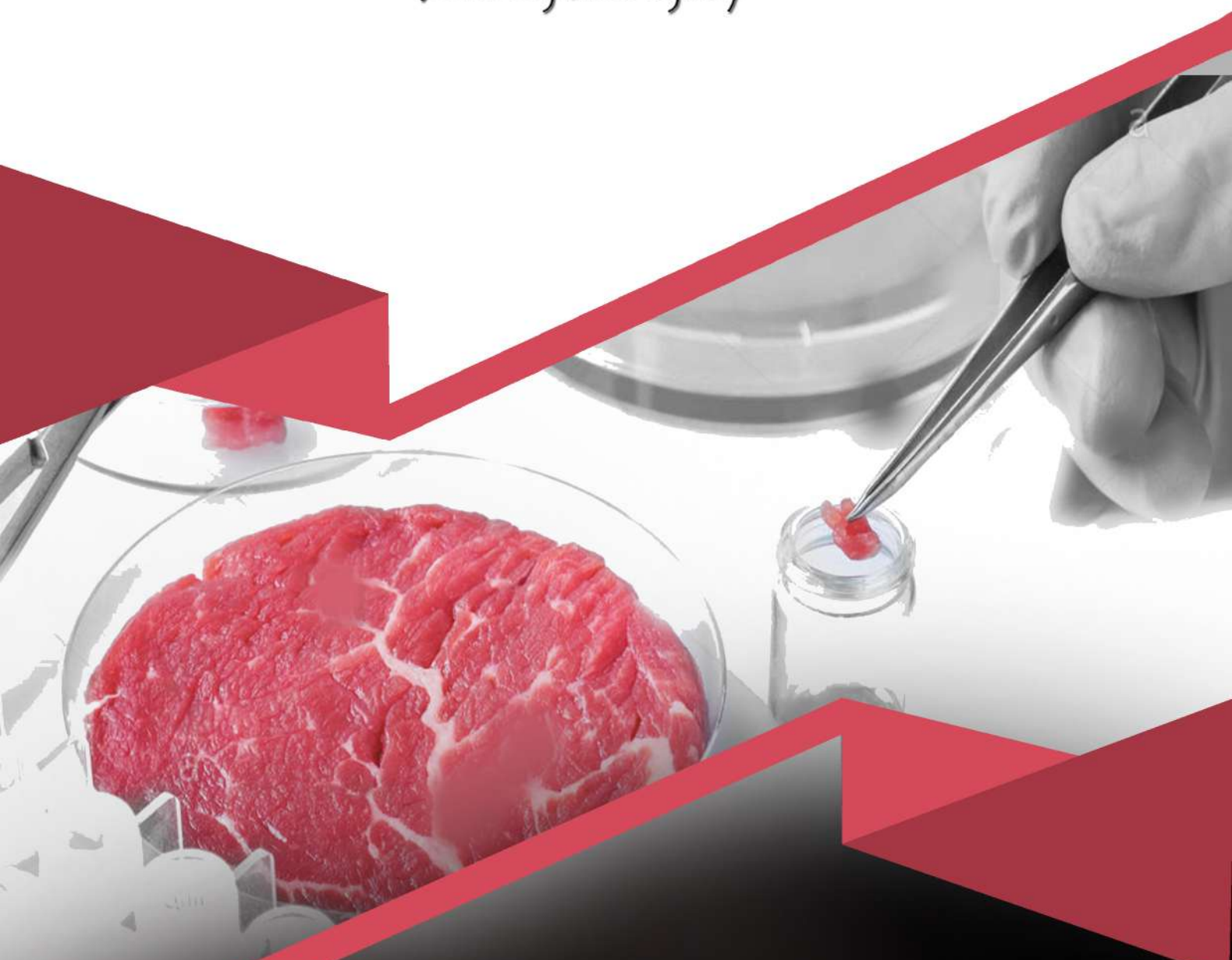


23RD EDITION



DECEMBER
2019



MEAT
Re-Imagined:
ERA OF CLEAN MEAT

This Issue

Words from the Editor's desk...

IF you can talk with crowds and keep your virtue, or walk with kings
Nor lose the common touch, if neither foes nor loving friends can hurt you,
If all men count with you, but none too much; if you can fill the unforgiving

Minute with sixty seconds' worth of distance run,
Yours is the Earth and everything that's in it,
And which is more – you'll be a man, my son!

-Rudyard Kipling

To all the distinguished readers

Humbly presenting before you the 23rd edition of the magazine on behalf of team Abhyuday, from the hands of the 55th batch of M.Sc Food Technology "PIEthons"

Ever thought of getting rid of the vicious cycle of raising and killing animals for meat? We may stand a chance! Time to take a look at the cover story "Meat Re-imagined: Era of Clean Meat".

Industry buzz is all set to keep you conversant with all the innovations in the market that you will definitely crave for!

CFTRI campus has the most happening news around the clock, so let's quickly move to Kampus Khabar and find out what CFTRIans were up to recently!

Let's take you through the origin stories of a popular brand, Mondelez International in food in'corporated.

Don't understand icky or delicacy! Ever thought about small animal in your boiled egg? Discover the Filipino culinary fascination called 'balut' in What The Food.

Talent hits the target no one else can hit. Genius hits the target no one else can see! Perceive how you can become a secret weapon for benefiting your corporation in career corner.

Buckle up your seat belts to travel back to the golden days of Mr Maruti Prasad Panda of batch 2006-2008 at CFTRI and what advice he has to bestow upon us.

The placement page congratulates beloved Soup-A-Stars for taking another step towards a successful future by becoming a part of distinguished companies.

Let's take a break and try teasing our brains with the puzzles awaiting in games section!

Get ready to be mesmerized and bewitched by the beauty of the campus in our photography section!

This was a sneak peek through a very interesting content that the magazine beholds for our beloved readers. Show some love.... Will wait to get sincere suggestions and feedbacks!

Keep Flipping! Enjoy Reading!



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Regards
ACHALA ACHALKAR

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.

Since ages, animal slaughtering has always been a topic of discussion. There has been debate over whether or not to slaughter animals and over the various methods exercised. According to FAOSTAT, approximately 56 billion land animals are raised and killed worldwide every year for human consumption. By 2050, global farm animal production is expected to double, growing faster than any other agricultural sub-sector.

With such an increase in animal requirement for human consumption, environmentalists are concerned about the drastic effects of livestock farming on our environment. According to the recent surveys conducted by environmentalists in U.S. and European Union, livestock species, particularly ruminants, are responsible for greenhouse gas emission, including methane from alimentary tract fermentation and nitrous oxide that may be emitted from decomposing manure and fertilizers. The U.S.

Department of Agriculture (USDA 2004) has noted that

“GHG emissions from livestock are inherently tied to livestock population sizes because the livestock are either directly or indirectly the source for the emissions”

Beyond the greenhouse impact, livestock farming has tremendously affected other resources also, which will lead to serious environmental issues in coming years.

- The water use for livestock and accompanying feed crop production has an alarming effect on the environment, leading to decrease in fresh water supply for human consumption.

- Land use, including that for livestock sector has increased markedly in the past decades, leading to loss and fragmentation of habitats. Altogether, 70% of all agricultural land, and 30% of the Earth’s land surface is directly or indirectly involved in livestock production.

- 1 kg of beef requires 25kg of grains and 15,000L of water which, if used for human beings, could feed an extra 3.5 billion people. According to the USDA’s website, corn, barley, oats and sorghum are used as major feed grains, with corn “accounting for more than 95 percent of total feed grain and production use.” Soya is also commonly used in feed, with 75% of global soybean crops being fed to livestock.

- Livestock farming is also responsible for the emission of nitrous oxide from manure management.

- On the other hand, use of antibiotics and growth promoters contributed to the emergence of multi-drug-resistance strains of pathogenic bacteria. According to Centre for Disease Control and Prevention (CDC), antibiotic resistance is responsible for 25,000 annual deaths in European Union, 23,000 annual deaths in U.S. and as many as 2 million U.S individuals develop drug-resistant infections.



MEAT

Re-Imagined

ERA OF CLEAN MEAT

- Moreover, animal disease epidemics possess a serious threat; commonly observed chicken flu, which could possibly lead to new influenza epidemics, killing millions of people around the world.
- Food-borne illnesses have become problematic and has led to gastro-enteritis and food poisoning in various countries in last 20 years where the major source of the illness is contaminated meat and animal products.

It clearly shows that conventional meat production has a great impact on land, water, animal welfare and energy use, as well as on the emission of greenhouse gas and pollutants. As a result of which, the livestock sector is now one of the top two or three most significant contributors to environmental problems.

According to the recent survey conducted in 2016, approximately 71% of Indian population prefer non-vegetarian diet. To feed this huge population, intensive livestock farming is required which creates burden on land as well as water resources. In developing countries like India, where food insecurity is a major glitch, usage of land resources for livestock is not sustainable.

Now the question arises: What should we do? Neither it's possible to change the dietary habits of people in a short span of time, nor it's sustainable to continue the traditional meat production system.

To combat this issue, scientific innovations should come from all sectors involved and an important contribution can be made via generation of meat alternatives using existing concepts and products. An example of such a concept is to make edible product from in-vitro cultivation of animal cells, in other words, cellular agriculture.

There are various start-ups which have shown interest in this field. Memphis Meats, Mosa Meat, Finless Foods and Super Meat are some of the foreign start-ups which has recently launched their lab grown hamburger and sea food in media & received a good appreciation & funding to carry out their research in this field.

But how is it done? How can anyone grow meat in lab from a single cell? Does it taste like real meat?

Well, the process of making cultured meat is similar to making livestock meat, except the cells grow outside the animal's body. The first step is to take some cells from the muscle of an animal, such as a cow for beef, which is done with a small biopsy under anaesthetic.

The cells that are taken are called "myosatellite" cells, which are the stem cells of muscles. The function of these stem cells within the animal is to create new muscle tissue when the muscle is injured. It is this inherent competence of the stem cells that is utilised in making cultured meat.

The cells are placed in a medium containing nutrient and naturally-occurring growth factors, and allowed to proliferate just as they would inside an animal. Cyanobacteria hydrolysate is assumed to be used as the nutrient and energy source for muscle cell growth. The growth takes place in a bioreactor, which looks similar to the bioreactors that beer and yogurt are fermented in.

When the cells are required to be differentiated into muscle cells, feeding of growth factors is stopped, and cells differentiate on their own. The muscle cells naturally merge to form "myotubes".



NO
GHG Emission



The myotubes are then placed in a gel that is 99% water, which helps the cells form the shape of muscle fibres. The muscle cells' innate tendency to contract, causes them to start putting on bulk, growing into a small strand of muscle tissue.

One sample from a cow is enough to produce 800 million strands of muscle tissue (enough to make 80,000 quarter pounds). When all these strands are layered together, meat is obtained.

that can be processed using standard food technologies.

One of the major advantages of this technology is that cells grow in the same way as they grow inside an animal body, so do not require any genetic reprogramming.

There is various research conducted worldwide to analyse the effect of cultured meat on environment compared to slaughtering animals, and it has been found that cultured meat involves approximately 7–45% lower energy intake, 78–96% lower GHG emissions, 99% lower land usage, and 82–96% lower water consumption, depending on the product.

Cultured meat possesses various favourable outcomes over conventional meat which makes it an excellent innovation in the field of clean meat.

- Since the meat is developed in-vitro in laboratory, various types of vitamins and other beneficial compounds can be added to the culture medium which can affect the flavour of the meat, their fatty acid composition and make it more nutrient rich.
- Incidence of food borne illness, which generally arise due to negligence of GMP and GHP can be reduced significantly.

- Few farm animals can fulfil the worldwide requirement of meat by in-vitro cultivation which can increase the alternative usage of land and water for human welfare.

- Also, cultured meat is free from antibiotics and growth hormones, which prevents life-threatening disease in humans.

But the major area where the promotion and implementation of cultured meat is lacking worldwide is the 'cost'. A pound of cultured meat produced by Memphis meat cost approximately \$2400 to make, which is a massive reduction from the over \$300,000 that the meat costed only five years ago. Meanwhile, a start-up, Future Meat Technologies, produced around a pound of meat for approximately \$360 and believes that they can reduce the cost down to somewhere between \$2.3 – 4.5 by the end of the decade.

Although, in-vitro meat is still at its infancy, it holds great promise as a solution to reduce livestock's impact on the environment. Companies are pushing research very hard to make the cultured meat available worldwide, at an affordable price range as it has the potential to greatly reduce the animal suffering and make eating of animals unnecessary, even while satisfying all the nutritional and hedonic requirements of meat eaters.

References:

- Prospectus of cultured meat – advancing meat alternatives - Zuhaid fayaz Bhat (2011)
- Intensive Livestock Farming: Global Trends, Increased Environmental Concerns, and Ethical Solutions - Ramona Cristina Ilea (2011)

**Environment
Friendly**

**100%
Natural
MEAT**

**Slaughter
FREE**



Industry Buzz...



Waffle cakes

22 October 2019

The Belgian Waffle Co. (BWC), India's fastest-growing QSR (quick service restaurant) chain, has launched waffle cakes for the first time in the country, on the occasion of Diwali. They are available in single- and double-layer in four flavours, viz., Nutella Crunch, Death by Chocolate, Red Velvet and Almond Butter Praline. After ordering, one can watch the staff prepare the freshly-baked cake as desired, and can choose to top up with variety of add on options like ice cream, sprinkles and whipped cream. This facility will be available at all BWC outlets as well as online. Presently, the cakes are priced starting Rs 290 onwards.

For more Information Log on to:

<http://www.fnbnews.com/New-Launces/waffle-cakes-launched-by-belgian-waffle-co-to-commemorate-fest-of-light-52072>.

India's first kids cooking oil

25 September 2019

Mother Sparsh, a pioneer in the baby care segment with their organic and eco-friendly products, has launched a new innovation in the kids' care segment - India's first kids' cooking oil with optimum levels of enriching nutrients such as Vitamin D, Omega 3 and Omega 6 for food preparations. Suitable for daily use, the cooking oil can be consumed by children aged over two and is also an excellent choice for adults as well. The USP of the product:

PUFA (Omega 3 + Omega 6) needed in kids, Fortification with Vitamin D (high ratio of deficiency found), High smoke point and good for Indian style of cooking. Price ranges from Rs 399 per 250ml.

For more information log on to:

<http://www.fmbnews.com/New-Launches/mother-sparsh-launches-indias-first-kids-cooking-oil-with-omega-3-6-51854>.



Fabelle Dark Gianduja

04 October, 2019

Fabelle Dark Gianduja - a blend of dark and milk chocolate infused with roasted Turkish hazelnuts - has been launched by ITC Ltd.'s chocolate brand Fabelle, keeping in line with its ethos of the brand of launching one-of-its-kind and inimitable chocolate experiences in India, and is apt for those seeking a balance between sweet and bitter chocolate. The 12 individually-packed handcrafted cubes of Dark Gianduja are elegantly wrapped in a butter paper and are then packed in a specially designed golden tin box which enhances its luxe quotient and makes it an exclusive gift for the upcoming season. It is priced at Rs 950.

For more Information Log on to:

<http://www.fnbnews.com/New-Launches/fabelle-dark-gianduja-infused-with-turkish-hazelnuts-launched-by-itc-51917>.

Preservative-free vegan coconut spreads

24 October 2019

Marico's Cold Pressed Virgin Coconut Oil brand Coco Soul has launched a range of Coconut Spreads under their vegan gourmet food range. These are available in two flavours, viz., Original and Cacao. The spreads are made with 100 per cent natural ingredients and are preservative-free, making them a healthy choice for the health-conscious, seeking a rich, creamy and indulgent taste. Made from handpicked, high-grade coconuts, they contain no stabilisers to bind the ingredients. They have been concocted using only the core ingredients, which include coconut milk and coconut syrup. The brand has used the superfood to create an exciting format, which can be best enjoyed with breads and parathas and as a co-ingredient in desserts. The variants are priced at Rs 349 for a 265g jar.

For more information Log on to:

<http://www.fnbnews.com/New-Launches/maricos-coco-soul-introduces-preservativefree-vegan-coconut-spreads-52096>.



Rajasthan's Aadvik Foods Camel milk

5 November 2019

Rajasthan-based Aadvik Foods and Products Pvt Ltd deals in camel milk and is India's first company to process brand and market camel milk and its products. Its unique product range consists of over 40 SKUs (stock-keeping units), including frozen camel milk, freeze-dried camel milk powder, camel milk chocolates, and camel milk-based skincare solutions. It is the first Indian company to use a freeze-drying manufacturing process for milk powder to maintain its quality, taste, flavour, minerals, and nutrients. The milk, which is also suitable for lactose intolerant individuals, is rich in vitamins, minerals, insulin, and unsaturated fatty acids. Apart from being low-fat, it is beneficial for those suffering from chronic diseases, such as diabetes and autism, and also boosts general immunity. For more information log on to: <http://www.fnbnews.com/Company-Report/rajasthans-aadvik-fods-indian-co-to-process-market-camel-milk-52173>.



FSSAI Rules And Regulations

The salt challenge: every pinch counts November 05, 2019

Salt consumption in India is high leading to raised blood pressure which causes heart attack and strokes. Therefore, the average salt consumption needs to be reduced to WHO's recommendation of 5g/day from its present consumption of approximately 11g/day.

In India 1 in 6 cardiovascular deaths are due to high intake of salt. Eating less salt reduces the risk of heart attack and stroke even among those who do not have high blood pressure. Due to varied dietary practices in different parts of the country, region specific strategies are required to effectively reduce the salt consumption.

For more information refer: <http://eatrightindia.gov.in>

Clamp down on junk food served in schools November 05, 2019

To get school children to eat better, the FSSAI has proposed draft regulation titled Food safety and standards (Safe food and healthy diets for school children) regulations, 2019. The FSSAI aims to restrict sale of high fat, sugar and salt (HFSS) foods "sold to school children in school canteens, mess premises, hostel kitchens or within 50 meters of the school campus" and also advertise of these foods.

Further, it has laid down strict guidelines on how FBOs can market their products to children, FBOs shall depict and package or serve food in reasonable portion sizes and not encourage overeating directly or indirectly.

Read more at
<https://www.livemint.com/politics/policy/fssai-seeks-to-clamp-down-on-junk-food-served-in-schools-11572937046215.html>

FSSAI to accept ISO 17025 lab certificate for imported proprietary foods November 04, 2019

The Food Safety and Standards Authority of India (FSSAI) issued an order stating that it will accept certificate of analysis for imported proprietary food only issued by an ISO 17025-accredited lab. It added that the certificate should not be more than three months old.

According to the definition, proprietary food is an article of food that has not been standardised under the Food Safety and Standards Regulations, but does not include novel foods, foods for special dietary uses, foods for special medical purposes, functional foods, nutraceuticals, health supplements and such other food articles, which the Central Government may notify on this behalf.

For more information visit:
fbnnews.com/Top-news/fssai-to-accept-iso-17025-lab-certificate-for-imported-proprietary-foods-52163



1. CSIR-CFTRI Foundation Day-



On the occasion of CFTRI foundation day 21st October, Dr. S Ayyappan, director general of ICAR was the chief guest. He gave a presentation on current scenario in Agriculture and Global Food System. The programme was held in the IFTTC auditorium where different awards were given for research works. Grain Science and Technology department got the best R&D department award. M.Sc. (Food Technology) student, Mr. Abhimanyu Singh of French Toast Mafia got the Best Outgoing Student Award.

2. World Food Day-



On the occasion of the world food day, a Food Quiz was organized on 30th October on behalf of IFT Club for M.Sc. (FT) students. The quiz had 6 rounds. The first round was a screening round where 6 teams were selected out of 13 teams. The subsequent rounds were 'Identify the logo', 'Food Riddles', 'Company Taglines', 'general knowledge' and 'Food Facts'. Among the 6 teams, the teams with maximum points was selected for the next round. It was a fun filled and knowledge based event in which Soup-a-stars and PIEthons were enthusiastically involved. The team with Major Karthick V, Kamna Kundra and Ashik Gowda H P won the first prize.

3. Vigilance Awareness Week-



The 2019 Vigilance Awareness Week was organized in CFTRI from 28th October to 2nd November, 2019 with the theme "Integrity- A way of life". Vigilance Awareness Week (VAW) is celebrated every year at CFTRI. Retired deputy superintendent of police of Mysore was invited as a guest for this programme and he focused mainly on "Corruption in police department". On this occasion Essay competition was also held for scientists as well as students of CFTRI.



4. Festival of Lights-

Diwali brought back the festive days in CFTRI and it was all lit up. On 27th October the festival of lights marked its beginning by decorating all the blocks and the mess entrance with colorful rangoli. On this very special occasion, the blessings of Goddess Lakshmi was sought by conducting a Puja in the evening. The celebration began with the grace and glory of the lights all around. The skies gleamed with lovely sky lanterns lit by the students. Event was followed by DJ night in mess lawn which added to the essence and liveliness of the day. On behalf of IFT club, a Diwali lunch was organized for all M.Sc. students on 29th October. Mr. Bhanuprakash C and Mr. Shivanada V of French Toast Mafia also joined in and added more vibrance to the gathering.



5. Karnataka Rajyotsava -

On 1st November, Karnataka flag was hoisted by Hon. Director KSMS Raghavrao in front of Cheluvamba mansion. On the occasion of Karnataka Rajyotsava, sports events (cricket and badminton) and photography competition was conducted. **Nirmala M** (winner of badminton tournament) and **Aditya K S** (winner of photography competition) from PIETHONS batch made M.Sc. food technology proud. **Team Manoj** from PhD won the cricket tournament.

On 18th evening 'kannada habba' was held in IFTTC auditorium, marked by prize distribution ceremony, followed by amazing cultural performances which downright rocked the stage!



6. 5th convocation of AcSIR-

The convocation was held on 12th November 2019 at CSIR-NPL (Auditorium), New Delhi. Honourable Chancellor of AcSIR Prof. Chandra, being the chief guest graced the occasion, Director General-CSIR Prof. Shekhar C. Mande, was the guest of honour. Prof. Samir K. Brahmachari delivered the convocation address. The students of French Toast Mafia, **Ms. Shweta**, **Mrs. Dhivya R**, **Ms. Vidyashree M R**, **Ms. Jyotsana Budhiraja**, **Ms. Padamini Singh** and **Mr. Monu Chaurasia** attended the function and received their post-graduation degree.

Congratulations to French Toast Mafia, the fruit of their labour is sweet, and must say you deserve it.





7. Kodachadri trek

CFTRIian had a perfect plan for chilling in the weekend. It was a 2 days trek to Kodachadri of Shivamogga district. Enthusiastic and adventure loving soup a stars and piethons started trek on Saturday morning. They walked through the toughest roads, hardest ways, densest forests and the steepest peak and reached the 13th highest peak of Karnataka in 6 hours. They witnessed an amazing sunset from the closest point possible at the view point, Sarvanga Peeta Shankaracharya temple. Along the way to the peak, they came across the Hidlumane falls, running and jumping amidst the thick forests of western Ghats. They spent a fun filled night at the peak. Next morning before the dawn they reached the sunrise point and witnessed the heavenly sunrise experience. It was literally a 'on cloud nine' experience for them. After having morning breakfast and tea, they started trekking down through the 'shola' forests of western Ghats. They completed the trek by 1:00pm with huge bunch of memories and adventures.



8. The 7th bioprocessing India conference

The 7th bioprocessing India conference was scheduled at CSIR-CFTRI during December 14th-16th, which provided an ideal platform for bringing the interdisciplinary global network of experts, young researchers, and industry representatives to and exchange ideas on advances, and new trends in research in bioprocessing. The theme of the conference was "Advances in bioprocessing of Agri-food resources". The co-organiser for the event was DRDO-Defence food research laboratory (DFRL), Mysore. New logo of CSIR-CFTRI was launched in presence of Director General-CSIR Prof. Shekhar C. Mande and Director of CFTRI KSMS Raghavrao. The conference had many technical sessions, plenary talks, oral and poster presentations, webinars and panel discussions



HALLS OREO

TANG



Cadbury Choclairs

Cadbury Bournville

Food 'n' Corporated

Mondelez International

Because it's all about the 'Dedicator to the World of Deliciousness'.

Mondelez India Foods Private Limited has been in India for over 6 decades, having started in 1948 as an importer of chocolate, since 1965, Mondelez India Foods Limited has pioneered and enhanced the development of cocoa cultivation in India.

Mondelez India Foods Private Limited is a part of the Mondelez International group of companies and is in the business of creating delicious moments of joy – by producing delectable chocolate confectionaries, gum and candy products, and popular beverages and foods that include many of India's most popular and trusted food brands.

Headquartered in Mumbai, Mondelez India Foods Private Limited has sales offices in New Delhi, Mumbai, Kolkata and Chennai and manufacturing facilities at Induri (Pune), Malanpur (Gwalior), Baddi (Himachal Pradesh) and Sri City.

Mondelez Manufacturing units in India



BECAUSE IT'S ALL SNAACKING MADE RIGHT

They strongly believe in delighting their customers by offering the best quality products possible. Over the years they have won their customers' hearts, making them the market leaders in the chocolates category in India. Their flagship brand Cadbury Dairy Milk (CDM) is considered the "Gold Standard" for chocolates - the pure taste of CDM defines the chocolate taste for the Indian consumer.

The other much loved brands include Cadbury Bournvita, CDM Silk, Cadbury Choclairs, Gems, 5Star, Perk, Bournville, Celebrations, Halls, Oreo and Tang.

Ranked 3rd amongst India's most admired companies by fortune India in 2013. Mondelez India Foods Private Limited is a part of Mondelez International (NASDAQ: MDLZ), the global snacking and food company and a spin-off from Kraft Foods Inc. Mondelez International is the world's largest chocolatier, biscuit baker and candy maker, and the second-largest maker of gum.



• Oreo, milk's favourite cookie, was first introduced in 1912, and now this cream-filled sandwich cookie is a favourite of consumers around the globe. Today, Oreo is available in many flavours and varieties, such as chocolate covered, wafers, pie crusts and soft snack cakes.



Tang, available in more than 30 countries, is the leading brand in our powdered beverage portfolio. This fresh, fruit-flavoured drink is available in a variety of flavours -- based on local consumers' preferences -- and is fortified with minerals and vitamins. It is available both as a powdered beverage and in ready-to-drink bottles.



Cadbury Dairy Milk chocolate is made with fresh liquid milk – a glass and a half for every half pound of chocolate to be precise. It quickly became the market leader in the UK after it was launched in the early 1900s. Cadbury Dairy Milk is now enjoyed in 33 countries, including in the UK, Australia and New Zealand. Available in more than 23 varieties, like Fruit & Nut, Whole Nut, Snack, Caramello and Breakaway, Cadbury Dairy Milk delights consumers of all ages.



Backed by solid consumer insights and the strong value proposition of India's much-loved Bournvita malted beverage, Mondelez India launched a new morning biscuit brand, Cadbury Bournvita Biscuits.



Cadbury Fuse is a delicious fusion of crunchy peanuts, smooth caramel and a creamy centre, all coated in rich Cadbury milk chocolate. It's a premium product in the count-line category and is the perfect indulgent bar to brighten up dull moments. Cadbury Fuse was launched in 2016.

WHAT THE FOOD



BALUT

EGG OR EMBYRO?

We all know that eggs have become an integral part of our daily diet. Even the vegetarians accepted it with a green dot. Morning breakfast sounds really bad without boiled eggs, right? Think of a boiled egg with glowing eyes, tender bones and feathers built in. Just imagine! May seem disgusting but not always. So to amuse you, here comes the Filipino street snack, "BALUT". Equally interesting and tasty boiled fertilised duck eggs. Mouth-watering! Indeed not; but this traditional delicacy find its way back to 17th century, when the Filipinos were influenced by Chinese and Thai. Early days marked the preparation of duckling egg during festive time but now, it became snack of the day in the Filipino Diet.

The sight of a small animal inside of your hard-boiled egg is usually the stuff of nightmares, but in the Philippines, it's the stuff of culinary fascination. A balut egg is created when a fertilized duck egg is incubated just long enough for the foetus to begin forming, usually between 12 and 18 days. According to most culinary experts, the ideal balut egg has been incubated for 17 days. The longer the egg incubates, the more pronounced the features of the duck foetus becomes. Though it sounds counterintuitive, the incubation conditions must be perfect, so as not to kill the foetus. If it dies before the appropriate length of time has passed, the egg is worthless. Once the egg has been incubated for the proper amount of time, the cooking process begins. The egg is hard-boiled almost exactly the same way that normal eggs are, though the reaction that occurs within a balut egg is quite different.



The liquids in a balut egg, rather than solidifying, turn into a sort of broth that then simmers the duck foetus and the yolk.

When the egg is done cooking, it should be eaten right away, when still warm. Due to the presence of the broth, the contents should be eaten straight from the shell. The broth is sipped first, then the foetus and the yolk are eaten. If you can get past the concept of eating a duck foetus, complete with tiny facial features, the overall experience is said to be a pleasant one. In fact, the more duck-like the features are, the more manly the eater is said to be. The egg, for the most part, tastes like an egg, and according to those who have had it, the foetus “tastes like chicken.”

Considering the nutritive benefits, the calories present in balut serves as an energy booster to your body by helping your body to work, cells to live and internal organs to function. The vitamin C and beta carotene present in balut are both powerful antioxidants that helps clean free radicals from your blood stream thus create a big help in supporting your immune system. Balut is an excellent source of proteins that is an important part of the human diet to help building blocks in repairing and building the tissues in your body like the bones, muscles, skin, blood and cartilages. Balut has great amount of iron that is helpful in your body's blood circulation and will help your body last throughout the day. The calcium present in balut plays a big role in strengthening your bones and teeth thus helping you to prevent and protecting from osteoporosis and cancer.

Balut is not alone filled with delicacies but also with controversies. Religion and animal welfare always tickle some issues which stops people of some countries from relishing exquisite pabulum.

Balut has normally had this disgusting reputation to those who have not eaten it yet. **ONCE TASTED! ALWAYS WANTED!**

CAREER

C O R N E R

**INTRAPRENEURSHIP
DOESN'T SOUND
FAMILIAR, RIGHT?**

Yes. You read it right,
IT'S INTRAPRENEUR.

INTRAPRENEURSHIP
A SECRET WEAPON BEHIND SUCCESS

You might not have heard of it before, but you are not the only one in the town! The term did come in 1980's yet MS Word thesaurus doesn't recognize it, so you are not left out. In the recent era of business, management and administration, entrepreneurs and free lancers who setup their own business and new start-ups are the talk of the town. But there is another clan in the town as well who are beginning to puff up as mushrooms and grow invasively in the near future "The Intrapreneurs".

William Arruda describes an intrapreneur as "a person who demonstrates an entrepreneurial spirit within an organization". In layman terms, an intrapreneur could be considered as an in-house entrepreneur. They're creative freethinkers who are passionate about sharing new ways to get things done.

The difference is, they operate within a company rather than solo.

CHARACTERISTICS OF AN INTRAPRENEUR

There is no such particular job titled as an intrapreneur in a company but anyone with innovative mindset with adept skills and risk bearing ability can adopt pretty much as an intrapreneur. You can instantly spot an intrapreneur within a company because they treat their job as if it were their own business. Also, an intrapreneur's ingenuity makes them a star employee—they're always coming up with inventive ways to approach challenging situations.

- a) **As Authentic and realistic as gold**; in every aspects starting from sending a mail to doing the work so as to gain respect and trust.
- b) **As Gelling as gum**; never run out of people to contact who are willing to help-because they'd do the same in return.
- c) **As confident as Hercules**; being a risk taker, intrapreneur must not be afraid of try something different to express ideas and proactively start a project.
- d) **As hard as a rock**; whether it's about finding an answer to an ongoing problem or hammering out the details of a new plan, an intrapreneur won't give up.
- e) **A name for fame**; their professional image is important to them as they have just as strong of a presence to be felt on minds as they do in person.

HOW AN INTRAPRENEURSHIP CAN BE YOUR SECRET WEAPON

Intrapreneurship is based on entrepreneurship principles, but practiced within the boundaries of an enterprise. It gives employees the ability to experience entrepreneurship but with less risk and more resources to play with. Entrepreneurial thinking brings different viewpoints, solves problems and creates new solutions; imagine having a whole team of individuals like that. Competitive, confident, passionate and inspired; all working to solve the biggest problems for your brand.

When one thinks of growing his career, having the mindset of an intrapreneur is a huge asset to one's own brand image and success. It's never that all the success that an intrapreneur gets goes only into organisations benefits and goal; because by doing so, one is also adding his skills and proficiency to nowhere but his own portfolio, resume and LinkedIn profiles.

WHY COMPANY NEEDS AN INTRAPRENEUR?

You may think that such kind of people can be real threat to the company's objective and success. But it's actually to a company's advantage to have employees who take ownership of their work. Employees who feel like their talent and contributions matter (for real) will work smarter, feel more satisfied, and bring forth their best ideas, which will ultimately become the company's ideas and products. Some may fear that allowing employees to be too innovative will lead to folks using what they do at work to benefit their own side hustle. However, even if that's the case, there's nothing wrong with it, as long as there's no conflict of interest.

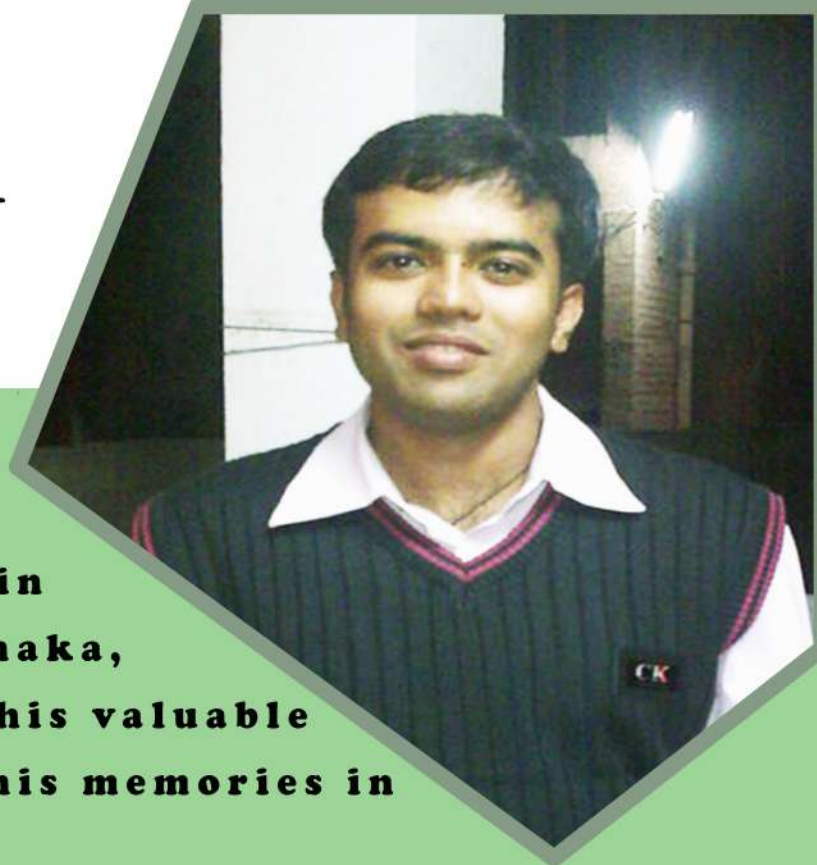
THE SUCCESS STORIES

This is where everyone one of us look into, as taking a step ahead to career not only needs a patting hand on back and a goal to be seen with efforts backingbut also a story being reality. A lot of things which we do in day to day has grown up from strangers turned to famous Intrapreneurs. Who knew a junior employee working at Sony would end up creating the project for play-station while developing interface on the Nintendo for his daughter. Neither did the scientist, who was trying to develop extra strong adhesive for aerospace but ended up in so loose an adhesive used for 'post it' notes sticking on office desks! Who doesn't have an email-id ending with @gmail.com now-a-days? Yes. Gmail was developed by an intrapreneur working inside Google so that the search engine could become more powerful tool by facilitating communication as well. The "like" button you are poking on Facebook and the iPod that you use are all from intrapreneurs who worked confidently abiding by the organization and making it grow rather than opting out of it and making a start-up which might not have been at this successful level today.

This is the benefit that awaits the modern-day leaders who invests in the future of talent with intrapreneurship top of mind. And it is the future. More and more, companies are starting to see the real value in nurturing an intrapreneur. The speed of change befalling in workplaces due to technological advances and digital disruption means that companies that don't embrace intrapreneurship will inevitably get left behind. So, this the secret weapon one should possess to strike in the near future.

ALUMN COLUMN

We thank Mr. Maruti Prasad Panda of 2006-2008 batch, currently working in Nestle Bangladesh Ltd., Dhaka, Bangladesh; for giving us his valuable time and sharing some of his memories in CFTRI.



1. What was your batch name?
EPHATA
2. What was the first thing you did in CFTRI that you have never done before?
Swimming
3. How were your intro-sessions and can you share some experiences or memories of the same?
I would say intro was nice experience with classmates and seniors- lots of fun, singing, mimicry, etc. I remember within 2-3 days, I could remember all names of classmates and seniors seemed tough initially. And post intros going to Mysore railway station for having tea at late night.
4. The moment you want to relive again in CFTRI?
Evening walk post dinner and sitting in front of the main palace
5. CFTRI has a rich legacy in celebrating festivals with all its pace. Which was the most memorable celebration/ Festival at CFTRI?
Ganesh Chaturthi
6. A strong junior-senior relationship is a unique gem in CFTRI. Which was your heart touching moments with your juniors and seniors?
We have gone together to KRS and Madikere spent nice time there with lot of fulfilled
7. CFTRI gifts a lot of memories and experiences. What do you miss most about CFTRI?
The campus and family like atmosphere.
8. Birthday celebration exhibits the creativity of each birthday partner. How were the birthday celebrations and who was the best Maggie maker in your batch?
It used to be outside the Block. Singing and birthday bumps were quite enjoyable.
9. Friendship is immortal in CFTRI. Remembering any late-night roaming and movie plan?
Yes, we used to spend long chatting hours outside cafeteria, Auditorium and used to watch movies late night. At that time only 2 of our seniors were having laptop.
10. Favourite spot in CFTRI?
Main palace building.
11. Best take-aways or experiences from CFTRI?
Unity in diversity and learning with fun.
12. As an alumnus, kindly share us a piece of advice...
This is the best time you can enjoy and have lots of fun and play. Enrich yourself with more practical learning experience, basic concepts and leadership. This will help in making your career success in future.

PLACEMENTS

AB InBev



Anushree G V



Kamna Kundra



Pooja B U



A R Aarthi



Harshitha R



Maneesha D M



Varsha Vasanth K V

Coca-Cola



Ajay Kumar M

Mondelēz International



Anju Elizabeth



Priya L



Guruprasad Lingaraj Naik

Identify the following zoom in images



**G
A
M
E
S**



- Answers:
1. Capsicum seeds
 2. Saffron
 3. Coffee bean

4. Cheese
5. Orange
6. Fish scales

DHG Lens Protection



PHOTO GRAPHY



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WTF

BHARATHI
SHEELA
SOUMYA
PULKIT

GAMES

ASHIK
BHAVYATHA
RAMANANDA
SIDDESH

FOOD IN'CORPORATED

ANUSHA
SUSHANTH
MUKTHA

ALUMN COLUMN

BHAVYATHA
NIRMALA
RAMYA

DESIGN TEAM

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