

Abhyuday

Kampus
Khabhar

A|l|u|m|n|C|o|l|u|m|n|

Budget 2015
Raw deal to MoFPI?

Words from the Editor's desk...

THIS ISSUE

As I peep out through the window of my dorm at the break of the dawn, I see a campus so serene and beautiful, lush with greenery and enwrapped in a tickling cheer of birds. Soon the silence gives way to the baritones of blokes and a bevy of beaming girls. There's study and silly jokes, tea and taunt, brainstorming and bonhomie, dinners and DJ nights, festi-vals and exams, happiness and sadness and finally- one helluva great day of my life.

Nostalgia.

It's precisely this one leaf from the books of our lives that we shall cherish forever- M.Sc. (FT) from CFTRI. More than just being here, it's these momentous memories that magically manifest a lasting smile every time we think of it. When we, at CFTRI, conceived this idea to bring out a monthly e-newsletter, it was a conscious and sincere attempt to continue the rich legacy of the glorious alumnus, of which we're now a proud part of, which echoed in our hearts. And I feel extremely elated to deliver you the first edition of our noble efforts "ABHYUDAY" at your desk.

Abhyuday is a Sanskrit word which means beginning or awakening. Awakening for re-inventing the vigor and strengths by breaking away from the shackles of mediocrity and somberness. Awakening for being the change and lead 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 while **Kampus Khabar** will attempt to track the campus news, developments, conference and seminars, tech-talks by our alumni etc. **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.

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.

We're in our infancy and have just started to take the first steps in this completely uncharted territory driven by the passion imbibed in us, directly or indirectly, by you. We'd happily accept your criticisms with a cup of tea and appreciations with a pinch of salt. **Happy Reading!**

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INDUSTRY BUZZ

1. KRAFT FOODS AGREES FOR SUPER- MERGER WITH HEINZ

The inclusive name of the coming powerful and iconic brands will be Kraft Heinz Company. This merger will create the world's fifth largest food and drink company with 51% stakeholder of Heinz and 49% of Kraft.



(Source: <http://www.foodnavigator.com/Business/Kraft-Foods-agrees-super-merger-with-Heinz?nocount>)

2. NUTRIENT PROFILE MODEL RELEASED BY WHO

Food high in saturated fat, salt and sugar are not marketed to children and the threshold limits are set by WHO.

(Source: <http://www.confectionerynews.com/Regulation-Safety/Confectionery-marketing-to-kids-under-WHO-Nutrient-Profile-model>)

3. NESTLE FILED PATENT FOR COCOA EXTRACT ALLERGY TREATMENT

Nestle research arm "Nestec" has filed an international patent for cocoa polyphenols as a treatment or prevention of eosinophilic esophagitis.

(Source: <http://www.confectionerynews.com/Big-Brands/Nestle/Nestle-files-patent-for-cocoa-extract-allergy-treatment>)

4. BEER FLAVORED CHOCOLATE ON ITS WAY, SAYS MINTEL

Latest innovation in product development continues to be imaginative with more exploration of flavor and texture which includes beer and yogurt flavored products and many more.

(Source: <http://www.confectionerynews.com/Markets/Beer-flavoured-chocolate-on-its-way-says-Mintel?nocount>)

5. 60 FUTURISTIC FOOD INNOVATIONS

These futuristic innovations ranging from Edible Spray Paint to 3D-Printed Chocolate Snacks, thanks to modern technology and countless innovations.

(Source: <http://www.trendhunter.com/slideshow/futuristic-food>)

6. MOVING TOWARDS FSSC 22000 (FOOD SAFETY SYSTEM CERTIFICATION)

FSSC 22000 initiatives have evolved to mitigate the risks of food safety incidents as well as for globalization of food production to meet the ever growing needs of increasing populations.

(Source: <http://www.foodqualityandsafety.com/article/moving-towards-fssc-22000-certification/>)

7. DUPONT OPENS NEW CENTRE IN INDIA FOR FOOD INDUSTRY

Science-based products and services firm DuPont announced opening of an innovation application centre in India to cater to the food industry in the country.

(Source: http://articles.economictimes.indiatimes.com/2015-03-18/news/60249598_1_new-centre-food-yogurt)

8. DEVYANI FOODS TO INVEST RS 275 CR ON 'CREAMBELL' EXPANSION

Devyani food industries will invest Rs 275 crore in three years on capacity enhancement and retail expansion of its ice cream brand 'Creambell' across the country.

(Source: http://articles.economictimes.indiatimes.com/2015-04-12/news/61066257_1_275-cr-devyani-food-industries-creambell)

9. TATA GROUP LAUNCHES ONLINE GROCERY SERVICE IN MUMBAI

The Tata Group has launched an online grocery platform my247market.com, which will compete with sites such as Localbanya.com, BigBasket.com and the online version of Godrej Nature's Basket.

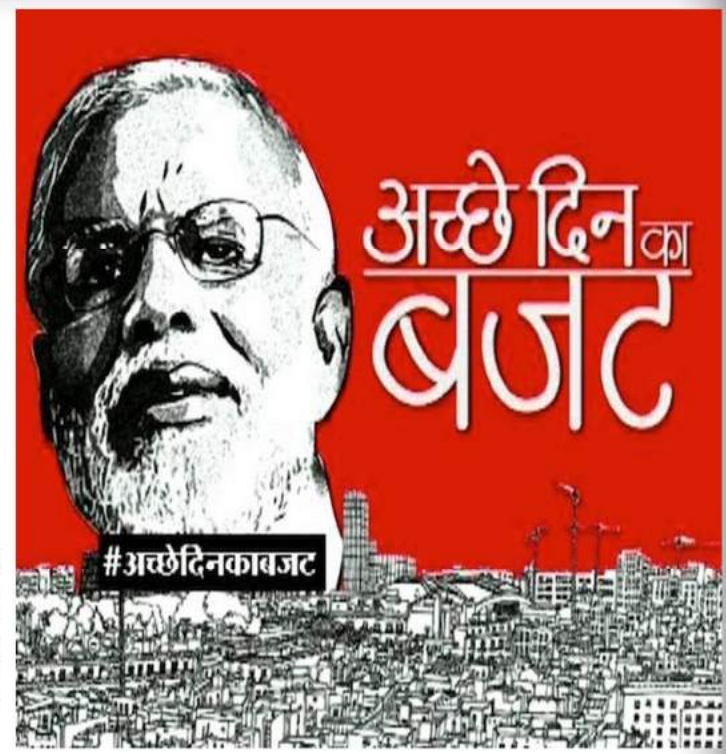
(Source: http://www.business-standard.com/article/companies/tata-group-starts-online-grocery-service-in-mumbai-115041500747_1.html)

Mr. Arun Jaitley, Union Minister of Finance, presented the Union Budget before the Lok Sabha on 28th February, 2015. Termed 'progressive', 'pro-business' and 'futuristic' by different quarters, the Union Budget meted out a raw deal to the Ministry of Food Processing Industry by toning down its Plan and Non-plan expenditure by 18% to Rs. 505.51 crores from Rs. 617.74 crores during 2014-2015. The reason quoted for this was the increase in the devolution of net tax revenue from 32% (till 2015) to 42% (from 2015 onwards) based on the recommendations of the 14th Finance Commission chaired by Dr. Y.V. Reddy, former Governor of RBI.

(For more information: <http://indiabudget.nic.in/ub2015-16/eb/sbe47.pdf>).

Besides, the Central Government has also delinked the prestigious National Mission on Food Processing (NMFP) from the kitty of Centrally Sponsored Schemes (CSS) citing the same reason. NMFP was launched in 2012-2013 for implementation in States/UT during the 12th Five-year Plan for promoting entrepreneurship by pledging a limited financial & skill upgradation and breeding a scientific workforce besides addressing the infrastructure bottlenecks and food safety compliance.

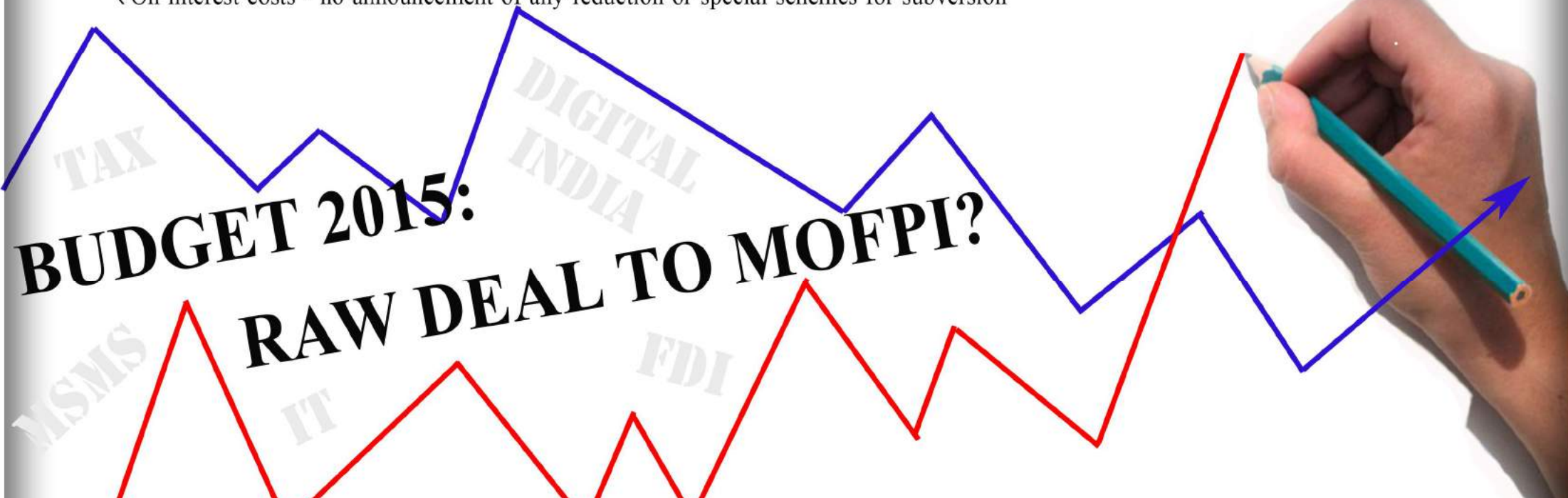
For NMFP, the revenue sharing ratio was 75:25 (Govt. of India and States) except for North Eastern States, where the ratio would be 90:10. All the UTs would be funded on 100% grant basis. (For more information: <http://raitamitra.kar.nic.in/Gudeline%2013-17.pdf>)



Food Industry in Numbers

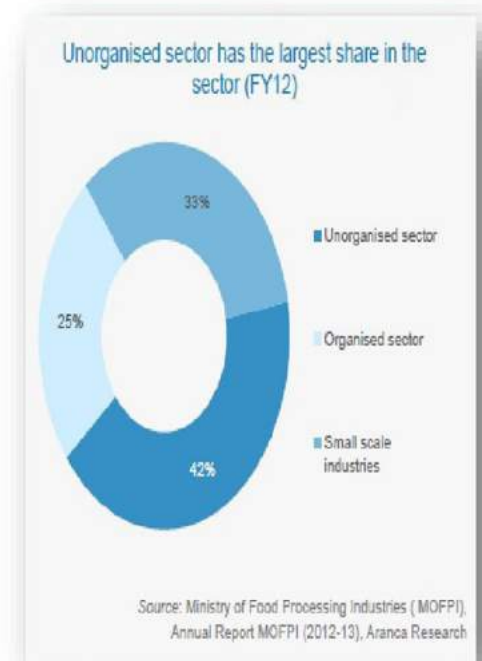
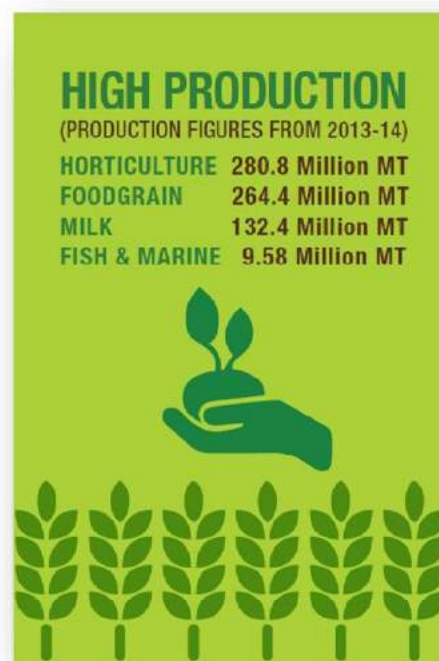
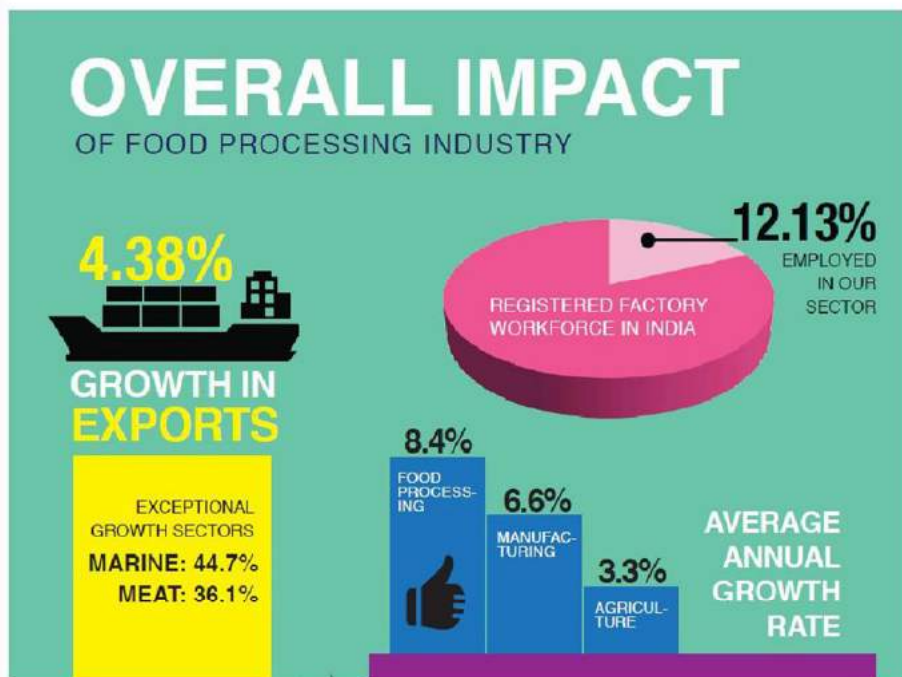
Keeping in view the huge potential available for processing by organized sector, the axing of crucial plans like NMFP has not gone down well with the Industry, which was banking upon PM's pet-project of 'Make in India' for announcement of huge tax breaks like

- ₹ Repeal of MAT on SEZ to spur manufacturing - remains the same or increased,
- ₹ On interest costs - no announcement of any reduction or special schemes for subversion



- ₹ Archaic labor laws - reforms being still in pipeline
 - ₹ Across the board service tax increase - would increase costs further.
- (Source: <http://www.fbnnews.com/article/detnews.asp?articleid=36913§ionid=1>)

The processed food industry has clocked a growth of 15.7% in 2012 with a CAGR of 7.1% (base year 2004-2005). (For more information, please visit <http://www.ibef.org/industry/food-industry-presentation>).



The estimates and demands of food products in India for FY2015 (expected) is:

1. Soft and Aerated Drinks – 479 million cases
2. Dairy whiteners and creamers – 450 MT
3. Confectioner items – USD 750 million
4. Fruit Juices and concentrates – USD 227 million

India has a huge potential on account of:

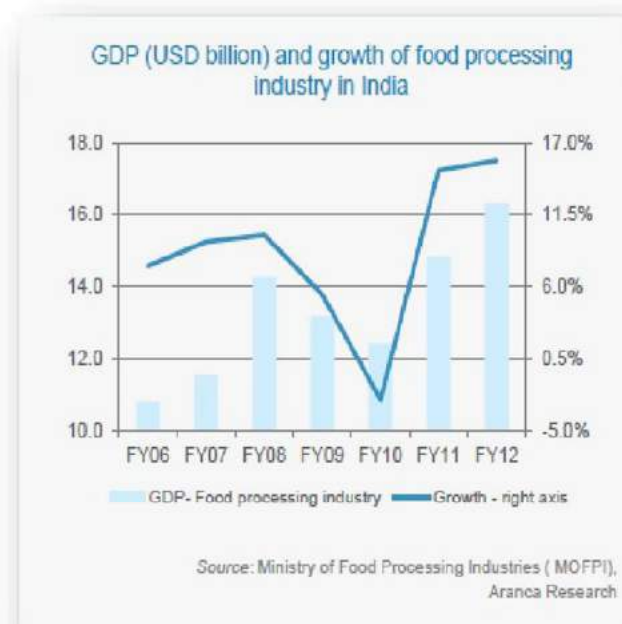
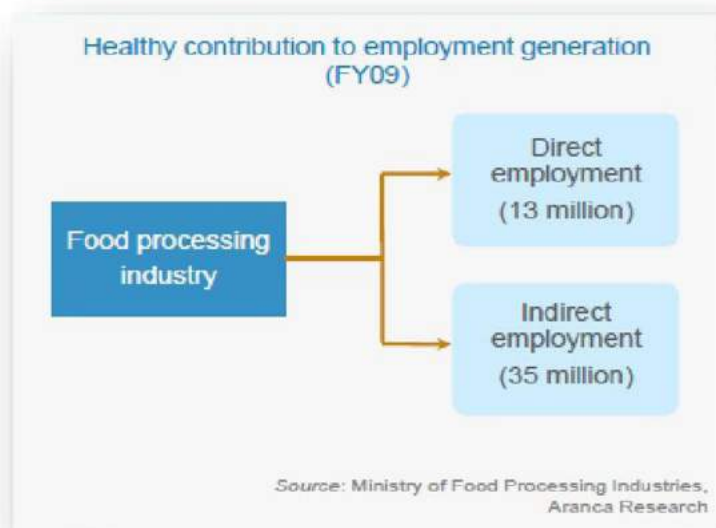
1. **Strong growth in demand for processed food**
 - a. Nuclear families
 - b. Urbanization
 - c. Rising disposable incomes
 - d. Demographic advantage
2. **Investment hub**
3. **Geographical Advantage**

Diversity of agro-climatic conditions, abundant livestock, cost competitiveness

4. Policy initiatives

- a. Allocation of funds for 42 Mega Food Parks, 138 cold chain projects and 50 abattoirs
- b. Irradiation facilities for horticultural produce
- c. Excise duty on machinery reduced from 10% to 6%
- d. Rs.2000 crores special corpus in NABARD for affordable credit to food processing units to be set-up in designated Food Parks.

(For further reading: <http://www.mofpi.nic.in/writereaddata/ebook.pdf>)



Recently, addressing the concerns of an industry led delegation about the possible diversion of funds under NMFP by States, the Union Minister for Food Processing Industries, Ms. Harsimrat Kaur, assured that Centre would monitor NMFP funds “if required.”

(Visit <http://www.fnbnews.com/article/detnews.asp?articleid=37071§ionid=23>).

If the government wishes to fulfil its dream of equitable -development- of-all, it can no longer afford the luxury to turn a blind eye towards the Food Processing Industry. For now, some anxious wait for Food Processers seems to be very much on the cards.

FOOD PROCESSING IS INDIA'S SOLUTION TO
REDUCE WASTAGE
REDUCE INFLATION
LET'S MAXIMISE OUR FOOD POTENTIAL

WTF! What the Food?



GRAB THE GRUBS

WHY GRUBS ON YOUR PLATE?

- Entomophagy is the practice of **consumption of insects by humans**.
- Practised in many countries around the world such as parts of Asia, Africa and Latin America.
- Insects have always been a part of human diet and they supplement the diet of approximately 200 crore people globally. During the rainy season, people in Central African Republic eat on an average of 42 caterpillars a day.
- It is estimated that by 2050, over 9 billion people will need to be fed.
- As per FAO: Eating insects helps combat world hunger and also fight against pollution and poverty.
- Insect rearing utilizes less space, water, feed and reduces green house gases and ammonia emission resulting in lower carbon footprint.
- The Conference on **"Insect to Feed the World"** (May 2014) had 450 participants from 45 countries. On the sidelines of this conference, on a quarterly basis, the **"Journal of Insects as Food and Feed"** was launched recently.

Wanna Grab it??

YES!!!!!!....but why?? ...because

- Stink bugs have an apple flavour, Red Agave worms are spicy, Ants are sweet and nutty, Tree worm gives pork flavour and Beetles can be roasted over coals and eaten like popcorn while bee brood tastes like peanuts or almonds.
- 1900 species of insects have been identified as human food.
- There are no known cases of transmission of diseases or parasites to humans from the consumption of insects (based on the presumption that insects are being handled in the same sanitary conditions as food commodities).
- 80% of Cricket is edible and requires 12 times less feed than cattle to produce the same amount of protein.
- Nutritionally abundant in elements like all the 9 essential amino acids, Magnesium is 5 times higher than in beef, Iron is 3 times higher than in meat and 15% higher than in spinach, and Vitamin B12 is as high as fish.
- PUFA content is as high as 77.5%. It also contains both Omega-3 which is found to reduce heart risk by 22%.
- Considered to be a more humane method of processing.
- Reared free of any chemicals, antibiotics and hormones- hence it is organic.
- More than 30 companies such as Bitty and Exo are already utilizing cricket flour in their products like cookies and energy bars.
- Utilization of waste: Insects can be fed on organic side streams, such as human and animal waste.

Nope!!!!

- Thiaminase enzyme present in Cricket is heat stable and hence found to interfere with the metabolic pathways in the body. It is also rich in anti nutritional factors such as saponin and oxalates.
- Aesthetic appeal may be unacceptable for the first timers.

Are you ready for it?

Six legged meat on your plate is waiting for you and your future generations, it is now time to decide whether you would want to grab the grubs.

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CLASS ROOM INAUGURATION:

To begin with, on 23rd March 2015 we had the inaugural function of our M.Sc. classrooms in the magnificent Cheluvamba palace by Prof. Ram Rajasekharan (Director, CSIR-CFTRI), followed by the release of the M.Sc. handbook which provides information regarding the course curriculum, fee structure and the numerous scholarships being offered to the students among others. This was witnessed by an august gathering of both scientists and students alike. The classrooms have been modernized with advanced facilities such as smart boards with workstations and an Online Attendance Portal (Vidyarthi Prabhandhan). We are pleased to thank Mr. A. Srinivas (M.Sc. Coordinator) and staff of HRD who are responsible for the modernization.



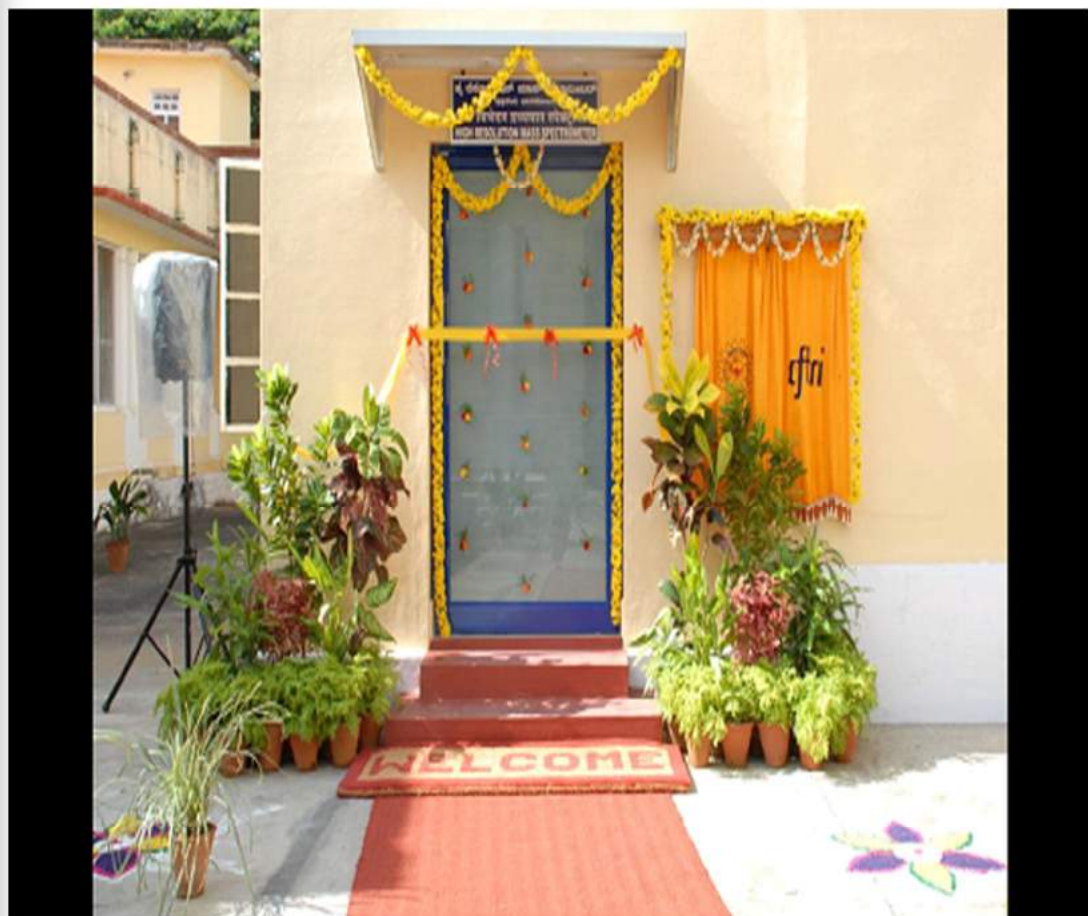
RANG BARSE

On 7th March, 2015 as the hostel boarders leisurely headed towards the mess for their breakfast, the entrance was lined with plate fulls of different colors, buckets filled with dirty water and people toiling with spades in their hands to prepare the muddy pit for the day. And why not, it was the day of the Holi celebration "RANG BARSE" organized by the IFT Club. Soon there was music in the air and the crazy celebrations began. Not a single person was spared from being pushed into the muddy pit. There were colors, water balloons, *pichkaris*, music, dance, fun, masti and what not – there was all that the students needed to reach a state of frenzy. Refreshing cold drinks and snacks were also a part of the celebration which kept up the energy levels of the peppy crowd right till noon. Exuberant celebrations at CFTRI will always be cherished for the years to come.



INAUGURATION OF HIGH RESOLUTION MASS SPECTROMETER FACILITY

Adding yet another feather in its cap, the Central Instrumentation Facility and Services (CIFS) had added a new facility, a High Resolution Mass Spectrometer facility, to its arsenal. The facility was inaugurated by Prof. G. Padmanabhan (Chairman- Research Council of CFTRI) on 10th April, 2015. Hon'ble Director, scientists and students were witness to the inaugural.



CONVOCATION OF CEREAL KILLERS (MSC. 2012-14 BATCH)

The MSc. Food Technology (2012-14) batch had their convocation held on 17th April, 2015 at the University of Mysore. The atmosphere livened up as our beloved seniors rejoined us at the campus. For them convocation was not just an occasion where they received their degrees but it was an event to get back to their alma mater, and for a short while, relive the bonhomie of the campus. And as usual it all ended up with a lovely gathering and sumptuous dinner at THE QUORUM, Mysuru.



BE A BETTER MANAGER

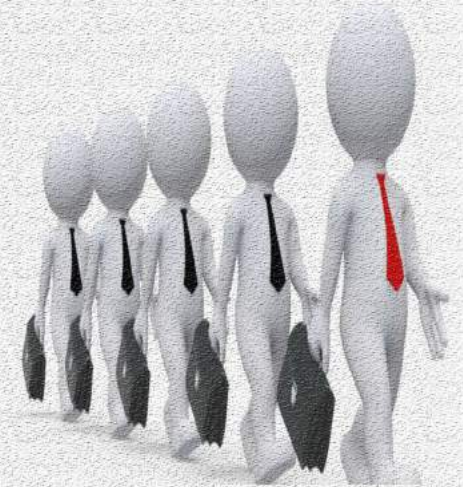
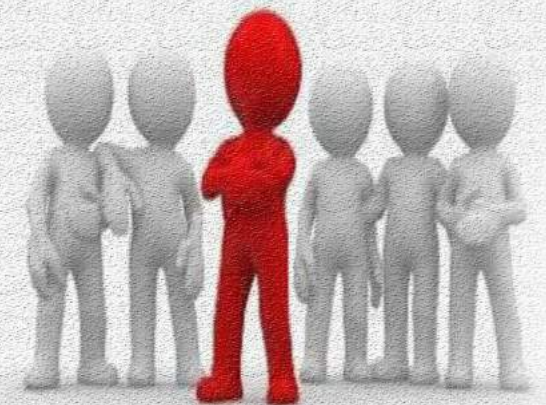
Got a team to manage? Have deadlines to meet? In a dilemma? Definitely you will find a solution after this...

To effectively manage a team having different kind of people, of different interests, different age groups and sometimes even different backgrounds, we need to know their character, or the way they are going to react to a certain problem, and this is where the organizational behavior studies come into picture. I am pretty sure that we will all be in need of these even in your day-to-day life, not just in your work place but also with your family members.

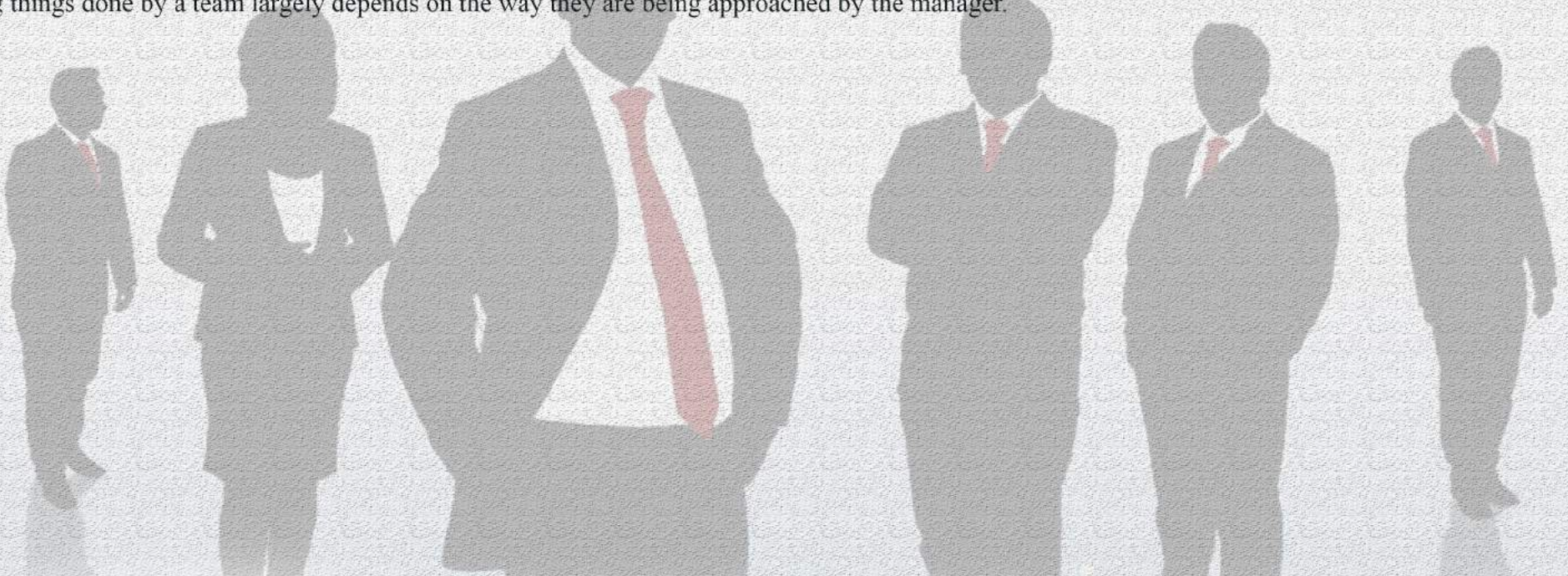
Scientifically speaking, Organizational Behavior is the study of the way people interact within groups. Normally this study is applied in an attempt to create more efficient business organizations. The central idea of the study of organizational behavior is that a scientific approach can be applied for the better management of workers. Organizational behavior theories are used for human resource purposes to maximize the output from individual group members.

No two individuals are likely to behave in the same manner in a particular work situation. It is the predictability of a manager about the expected behaviour of an individual that decides the best result. Managers under which an individual is working should be able to explain, predict, evaluate and modify human behaviour that will largely depend upon knowledge, skill and experience of the manager in handling large group of people in diverse situations.

Henry Ford, Henry Fayol and Frederick W. Taylor, the early management pioneers, recognized the behavioral side of management. However, they did not emphasize the human dimensions. Although there were varied and complex reasons for the emerging importance of behavioral approach to management, it is generally recognized that the Hawthorne studies mark the historical roots for the field of organizational behavior. The characteristics of organizational behavior are as follows



It is an inter-disciplinary approach and is heavily influenced by several other behavioral sciences and social sciences like psychology, Sociology and anthropology. The concepts like learning, perception, attitude, motivation etc is borrowed from psychology, sociology and anthropology. An individuals behaviour can be analyzed keeping in view his psychological framework, interpersonal-orientation, group influence and social and cultural factors; Thus, individuals nature is quite complex and organizational behaviour by applying various approaches tries to find solutions for this complexity. In short the effectiveness of management and getting things done by a team largely depends on the way they are being approached by the manager.



A walk down the Gulmohar lane...



As I anxiously fidgeted with the hem of my cape I was painfully aware of the sad yet only truth that like a limited edition Easter egg, my highly gratifying two years at CFTRI too was now a mere verse in my psalm of life. Every step put forth to receive my post-grad certificate brought back a whirlpool of memoirs treasured close to my heart etched in the sands of time, never to fade away. As we huddled close for one last family photograph in lamentation, I looked beyond my shoulder to see my guardian look back at me with pride. My vision blurred as I stared at the exquisite architecture of the palace, all those closed windows that now looked all the more ghoulish and the tri-coloured fabric that robustly swayed in its full glory,

The same flag that made my heart swell with pride every time I walked towards the mansion, some mornings in frenzy rushing for classes whilst evenings in leisure strolling around campus at dusk.

Reminiscences is all I have engraved deeply in the crooks of my mind. Even though years may pass by those instances seem strikingly familiar yet surreal. Whether it is the whiff of earthiness wafting through the air as you walk past the gardens belonging to the Cheluvamba palace, the shrine of the Chamundi temple on the crest of the hills seen as a mere silhouette yet instilling remarkable faith and hope, the marvellous strokes painted in Almighty's very own canvas at dawn and dusk leaving you spellbound or the celebration of each festival with equal panache and the very spirit of joy, the numerous outings with seniors, zillion placement treats, hostel parties or the roller-coaster ride at the intro's, these days at Central Food Technological Research Institute once departed will by no means return and will incessantly dwell in a special place in our hearts.

Since the initiation of the course in 1964, this campus holds a reservoir of memories- a part of their lives left behind, of several people who yearn to once again step foot into their second home. However days spent residing in the campus are ephemeral and once you hop onto the bandwagon of being an Alma mater, learning about the life at CFTRI, the latest advancements and additional events occurring in the institute, recruitments and the general buzz in the campus- the 'Kampus Khabar' is just a far-fetched dream.

With immense pride and happiness, we are pleased to unveil the first edition of 'Abhyuday', an E- newsletter for reconnecting with the Alumni of Central Food Technological Research Institute, Mysuru. Whilst numerous activities being hosted and conducted at CFTRI, 'Abhyuday' was born with the objective of rekindling our connections with the Alma mater and also keep ourselves abreast with the latest news and happenings of our industry. However the newsletter would be incomplete without your presence. We hereby invite our entire Alma mater to enthusiastically participate by showing your presence under this segment, the Alumn Column.

We would love to hear articles recounting your experiences of your life after CFTRI, your industrial experiences or those lost days back here in Mysuru, about your friendships, dedications, excursions, hook-up's or break-up's or on any other allied themes in not more than 750 words. We welcome contributions in any form, be it exclusive photographs (pixel size) from the past bringing back memories of your batch or if you truly have a knack for photography here is the platform to showcase it! This is also a platform to showcase all your painting and drawing skills as well as your poetry and shayari's so bring it on for the world to see. We humbly request you to give us all a chance to know you better, so it's time to don the thinking hat and explore the creative side in you.

We look forward to reading your valuable contributions at alumncolumn.abhyuday@gmail.com at the earliest. Also, kindly affix a passport size photograph of yourself along with your name, state of domicile and year of passing. Feedback in any form be it your critics, suggestions or appreciation can also be mailed to the same. We would love to hear from you, till then,

We Meet to Part, And Part to Meet Again!



PLACEMENTS

January-April 2015

The Alumn Column congratulates the following students of M.Sc. Food Technology, Batch 2013-15, for their placements and wishes them a bright future!



Reenu George



Salunkhe Shreyas
Balasaheb

BUNGE INDIA PVT. LTD.



Siddharth Sharan



Ankoti Ghosh



Faisal I.

VKL SEASONING PVT. LTD.



Paramveer Singh
Dhindsa

NESTLE INDIA LIMITED



Paridhi Jain



Khuswantsinh P.
Rathod



Ashwini S. Dev

ITC LIMITED



Bonita Reema Aranha



Alok Kumar Singh

UNITED BREWERIES LIMITED



Surabhi Yadav

HEINZ INDIA PVT. LTD.

1.



2.



Connect the DOTS

3.

Can you guess it right?

“THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG” is considered to be the shortest sentence that includes all the letters of the alphabet.

Nevertheless, alcohol lovers came up with one of their own.

What is it? (Hints: Travelling, drinking and quantity)

4.

Baker's dozen?

Bread and **Ale** were regulated by law in Britain in 13th century by a legendary statute, which is the reason why a baker's dozen is 13 instead of being 12.

Can you name that statute?

Answers

1. Deepinder Goyal, the founder of Zomato, an IIT-Delhi alumnus
2. Kopi Luwak, the world's costliest drink sold for \$600 per pound which obtained from excreta of Asian civets
3. "PACK MY BOX WITH FIVE DOZEN LIQUOR JUGS"
4. Assize of Bread and Ale statute, 13th century

The Abhyuday Team

Ashwini S. Dev (Editor-in-Chief)

Design Team

Siddharth Sharan (Design Head)

Aakriti

Aswathi S. L.

Kosana Anjani Chakradhar

Muralidhar Karnam

Pallavi Shriyan

Industry Buzz

Paridhi Jain (Head)

Faisal Ismail

Priyanka Rathi

WTF!

Bonita Reema Aranha (Head)

Khushvantsinh P. Rathod (Head)

Aakriti

Himanshu

Jyoti Anand

Kampus Khabhar

Surabhi Yadav (Head)

Bhupender Saini

Gautam Patekar Bhaskar

Karan Arora



Cover Story

Kosana Anjani Chakradhar (Head)

Pallavi Shriyan

Career Corner

Aswathi S. L. (Head)

Muralidhar Karnam

Alumn Column

Salunkhe Shreyas Balasaheb (Head)

Ankoti Ghosh

Dangre Samarth Vidyadhar

Pallavi Shriyan

Games

Kosana Anjani Chakradhar