13th Edition

Nov - Dec '16

Abhyuday

Sugar and fat are the new smoking

From the Vaults

Photograph of the month

This Issue

Words from the Editor's desk...

"Every story has an ending
But in life, every ending
Is just a new beginning..."

As we reminiscence the moments that have flown by, a year has passed by, a calendar full of mirth, seasons of festivities, a twelve month period to pursue things with alacrity and a year to learn from our mistakes.

Dear CFTRIan, we proudly present you the last edition of Abhyuday for the year-2016.

Are we eating healthy at parties? Has the government put forward the right steps for curbing this silent epidemic? Dive into your **Cover Story** to know about the new health menace that we are knowingly or unknowingly a part of.

Glance through the **Industry Buzz** for the latest news and updates in the food industry.

Help yourselves in **What The Food- WTF** section which will take you through an interesting topic!!!
We hope it is hangover free
Because it's Alcoholic Tea!!!

Tour through **Kampus Khabar** which takes you through our lens to know more about the recent happenings in the campus.

It is the age of start-ups. We have another story to engage you dear reader. We present you the **Career Corner** to know about the journey and success story of a 12 member team.
A lot of things can happen over a cup of chai !!

Speaking of chai, when in campus do you enjoy the evening serenity of our campus at tea time? We have that picturesque moment captured for you to relive your golden days in the **Photograph of the month**!

Reminiscing about the life in CFTRI is special. Come, traverse with us down the memory lane of our alma mater in **Alumn Column.**

Every year a group of 26 people- 'The chosen Ones' from around the country come to have the best times of their lives at CFTRI. Discover about the lives of the 'Zeal Fosters' in **From The Vaults**!!

'The only source of knowledge is experience' – Albert Einstein. Skim through the revered **Experience Talks** section for some insights about the life in the food industry.

Are you a foodie? Do you love to gorge on different cuisines? If so, refresh yourselves at our **Games** corner which contains a quiz on various cuisines from across the globe.

'You don't have to be great to start, but you have to start to be great' quoted by Zig Ziglar, a motivational speaker is apt for our placement drive which commenced in November. We extend our hearty congratulations to all those who have been placed and warm wishes for everyone in the coming year!!

A new chapter is starting in your life.
Remember life is an adventure...
To explore whilst you have fun!
It's time to live your life...
It's time for change..
Go...Go for it!!

Leave the sorrows, pain and sadness behind
And let's welcome the brand new year
With a Smile
Wishing you a happy and prosperous New Year dear reader,

Regards
Jibin

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About Abhyuday.....

Emerging as a pioneer in food research in 1950 and continuing to provide an impetus to the food and allied sectors, CFTRI is the backbone of food-based scientific as well as industrial developments in India. The genesis of Abhyuday owes itself to the heritage that was created by the great minds that have been a part of this institution ever since the beginning and emerged from here as successful individuals spreading the glory of this place far and wide.

Abhyuday is a Sanskrit word which means beginning or awakening...

Awakening for re-inventing the vigour and strength by breaking away from the shackles of mediocrity and sombreness...Awakening for being the change and leading the way...

The e-newsletter, it is expected, would try and achieve its goal of promoting dissemination of the right and benign knowledge and act like an umbilical cord that would keep us connected to our mother institution.

Industry Buzz will include the past months developments in food industry viz. M&A, new product launches, new market entrants, market reviews, inventions and innovations etc.The Cover-Story will track one most important development of the month in the food industry with a detailed analysis from all the quarters.What The Food! will shed light on the interesting and lesser known facts about food.Kampus Khabar will attempt to track the campus news, developments, conference and seminars, tech-talks by our alumni.Career Corner would be the space where articles related to interpersonal and communication skill development, interview etiquette, CV writing skills etc. would be stressed.

The most exclusive of all the sections would be the Alumn Column which will feature technical articles, literary and artistic works, tweets and blogposts, creative and memorable contributions by our distinguished alumni. Also, we shall run a feature on one prominent CFTRIan 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.

INDUSTRIAL BUZZ

1.Indian food processing industry & consumers affected by demonetization

In a bid to curb black money and encourage a cashless economy, the government of India implemented demonetization, whose impact is being felt by the food processing industry and consumers alike.
This has led to a change in the expenditure by consumers. As a result, they prefer to purchase essential items. This, in turn, has led to the reduction in the number of orders by the companies due to the dip in sales to the tune of up to 40 per cent.
The supply chain, which includes transportation, has been disturbed, and cash crunch is also making the industry nervous. However, experts are of the opinion that this is a short-term effect

http://www.fnbnews.com/Policy-Regulations/indian-food-processing-industry--consumers-affected-by-demonetisation-39966

2. Fingerlix launches multigrain idli, dosa batter, biryani mix & paratha

Fingerlix, the ready-to-cook food solutions brand, launched three new products - multigrain idli and dosa batter, biryani mix and whole-wheat lachha paratha.
The multigrain idli-dosa batter comprises ragi, jowar, bajra, poha and methi, which makes idlis and dosas very flavourful. The whole-wheat lachha paratha is high in fibre.
Fingerlix's biryani mix has the right combination of spices and condiments. All one has to do is add rice, meat or vegetables.
http://www.fnbnews.com/Food-Processing/fingerlix-launches-multigrain-idli-dosa-batter-biryani-mix--paratha-39944

3. Monsanto announces formation, 1st meeting of Carbon-Neutral Collaborative.

To highlight the role modern agriculture can play in mitigating greenhouse gas (GHG) emissions; Monsanto announced the formation and first meeting of the Carbon-Neutral Collaborative, a consortium of experts on agricultural greenhouse gases.
The Collaborative will help develop a framework for agricultural GHG accounting and advise the company on its commitment to become carbon-neutral by 2021. "Since last year, we've been energized and inspired by the productive discussions and efforts around climate change from the many stakeholders involved, especially our farmer customers who are the ultimate stewards of the land," said Brett Begemann, president and chief operating officer, Monsanto.
"While the problem of climate change is incredibly complex with many regional differences, the contributions over the past year - by some of the strongest leaders in agricultural and environmental science - are very promising," he added.

http://www.fnbnews.com/Agriculture/monsanto-announces-formation-1st-meeting-of-carbonneutral-collaborative-39870

4. MobiKwik ties up with Amul for cashless payments at three lakh outlet

In the wake of demonetization and cash crunch, mobile wallet major MobiKwik tied up with dairy cooperative Amul.
The association will help the latter's customers make cashless payments at 7,000 Amul outlets and three lakh Amul Multi brand outlets and retailers across India.
R S Sodhi, managing director, Gujarat Cooperative Milk Marketing Federation Ltd (which markets Amul), said, "In today's less cash economy, through this pan-India initiative, we shall be accepting payments with MobiKwik wallet, from our millions of consumers to our more than three lakh retailers and 7,000 dealers of milk and dairy products." "This will help us provide remunerative and quick returns to our 3.6 million farmers or milk producers, whose livelihood depends upon the sale of milk to the Amul cooperative structure," he added.

http://www.fnbnews.com/Dairy-Products/mobikwik-ties-up-with-amul-for-cashless-payments-at-three-lakh-outlets-39943

INDUSTRIAL BUZZ

5. Hershey India launches Brookside, combination of dark chocolate & fruit.

Hershey India Pvt Ltd marked its foray into the premium range of chocolates with the launch of Brookside, a combination of dark cocoa-rich chocolate on the outside and fruit flavours on the inside.
It is an addition to the new products launched by the company this year. They include Hershey's Milk Booster, Hershey's Milk Shakes and Hershey's Spreads.
Brookside will be available in three fruit flavours - blueberry and acai, raspberry and goji and pomegranate.
Priced at Rs 50 for a 33.3g single-consumption pouch and Rs 140 for a 100g multi-consumption resealable pouch, it will be available in standee pouches at large stores in select cities in India.
Praveen Jakate, managing director, Hershey India Pvt Ltd, said, "These are exciting times for us at Hershey India."
"Over the past few months, we ventured into several attractive categories through differentiated products offering delicious taste and fortification, under the Hershey's brand,"

http://www.fnbnews.com/Snacks-Confectionery/hershey-india-launches-brookside-combination-of-dark-chocolate--fruit-39948o

6. Mac, Unilever set a green food trend

The world is increasingly opting for sustainability and "going green" has become the buzzword today. The Food & Beverages sector is no different. Many of the leading brands such as McDonald's and Unilever have ambitious programms ahead in this regard.
Both McDonald's, which is spread over 32,000 locations in 117 countries, and Unilever, that has strong presence around the globe, in association with the World Wildlife Fund (WWF) has announced programs – the Sustainable Land Management Commitment (SLMC) and Unilever Sustainable Living Plan – respectively.

http://www.fnbnews.com/Special-Reports/Mac-Unilever-set-a-green-food-trend

Cover Story

Sugar and fat are the new smoking

A party is incomplete without cold drinks or potato chips. Whether some things are there or not but a sip of cola with yummy cheesy pizzas and chips often finds their way into our bellies. Why just modern day parties, celebrating any good news with a box of sweets, jalebis and samosas have always been there in our traditions. In Indian custom, before going for any important work, we start our day with dahi and shakkar assuming that all the luck and right things would happen with us.

But knowingly or unknowingly in social gatherings or celebrations we consume a lot of free sugars (for example, sugar sweetened beverages) and additional snacks which are high in trans and saturated fats. In order to curb the intake and to protect the health of its denizens, governments in many parts of the world have imposed taxes on the new smoking categories – sugar and fat.

Normally taxes are meant to serve the purpose of fulfilling the expenses of governments. But recently imposition of taxes is being related with health concerns, dealing in per say with the consumption.

A fat tax is a surcharge put upon fattening food, beverages or on overweight individuals and aims to decrease consumption of foods that are linked to obesity. On the other side, a sugary drinks tax or a soda tax is imposed on drinks including carbonated and non-carbonated beverages, sports and energy drinks. The reason behind implementing such taxes is the hope that people will avoid risky dietary behaviors thus improving health outcomes in society.

Diabetes is a growing health concern in many countries around the world. If one were to believe the actual numbers of Indians living with diabetes, over 60 million in 2013 – is sitting on a mountain of sugar. Obesity is also a global and public health concern. The percentages of obese are raising in many developed and middle income countries. According to media reports, Union Ministry of Health has been contemplating the regulation of advertising, and increasing the tax on both junk food and sweetened beverages, and yet it is to take an actual step. Levying taxes on high calorie food items and drinks is one way to rein in consumption.

France was the first country to introduce sugar tax on soft drinks in 2012. Globally many countries like Denmark, Ireland, Mexico, Norway, South Africa, and U.K. Denmark introduced a fat tax in 2011 but revoked it by 2013 when it found consumers shopping across the border for high fat goods. Countries like Hungary, taxes foods high in sugar, salt and fat. Mexico taxes sugary drinks, breakfast cereals and sweets. In US, the scenario is such that battles are being fought over taxes on sugary drinks, although Philadelphia became the first city to introduce a soda tax.

Talking about our own country, no such taxes are being levied in India but to mark the reform, one of the southern states has imposed fat tax on junk food items. Amongst Indian states, Kerala is the first state to propose a sizeable 14.5 per cent 'fat tax' on burgers, pizzas and other junk food served in branded restaurants. Industry estimates suggest that there are 50-75 outlets of organized fast-food restaurant chains in Kerala, including global brands McDonald's, Burger King, Pizza Hut, Domino's Pizza and Subway. Kerala introduced a "fat tax" on burgers, pizzas, doughnuts and tacos served in branded restaurants. According to the National Family Health survey, the state ranks second in the number of people suffering from obesity after the northern state of Punjab in India.

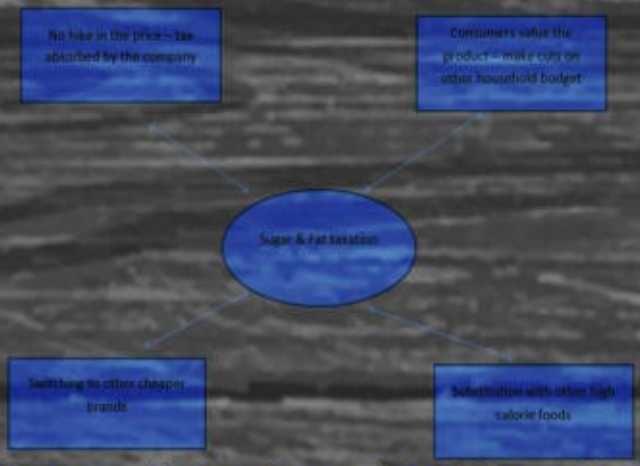
With increasing opulence, lifestyle diseases are on the rise and the government aims to check this with the fat tax. The imposition of tax has received mix reviews from different sections of the society – some appreciation and a lot of criticism. There are no second thoughts that such taxes hit hardest to the poor and even those who believe that they would 'work' (i.e. reduce obesity) predict that such alterations would work least well with people on low incomes who are least responsive with a hike in prices.

The World Health Organization's recommendation that nation's tax on sugary drinks is commendable but the needs of local communities should not be left out. It is presumed that this would result in lowering the global addiction towards sugary and fatty foods, reducing the chances of obesity, type 2-diabetes and tooth decay. In support of the taxation, Anoop Misra, Chairman, National Diabetes Obesity and Cholesterol Foundation, said that such legal and administrative options in imposition of tax would decrease obesity and diabetes in India.

Proponents of soda taxes cite the success of tobacco tax worldwide when explaining why they think these taxes on sugar and fat would work. But the real picture behind the curtains can be explained by the following figures:

Theoretical Assumption

Real Picture



Even though there exist strong presumption that sugar and fat taxes do not work, it could be urged that there is no harm in trying.

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Let's see what Santa has in store for all the alcohol and tea lovers around the world..

Here is the alcoholic tea..! What a great combination of Tea & Alcohol. Now the morning's freshness & evening's trickling insobriety is going to meet at the same time.

Tea Enriched Alcohol (T.E.A) a British spirits brand specializing in tea enriched spirits which are infused with the world's very best tea leaves ranging from Cambridge shire sugar beet to Seville orange zest, English rose petals to Sri Lankan and Assam tea.

T.E.A was founded by former journalist, Sophie Hudson and advertising Creative Director, Simon Parkin who are owners of Urban Tea Rooms- A funky Soho cocktail bar specializing in tea cocktails, where the full range of T.E.A spirits can be enjoyed in a variety of original and classic cocktails. This pioneering power couple handcraft only 120 bottles per batch.

T.E.A produces 100% natural, gluten free Earl Grey Gin, Jasmine Gin, Earl Grey Vodka and Jasmine Vodka using only the finest tea and botanicals like bergamot oil, bay leaf, coriander, angelica root and juniperwhich ensure a signature velvety taste that works exceptionally both independently or combined.

T.E.A produces Vodka, Gin and cocktails. The Earl Grey Vodka is one of the best vodkas in the world which is enriched only with the finest Earl Grey Tea and natural Bergamot oil which worth more than its weight in gold.

Enjoy this delicious drink in the hot summer which really soothe your mind.

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KAMPUS KHABAR

Diwali Celebrations

The festival of lights was celebrated on 30th October by MSc students. The entire Hostel campus was decorated with Rangoli and Diyas. Celebrations included Lakshmi puja held at 7pm in IFT club. Invocations were prayed to Goddess Lakshmi and thereafter sweets were distributed to everyone. This was followed by bursting crackers and DJ.

The next day Kung Food Pandas and Incr'Ediblez 30 gathered for lunch at Empire restaurant which was sponsored by IFT club

85th Annual Meeting of Society of Biological Chemists

The 85th Annual Meeting of the Society of Biological Chemists was held at CFTRI from 21st to 24th November 2016. The meeting focused on Innovations in Biological Research on Health and Disease. The three days involved various poster presentations and lectures on topics related to Health and Disease.

The cultural program held on 24th November saw various regional dance performances by the MSc. Students.

Convocation

Convocation for the batch of 2014-16, the Fab Foodies was held on 13th December 2016 at Mysore University. K.A Chakhradhar was felicitated with the gold medal for the batch of 2014-16. The Fab Foodies treated their juniors to a gala night at the Quorum Hotel on 12th December 2016. It was a fun-filled evening, loaded with interactions between the three generations of CFTRIans adding to the dance, music, enactments and not to forget, good food!

Christmas

On Christmas eve, Kung Food Pandas and Incr'ediblez 30 gathered together and attended the Christmas Eve mass at midnight. Further celebrations of the birth of Jesus Christ were undertaken in the morning of Christmas Day by decorating the Christmas crib, followed by entertaining games in the evening where everyone turned up and had a roaring time. Next came, the Christmas cake cutting, which was relished by everyone and then it was time for some dance and music.

CAREER CORNER

Healthiest habits of food consumption might not apply to all, as we tend to munch on things during boredom, watching a movie, chatting with friends, and at times when we are angry too. We tend to eat a lot of snacks knowing their consequences on our health; still we can't help this craving. Understanding this love –hate relationship of snacks initiated a Chennai based start-up "SNACKEXPERTS" that intends to swap …out unhealthy cravings with delicious snacks packed with dollops of nutrition. Sounds (or rather tastes) healthy

A subscription based pre-paid service; Snackexperts is a web based snack delivery platform that delivers nutritious and tasty snacks right at your doorstep. They aim to introduce an array of healthy, nutritious, portion-informed and wholesome snacks to snackers who are always on the look-out for better snacking options. *Arul Murugan Palanichamy*, (an alumnus of TNAU Coimbatore) CEO & Co-founder of Snackexperts says "We ensure that the user receives the snacks box right at the doorstep within 5 days of placing the order and payment. We want to bring out snacks that could be termed safe, nutritious and delicious, at the same time as snackers did not have a choice nor can't stop it altogether". The Snackexperts team believes that if healthy snacking options are available on a platter, there is no reason why people wouldn't ".want to switch over. "We are just showing them the way

Made from locally available, fresh ingredients, all their snacks undergo only basic food processing and are devoid of margarine, shortening .agents, partially hydrogenated oils, emulsifiers and synthetic colouring agents that pose threat to one's health

At present, Snackexperts offers six categories of snacks: Sweety Retreats, Fruit nut Extravaganza, Fruits Fosterage, Scintillating Savouries, Sassy Seeds and Flapjack fairies, all offered to customer with zesty names. The team is doubly environment conscious and that made them introduce reusable boxes to deliver their snacks to users. Arul says, "We follow the Three R's – Reduce, Reuse and Recycle, at every point. Our snack boxes can be reused for several purposes like storage box, first-aid box, magazine holder, garden box. We run campaigns regularly to ".bring about an awareness of smart and healthy snacking habits amongst children, working class and the general public

The Team

Snackexperts is spearheaded by Arul Murugan Palanichamy, who co-founded the venture along with *Arun Prakash*, COO and *Mary Shamla*, CFO in 2014. Their 12-member team consists of experts in diverse areas: product innovation, marketing, design, logistics and so forth. They were lucky enough to rope in notable pundits in their ranks to mentor the venture viz. V C Karthic, Founder Director – Buzzworks Business Solutions; start-up centre Lead investor Ajeet Khurana, Former CEO – SINE – IIT Bombay; E-commerce expert Ravi Gururaj who enjoys various positions such as Product council Chair – NASSCOM, Chairman – Frictionless ventures,Co-Founder – HBS Alumni angels association and Taha .Nabee, Vice President, Sales & Distribution – Aromatan Cosmetics

Eureka! Moment

The sudden realisation that there were few options for readymade healthy snacks came one weekend when Arun Prakash, Arul Murugan and .Mary Shamla met up for chai

The trio had the idea in August 2014, and executed it in the next few months. They quit their jobs and took this up full time this year. Arul, who was working as a quality assurance manager in Dindigul, Tamil Nadu, relocated to Chennai too. The online Snackexperts store has been .up and running ever since

Snackexperts raises seed capital

The founders learnt that start-ups are not built in a day and running one is no cakewalk. While they were overflowing with ideas, it is the 'Ten Minute Million Event' in IIT Mumbai that changed their life. The event called for people with promising ideas where they hadwowed the investors with their design within an allotted time of 10 minutes. Interestingly, they were one of the two non-IIT start-ups and the only venture from South India to raise seed funding. Snackexperts raised 20 lakhs seed capital from angel investors that nurtured their start-up. The ven- .ture is currently in the early revenue stage

Early pivot into dry snacks

The team initially wanted to offer cut fruit platters, roasted lentils, and fruit salads but realised that the logistics required for perishables would complicate things, , and hence shifted focus to dry snacks. The company started with 20 to 25 items, most of which were baked snacks, but slowly added new things. Nutritionist Ranjini Raman helped them decide on recipes, making sure they did not exceed .normal diet requirements

Snackexperts currently has over 40 varieties of snacks including interesting items like ragi sev, oat and dry fruits laddus, sugarless brownies, jackfruit fritters, and various versions of flapjacks (a type of cake). It does not manufacture the snacks in-house but has tied up with over a dozen kitchens across Tamil Nadu to make the products based on its recipes

Obstacles along the way

As their snacks are made with freshly available ingredients, the shelf life can be considerably less when compared to other popular snacks out in the market. This, they believe, can be an obstacle in their road to the acme. However, Snackexperts stand by the fact that extreme processing poses serious health concerns, which is against the very principle of the venture that helps people shift to healthy snacking.

What makes them special?

To Snackexperts, customer is the king. They keep adding new items to their list, as they constantly get customer feedback. When they realise that some products don't taste as good or aren't preferred by our customers, they try and change the recipes. If they still feel that it is just not cutting it, they drop the item and introduce something else.

The snacks boxes (each weighing about 750 grams) cost Rs.699, and can be customised according to the customer's preferences. The boxes are then delivered across the country through a courier partner, but if the order is from Chennai, the founders personally deliver them

Now and the future

Though the start-up has not spent much on marketing, except for a bit on social media, they have shipped over 500 orders across the country. The team recently won Rs.10 lakh from the 'The 10-Minute Million' funding event hosted by IIT Bombay's Entrepreneurship Cell. It later raised a round of Rs.20 lakh from investors like Ajeet Khurana, Taha Nabee, VC Karthik and Ravi Gururaj. "Through our snacks, we want to make snacking a happy and a healthy habit in the society. Our first goal is to create awareness among children and youngsters and catch them young," says Arun, who, along with his team of 12 people, will be planning various 'healthy snacking' campaigns for schools and colleges across the country.

Health and delectability together in a snack box is something snackers will love to try out. Arul says "People have begun to trust us and our ideas. We see ourselves as the most trusted destination for snack lovers." Snackexperts wants their brand to be synonymous with nutritious and tasty snacks. He adds, "In the future, we want to introduce and innovate snacks that cater to specific groups like children, women, diabetics, vegans and fitness enthusiasts."

EXPERIENCE TALKS

- Ananya Das

Senior Executive - R & D at Kellogg

Q1. What difference did you feel between the atmosphere of CFTRI and that of University of Delhi?

A. I feel there is enough similarity between CFTRI & DU from an academic point of view – graduate degree being the building blocks for masters. But some features do differentiate them. For instance, while in DU we were day scholars & spent limited time with our classmates. Most of us got our first experience of hostel life during CFTRI. It was a new environment, 26 bright students - one per state with diverse cultural background…. staying together made us know each other better and the outside world too.

I have made some friends for life, learnt quite a bit from our Scientist lecturers & wisdom of our seniors.

I still remember the late night studies before the examinations, the struggle to keep our benchmate awake during class after a sleep inducing breakfast, laughter shared in canteen after evening practical classes, the carefree strolls in the Mughal garden & celebrating all festivals together. Words can't describe those two years we spent in CFTRI!

Q2. Please share some experiences about your placement drive. Do you have any tips for your juniors?

A. We looked forward to the campus placement season of our seniors as it meant pizza parties for us! Watching them get selected in reputed industries boosted our morale. But when our time came, the feeling was quite different…..

I still remember the first day of our performance! It was for the first time that we were all dressed in formal attire. The tension on everyone's face, as we sat idle waiting for the company presentation to begin, still haunts me…

Balancing our investigation experiments along with regular coursework & interview preparation had been quite hectic & nerve wrecking. Some got placed soon & some were facing continuous disappointment. But our placement cell, led by Dr. R.P. Singh sir worked hard to bring in companies, kept encouraging us & ensured 100% placement happen.

The below tips are based on my personal experience & tips shared by our seniors:

1.Before you even look at the list of companies coming to CFTRI, you should be able to comfortably articulate your skills, interests, values and accomplishments.

2.Resume: The resume is representative of the individual. It is in the best interest of the individual that enough "due diligence" is done on its preparation. Speak to seniors and take their help, if required.

3.Prepare specifically for the companies you are sitting for: Read about the organization, gather information about their recruitment procedures. Focus more on topics & your resourcefulness for the company.

4.Group discussions: Generally companies conduct group discussion. The GD is to check how the candidate behave, participate and contribute in a group. Organize mock GD among yourselves, be aware of current affairs & gather tips for GD from internet.

5.Look confident & pay attention to your communication skills: Learn to answer as succinctly as possible. If you tend to get nervous, practice a few mock interviews with your 'trusted' friends.

6.Carry 2-3 copies of your resume during interview.

7.Back To The Roots: Brush up the basic knowledge of Food Technology. Revise all the subjects 'for yourself'!

8.Pick Your Favorite Subject / Topic: Interviewers make the job easier by asking you for your favorite subject. If you haven't already decided, it'd be worth going back to all the topics and find out the one which you found the most interesting.

9.Interview (HR): All you're expected in an HR interview is to be yourself, have a smiling face, don't be over confident and be excited about the things. Don't overdo anything!

Q3.What homework should a fresher do prior to entering a food industry?

A. Frankly speaking, I feel the prepwork begins once we enter the industry. Every industry has different expectations from its 'new blood' wherein they mould & train them to cater their requirements.

However to soothe the conscience & be self-confident, I suggest to read the "About Us" page on the company website. Be aware of company's new product launches, its financial performances, new business acquisitions, key competitive players in that market segment etc.

During your final interview round, when you are given the opportunity to ask questions - do not hesitate and show how much you are already familiar with the company and your job profile. Good questions to ask will be about a typical day at the job, what qualities they look for in a prospective employee etc. Try to gauge what skills would be required for your role & acquire them.

As a fresher, be open to question & learning; soak in as much as possible. Interact with peer trainees & colleagues. Try to slot interactive discussion with your manager to communicate about your observations/learning/progress & actions required and establish trust. Most importantly, stays focused & acknowledge feedback.

Q4. How was your journey from "Technical Management Trainee" to "Manager R & D" in Britannia Industries Limited?

A. The 'Technical Management Trainee' stint is the foundation stone for my professional career. My HR & Technical manager had drafted a comprehensive module for us. We spent our time not only in the R&D Centre critically observing, enquiring & learning about the product development process, nutritional analysis, chemical tests , regulatory standards & packaging, but we were also exposed to other key functions like finance & supply chain. The finance manager was very kind & passionately briefed us through financial jargons like COGS, P&L, business performance etc.

I have vivid memories of visiting a biscuit plant for the first time. The golden baked biscuit leaping forward on the conveyer belt was a majestic sight, the sweet aroma of freshly baked cookies tantalized me; but as I approached the oven line radiating searing heat waves, I felt uneasy & fatigued too!

We also had a stint in sales & marketing. We got to shadow the sales men on their sales route, hear 'voice of consumers' in person and also look at the comparative promotion & sales strategy of our competitor companies.

In the last leg of our trainee stint, we were involved in live projects. While working together toward a common goal, I not only understood & imbibed the core values, but made some great friends &slowly became a part of the team.

To summarize, the TMT stint familiarized me with the elemental blocks of business and it was the perfect start to bridge the gap between academic & professional world. For me, it meant the transition from carefree life of college student to a responsible adult.

EXPERIENCE TALKS

Q5. Please tell us something about your role in Kellogg's India Ltd.

A. I am working in Kellogg's R&D as assistant manager. I am part of product development team, India & South East Asian emerging markets. My key projects are Innovation centric in Extruded & Flaked breakfast cereal category. In parallel, I lead the raw material specification design. My key stakeholders include marketing, manufacturing& quality; apart from business partners like flavor houses, ingredient vendors & analytical labs.

Q6. Ma'am, what's the one thing that you reckon is preventing women from achieving their goals today and how might we start to fix it?

A. Well, I don't agree.
In my opinion, it depends on the women – her perspective, priorities, aspirations & expectations from her life.
In my work experience of 4 years, I've seen 2 organizations. In both the places, I've had many female colleagues, putting their best foot forward & equally contributing towards success of a project. In-fact, the MD's of both these company are women: Vinita Bali, Ex-Britannia & Sangeeta Pendurkar, Kelloggs. We should seek inspiration from such live examples.
With focus, determination, effective planning &perseverance, we can always realize our dreams & express our potential.

Q7. How do you manage your professional and personal life simultaneously?

A. I am still working on perfecting work-life balance. I guess, it comes with conscious efforts, practice & experience. Having a boss who's more like a mentor and loving your jobs makes it easier.
Q8. How working in R&D is different from working in other departments?
A. In my career spanning 4 years, I've only had R&D experience. Though business views it as a support function, I love working in R&D and would personally prefer to never move out of this department.
I feel R&D is the heart of food industry. Be it a new product development or cost reducing exercise, R&D is indispensable. R&D gives dynamic experience, we get to use our technical knowledge to the maximum application & stay connected with latest technologies & trends in food industry.

Article collated by - Shweta and Rohan

PHOTOGRAPH
OF THE
MONTH
"THE GOLDEN
HOUR"
By
Mohith

ALUMN COLUMN

Dr. Ngaseppam Iboyaima Singh
(1987-89 Batch)

Things end. But memories last forever

Invitation for capturing memories is very tempting. The toughest part is how to keep it short. I am from Imphal (Manipur) and after completing B.Tech (Food Sciences) from Parbhani (Maharashtra), came down to CFTRI's hostel C-Block room No. 11 (now D-11) in the month of August 1987. The comparative grading system of the M.Sc. (Food Tech) Course under the University of Mysore was a quite surprise to me which made me always confined to the library as well as in the hostel room. The toughest subject in the first year was engineering drawing (Prof. Ramchandra). This course subject made me to miss the flavor of all Saturdays and Sundays for completing his massive assignments, to be submitted only on Mondays. It took a whole first semester to understand the competitiveness nature among the classmates. I was a late night study/reader and never slept before 1 A.M. and hence, got compliments or teasing from my class fellows particularly from girls (A-block-opposite to my block). So, I changed the room to No. 14 of the same block to avoid teasing from A-block. I always respected the seniors and took help from them regarding assignments, previous years' lecture notes, question papers, etc. A few of the memories during those two years were:

International Food Technology (IFT) Club:

It was in the same room of existing now. Only one TV (no cable, only one Doordarshan channel) in the room for entertainment. Sports materials for Cricket, Volleyball, Table Tennis, Badminton, etc. were kept in this TV room. Next to TV room (now alumni room) was used for Newspaper and Carom room. You may be flummoxed that the "Star of Mysore" daily newspaper was only a single A4 page paper (price: 20 paise) which will contain a list of cinema theaters/halls in the city with show timings.

I was the Sports Secretary during the second year and conducted many events like Swimming, Table Tennis, Cricket, Chess, Carom.

I introduced Prizes and Certificates for the sports tournaments and the same were distributed during the annual cultural programme (International Cultural Evening- ICE-88).

I was a two time champion in Freestyle swimming category for 100m, one time champion in Carom (instituted by Mr. Mehata, senior 86-88 batch to his father's name), and runners-up in Table Tennis.

I also took KARATE classes (martial arts) for a few staffs and ISMT students near the Sapota orchards.

We celebrated birthday parties of each student in the campus.

We also celebrated Diwali, Holi, Durga Puja, Christmas every year in the hostel complex. I always run away from Holi colours and use to hide proficiently in the room by locking the door from outside with the help of a confident sweeper.

We went to a picnic at Srirangapatna where we cooked foods. I climbed trees to collect dried branches for firewood. It was a memorable event.

International Cultural Evening (ICE-88)

We conducted ICE-88 at IFTTC Auditorium in a grand way by inviting all the graduate and post-graduate colleges located in and around Mysore city. Each participating college was given 30 minutes for their performances like songs, dances, dramas, etc. The main participants were from Mysore Medical and Dental colleges, Government Ayurveda College, All India Institute of Speech and Hearing , Maharaja College, Mahajana College, Yuvaraja colleges, St. Philomma's College, Teresian College, Mysore University, etc. Many international students also participated.

Funds etc (Rs. 10 per ticket) to the students, CFTRI staffs and students of other colleges. Another way to raise fund was to invite local hotels or restaurants or organisation for installing Food stalls near the IFTTC Auditorium during the programme. A special prize was also kept for the person who sold maximum tickets. A big prize was kept at the end of the program for this Lucky Draw so that all the audiences would sit back till the program was over.

I was on the publicity committee, and my job was to prepare enough posters (to be given== to many colleges and institutions) using only drawing papers and sketch pens. I did the job efficiently up to satisfaction.

My particular duty was to make a banner for the CFTRI Main Gate. I took the task and finished at 2 AM.

Another task was to design and finalise the certificates with Dr. Rangana's signature for the sport prize winners. All the Rolling shields and Medals were cleaned and polished and made ready for the award ceremony.

We invited all the Subject/Course Teachers and Guides along with their family in the Cultural Evening program which was followed by a Dinner. A Cultural evening was the occasion where we acknowledged and honored the tireless efforts of our teachers to mould us as a Perfect Food Technologist.

Teaching as a career

I graduated from CFTRI in August 1989 with Fruit and Vegetable Technology as the elective subject and was also awarded "Guru Joga Award" for top ranking the subject.

Worked one year in the Industry

I came back to CFTRI as a Scientist in the year December 1990

Started delivering lecture classes to my JUNIORS immediately.

Lovely to teach all the batches from 1991 till today for long 26 years.

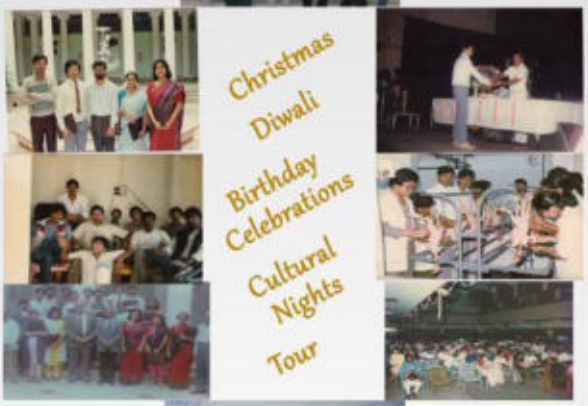
Presently, I am continuing my R&D and Teaching in CFTRI as a Senior Principal Scientist and as a Head, Fruit and Vegetable Technology Department.

"Face situation boldly-bravely & keep yourself prepared----helped farmers, entrepreneurs all through."

Salute my beloved Alma-mater, Salute my SENIORS and TEACHERS!! Cheers to JUNIORS!!

ALUMN COLUMN

Dr. Ngaseppam Iboyaima Singh
(1987-89 Batch)
Senior Principal Scientist & Head
Prof. AcSIR (Biological Science)
Department of Fruit and Vegetable Technology
CSIR-CFTRI, Mysuru



FROM THE VAULTS
RAJA
MITU
RAJPAL
SMITHA
BHAVYA
JATTA DA CHHORA
PADMA
D GANG
ANGEL
PPY
HAIDER
ZEAL FOSTERS
SALOME
MEERU
Dynasty
NS
SOME
UMA
RAJANI
AJKA DAJIBA
MANISHA
TANK
CHECHU
CHARI
DEV D
DUBAI
MAJ SIR
Evening chai
RITZ
PRABHJOT
UNLIMITED GUPSHUP
Walks
Poolside class meetings

FROM THE VAULTS

Zeal Fosters

PLACEMENTS

Nestlé India Ltd

Aditi

Jibin Balu M T

Nithya Antony

Tirupati

Hindustan Coca-Cola Beverages Private Limited

Deeksha S Shetty

Muhammad Usmad K

Swati Anand

PLACEMENTS

Kerry Ingredients

Abhishek Panwar

Dinta Sebastian

L Gopika

Tasty Bite Eatables Ltd

Bhupender Singh

Manisha Thakur

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DELICACIES FROM AROUND GLOBE

A. Caucasus kebab

B. Rabbit's legs

C. Pho Ga

D. Huarache

E. Halloumi Cheese & Watermelon

F. Donut

G. Stuffed Squid

H. Grilled Parrot Fish with Rice

1. VIETNAM
2. MEXICO
3. USA
4. ARMENIA
5. PHILLIPINES
6. HUNGARY
7. THESEYCHELLES
8. CYPRUS

ANSWERS:

1-C, 2-D, 3-F,

4-A, 5-G, 6-B,

7-H, 8-E

EDITORIAL TEAM

ALUMN COLUMN

CAREER CORNER

COVER STORY

DESIGN

GAMES

INDUSTRY BUZZ

KAMPUS KHABHAR

WHAT THE FOOD

Abhyuday wishes
all its readers a very

HAPPY
AND PROSPEROUS
NEW YEAR

Wishing you all the best things
that life has to offer in the
coming year and the years to
follow.

Abhyuday