

2nd
ANNIVERSARY
EDITION

APRIL- MAY 2017



Abhyuday

Reliving the Legacy



Halwaii

Canned ➔

➔ *Rasgulla...!?*

Rasgulla...!?



HAPPY 2ND ANNIVERSARY



Abhyuday

This 15th edition of Abhyuday is special because,

*Abhyuday is one year **older** than what it was last year;*

*Abhyuday is one year **younger** than what it can be next year;*

So, Abhyuday is at its best, now, in this year.

*That is why it is the **Present** edition*

*And a **PRESENT** for all of us...*

THE FIRST PRINT EDITION UNVEILED DURING RETRACE 2017,
THE SILVER JUBLIEE MEET OF 1990-1992 M.SC FT BATCH.



This Issue

Words from the Editor's desk...

*You dont have to be great to start,
But you have to start to be great.*

To all the distinguished readers

On behalf of team Abhyuday, humbly presenting you the SECOND ANNIVERSARY EDITION from a learner of 52nd batch of CFTRI- "IncrEDIBLEZ".

Being a photographer, while I was walking in the beautiful Gulmohar avenue I wondered, what this magnanimous campus is going to enthrone me with, along with studies. Then I started eliciting a fervent emotional string of attachment with the seniors and the esteemed alumni of CFTRI, where the tension in the string is respect given by the juniors to their elderly batches and the reverberations reciprocated as love to their juniors.

It is astonishing that even after years of their passing out, how lively is the kinship among the batches, as we still hear their names and deeds echoing in the campus. This eventually led me finding the driving force of kinship is an 8-letter word "ABHYUDAY."

This contented edition of e-news letter is going to give a fabricated discussion about Redefining Indian Traditional Foods.

Industrial buzz is roped with some glittering food tech news.

WTF is updated with the details of handy Drinkable Book.

Career corner is going to give a sneak peek regarding the Art of food styling, food needs to look yummy and visually appealing to make us crave for it., isn't!!

Alumn column is up, to show you a subtle talk with one of the most active alumni, the eager beaver, the then CFTRIian and now IIMA student, Mr. Harish U Kumar of 2012-14 CFTRIian batch.

Photo pages, down the memory lane a colloquium of CFTRI alumni photos.

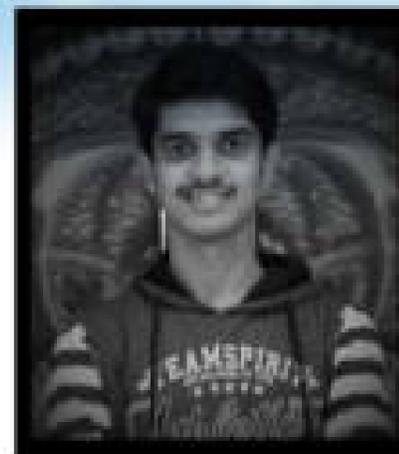
Mr. Ashok Khatri, C of 1995-97 batch, an energetic and competent businessman from Dubai is going to share his life experiences with us about what made him drive his passion towards food entrepreneurship.

At the end of this edition there is a page which cites the beginning of bright future students who chose their careers in esteemed food companies in campus placements, followed by an interesting cognitive food logo quiz.

My heartfelt appeal to all the ingenious readers, Team Abhyuday is profoundly liberal for receiving any queries, constructive criticism, insightful appreciation and information regarding the e-magazine.

To team ABHYUDAY
No matter what instrument you play in an orchestra
You are always a part of an immersive symphony .

REGARDS
MOHITH ARAVIND



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WORDS FROM THE PREVIOUS EDITORS



"It's really awesome to see that Abhyuday has come such a long way in connecting the CFTRI family. But what really impresses me is the creativity that I see on the pages. Also, CFTRI life is very occupying but working for bringing together this magazine monthly is an excellent extra-curricular in itself. It lets out our creativity, hones our time management skills and most importantly of all helps us learning to deal with deadlines and multi-task while not compromising the quality of work. I believe choosing to be a part of such an activity on a voluntary basis shows your passion for life and learning and coming out of your academic box. So congratulations to all the team members then and now for being a part of something so wonderful. I'm sure it had added a lot of value to your lives and hopefully will continue to do so for all the generations of CFTRIans to come."

- Rashmi Rana



"When we as Co-founders sat together, we had some few simple questions on our minds. How do we celebrate the rich legacy we so proudly share? How do we give a vent to the creative zeal in our people? How do we stoke those timeless & priceless memories we so preciously treasure? Out came the answer - ABHYUDAY. It's not just an e-mag. It's an inseparable part of our lives. I'm glad almost each one of us knows it or has read it. We've reaped so much love over these two splendid years that it almost feels like we were on the drawing board just yesterday. A loud shout-out to all those who are working overtime to deliver it to our doorsteps. Kudos guys! A part of me will always be in there."

- Chakradhar.K.A

"Working for Abhyuday as an Editor - In - Chief was thoroughly an enjoyable experience. Holding this position for the first time from my batch, when seniors were also around to help me out, was a bit easy task. While getting engaged with Abhyuday, I felt that an unbreakable and strong cord has developed between both of us. Truly telling, it cannot be expressed in words, the happiness that I experienced when the first successful edition of mine came out. Abhyuday has become an important part of my life. All jokes apart.....but I would rather say it's a baby which is growing and will keep on growing, with the subsequent batches. On its second anniversary, I wish it achieves great heights and hence should fulfill its purpose. Few words that come to my mind for Abhyuday are "Perhaps it's nothing, perhaps it's everything." All the best team and Jio Abhyuday Jio!"

- Aditi

"It is funny how time just slips away! It is even funny how it leaves shadows of memories while just slipping away! As I sit here to write my words for the editors page to celebrate the second anniversary of Abhyuday, I realize how much of me will be lost when I leave this wonderful place and how much I need Abhyuday to stay connected with this place. Having been a part of it I appreciate how important Abhyuday is to remind us of our blissful life here like the fresh smell of earth which reminds us of the drizzling rain. Best wishes to my juniors to carry on this glowing legacy!!"

- Nishya.A



"Abhyuday 'What does it mean to me?' Its more than a mellifluous voice of a cuckoo which reverbs and imprints a sense of tranquility. It's more than a window to peek into the flashback of the good times at CFTRI. It's much more than a time machine which reconnects the time spent at our "second home". It's a picturesque canvas in motion which makes one traverse back the good old days of short yet mirthful time spent by everyone at CFTRI. It has always been a privilege to work as an active member of Abhyuday. Abhyuday had always made me go more inquisitive about the time spent by different batches in CFTRI. To connect with the alumni, comprehend their fun filled anecdotes of birthday celebrations near the mess lawn or gossiping sessions over the slope always made me travel through time and visualise the time spent by our alumni. I had been the EIC for two editions. I was very fortunate to have a wonderful team of the experienced section heads who proficiently handled each section as well as a bunch of fresh faces-creative and smart who in no time inculcated a passionate attitude towards abhyuday. It was a learning experience for me as well since I had to coordinate the activities of different sections. The journey had been a special one indeed. And as for now I feel that Abhyuday is in safe hands."

- Jibin Bala MT



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...

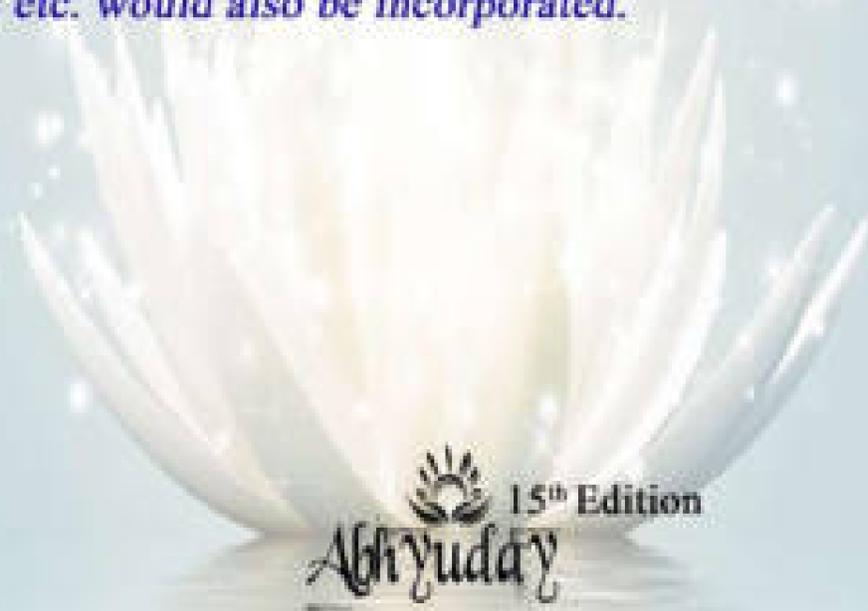
The e-newsletter, it is expected, would try and achieve its goal of promoting dissemination of the right and benign knowledge and act like an umbilical cord that would keep us connected to our mother institution.



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.





CSIR – CENTRAL FOOD TECHNOLOGICAL RESEARCH INSTITUTE

CFTRI ALUMNI ASSOCIATION



RETRACE 2K17

BACK TO THE ROOTS

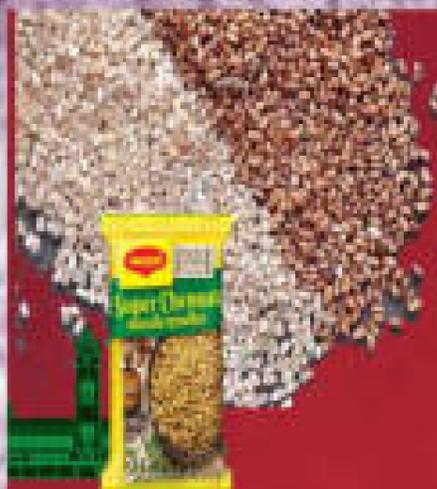
As our memories age by another year,

Its time to look back and reminisce,

On days when all seemed bright and clear,

2nd JUNE 2017

INDUSTRY BUZZ



LAUNCH

Launch of online portal by Karnataka Milk Federation

Date- 05 May, 2017

With a view to reach out to the consumers, KMF has come out with the concept of 'e-Dairy' and launched online portal under the portal 'www.edairy.co.in' where in, initially the consumers of Bangalore can order their favorite Nandini milk products and get it delivered to their doorstep and in the second phase it will be expanded to other parts of Karnataka. The e-Dairy portal can be accessed from any Android device. The above activity was opened up to consumers at KMF by the Managing Director Shri. Rakesh Singh, IAS.

The e-Dairy has its stock points across Bengaluru. The delivery is scheduled twice a day, in the morning and evening.

For more information log on to: <http://kmbnandini.coop/news/launch-online-portal-karnataka-milk-federation>

Nestlé India launches four variants of Maggi Masalas in India

Date- 02 May, 2017

Nestlé India announced the launch of its new MAGGI Masalas in India. The new range of MAGGI noodles consists of four new flavors - AmritsariAchari, MumbaiiyaChatak, Super Chennai and Bengali Jhaal. All four variants have been crafted using signature herbs and spices used in various regional cuisines of India to create mouthwatering Indian flavors with a delicious MAGGI twist. A unique MAGGI Masalas of India Noodle box has been launched, that contains 3 units each, of all the 4 flavors and is available exclusively at PayTM Mall at a price of INR 240.

Talking about the launch, Mr. Maarten Geraets, General Manager, Foods said, we are happy to introduce this new range and are confident that it will be appreciated by our loyal customers, who expect nothing but the best from Nestlé India.

For more information log on to:

<https://www.nestle.in/media/pressreleases/Nestle-India-launches-exciting-new-range-of-Noodles--MAGGI-Masalas-of-India>

CFTRI launches white & brown Teff varieties to suit Indian conditions

Date- 27 April, 2017

The Central Food Technological Research Institute (CFTRI), Mysuru the premier national food and nutrition research institute has launched its latest superfood, Teff. It has developed an agro-technology to suit Indian conditions for both white and brown varieties of Teff grains.

Being a drought-resistant crop, Teff has great potential for the nation, yielding about 200-250kg per acre. Teff can be grown in both seasons, namely Kharif (June-July) and Rabi (October-November). CFTRI plans to have workshops to sensitise farmers from across the state and help develop recipes for Teff.

Teff is a whole-grain cereal crop which is gluten-free, has high-resistant starch and low glycemic load, well-balanced protein and micronutrients, viz calcium, iron, Vitamin C and other nutrients. It is a good choice for those suffering with celiac disease, diabetes and obesity. Teff, as an ingredient, blends well into various foods like dosas, porridges, roti and gluten-free breads.

"Superfoods have the potential of helping alleviate malnutrition and help improve the health of those suffering from lifestyle-related diseases" said Prof. Ram Rajasekharan, Director, CSIR-CFTRI.

For more information log on to:

<http://www.fabnews.com/Top-News/cftri-launches-white--brown-teff-varieties-to-suit-indian-conditions-40488>

INDUSTRY BUZZ



POLICY AND REGULATIONS

GEAC gives nod to commercial production of genetically-modified mustard

Date- 12 May, 2017

The Genetic Engineering Appraisal Committee (GEAC) has approved the commercial production of genetically modified (GM) mustard, a crop which has been developed by a team of scientists from Delhi University (DU). Experts opined that this was a first step towards allowing GM crops in India. The decision has not been communicated officially yet. According to GEAC, it will now be sent to the Ministry of Environment for the final decision.

Milind Murugkar, agricultural policy analyst said, "GEAC is the highest regulatory body in India which approves GM crops for commercial release after several testings and trials. The approval given by the committee for GM mustard should be endorsed by the government."

For more information log on to:

<http://www.fnbnews.com/Top-News/geac-gives-nod-to-commercial-production-of-geneticallymodified-mustard-40562>

FSSAI panel recommends taxing junk food, banning their ads on children's channels

Date- 09 May, 2017

An expert panel set up by food regulator FSSAI has recommended additional tax on highly processed food items and sugar-laced beverages as well as a ban on advertising of junk foods on children's channels or during kids' shows on TV.

The report by the 11 member panel on 'Consumption of Fat, Sugar and Salt (FSS) and its health effects on Indian population' suggests ways to cut consumption of unhealthy food products and reduce rising burden of chronic diseases like cancer and diabetes.

Indian foods like samosas and pakoras were also included in the junk food category besides burgers, pizzas, chips and sweetened beverages.

S Jindal, president, All India Food Processors' Association, said, "Food products high in fat, sugar and salt are not a matter of regulation, but of consumer awareness. Awareness generation should begin at school in the early stages backed up by parental care and guidance".

For more information log on to:

http://www.huffingtonpost.in/2017/05/09/fssai-panel-recommends-taxing-junk-food-banning-their-ads-on-ch_a_22077007/

CAMPAIGN

India 97th on Global Hunger Index, home to 184 million undernourished

Date- 29 April, 2017

A recent Bengaluru based study conducted amongst 634 school-going children, drawn equally from the various socio-economic classes, found that up to 95 per cent could be at risk of inadequate micronutrient intake, with almost 70 per cent at risk of having insufficient intake of four or more micronutrients. The intake of nutrients that were most inadequate in the study in the southern Indian city were Vitamin A, folate, Vitamin B12 and Iron, leaving children susceptible to stunting, weakened immune systems, impaired cognitive function, anaemia, low energy levels and other devastating effects of hidden hunger.

On the Global Hunger Index 2016, India - home to 184 million undernourished people (many of them children) - ranks 97th out of the 118 nations with widespread hunger levels, faring worse in comparison to its neighbours, China (29), Nepal (72), Myanmar (75), Sri Lanka (84) and Bangladesh (90).

For more information log on to:

<http://www.fnbnews.com/Nutrition/india-97th-on-global-hunger-index-home-to-184-million-undernourished-40497>

Oilmeal export up 22% at Rs 3,178 cr in FY17

Date- 7 April, 2017

Indias oilmeal export rose by 22 per cent to Rs 3,178 crore during the last fiscal on higher sales, according to trade data.

"The total export of oilmeal during April 2016 to March 2017 in terms of quantity is reported at 18,65,757 tonnes compared to 15,29,115 tonnes during the same period of last year i.e. up by 22 per cent," Solvent Extractors Association of India (SEA) said in a statement.

In terms of value, the total earning stood at Rs 3,178 crore compared to Rs 2,600 crore in 2015-16, it added.

Out of the total exports, the country shipped soyameal the maximum at 9,16,306 tonnes worth Rs 2,235.50 crore during the financial year 2016-17.

Oilmeal export increased by 42 per cent to 1,50,773 tonnes last month compared to 1,06,122 tonnes in March 2016.

For more information log on to: <http://indiatoday.intoday.in/story/oilmeal-export-up-22-pc-at-rs-3178-cr-in-fy17/1/923102.html>

REDEFINING TRADITIONAL FOODS...

very much needed..!

The boiling of oil in a wok and the dunking of samosas in it, the crunch of sev-puri, the fragrance of pav-bhaji and the colours on a plate of dahi- bhallas, the sights and smells at a street-food shack in India are rather captivating. Traditional foods to a large extent are what holds a society together and symbolize people. The history of food is a source of knowledge about how and why food, cultures, and societies have changed over time.

Our traditional food has a glorious past which reveals its unsung stories. The Aryans who entered India between 1500 and 1000 B.C. used leafy vegetables, lentils and milk products such as yogurt and ghee along with spices such as cumin and coriander. The Greeks brought saffron to India, while the Chinese introduced tea, the most popular beverage amongst Indians. The feather to the hat was added to India's culinary heritage by people invading from Persia and Turkey after 1200 A.D. They cooked with many spices, as well as with rose water, cashews, raisins and almonds. This gave traditional foods an entirely different direction.

Indian traditional foods have witnessed a complete makeover through past centuries. But many dishes are cooked in a similar way. The usual preparations at home starts with an aromatic "tadka," which usually includes frying onion, ginger, garlic or spices such as cumin seeds in oil. Once it's done, the rest ingredients like veggies or meat pieces along with spices are then added. The dish then simmers at a low heat until the contents are cooked. At the end of the preparation, leafy herbs find their way. These herbs like green coriander do not just make the food taste tasty but also enhances its appeal. The diversity of our country has led to the genesis of an array of foods that are relished in accordance with different regions, climates, occasions and festivals and also consumed according to our moods. Food explains our cultural heritage and is recognized as functional foods. This is because of the presence of functional components such as body-healing chemicals, antioxidants, dietary fibres, and probiotics. These functional molecules help in weight management and blood sugar level balance and also provide immunity to the body.

When being interviewed, Mr. Khushwantsinh Pravinsinh Rathod (Batch 2013-15), our alumnus, currently working with Research and development department of Crave Eatables Private Limited, Gujarat said that "food is a medicine or adds on to five elements required for life. Taste is the second concern from vedic period. Ayurveda has classified foods into three main categories. Satvika foods include cooked vegetables, milk, fresh fruits and honey. Tamasika foods are those which bring out the lowest, crass qualities of human behaviour such as meat, liquor, garlic, and spicy and sour foods. Foods that give enough energy to carry out daily work are categorized as Rajsika foods."

Some traditional foods that are been processed, commercialized and can be seen on the megastore shelves are- South Indian breakfast mixes (Idli, Dosa, Upma), Indian breakfast/meals (Pulav, Dal, Dokla), Indian sweet/dessert mixes (Gulab Jamun, Jalebi, Kulfi), other mixes (Snacks mix, Beverage Mix, Porridge Mix), RTE sweets (Rasgolla, Gulab Jamun), etc.



Traditional foods are not only available in retort pouches or cans but can be relished on foreign lands. Tourists and foreign nationals, who totter around India, might be familiar with the buzzing tastes but those who do not get the chance of delving into some Indian delights in the country itself, have options to try out Indian food in their homeland.

Although not as widespread as McDonald's or Burger King, some Indian food chains are making a beeline towards foreign stations. To name a few, Saravanaa Bhavan - largest vegetarian restaurant chains in the world, Kailash Parbat - a street food outlet from Mumbai, Rajdhani, Anjappar are some of the food outlets that are not only offering bona fide recipes from Indian kitchen, but, also providing foodies from around the world opportunities to explore and develop a new palate for themselves.

Not only restaurant chains but one of the premiere institutes, Central Food Technological Research Institute, Mysore came up with a new concept of giving free technologies for small industries and budding entrepreneurs. These technologies included some of the Indian traditional foods like ready to use dosa batter, ready to use idli batter, composite ragi bread which incorporates the calcium rich millet - ragi, to enhance nutrition and fight malnutrition.

Our lifestyles are changing, food habits are redefining and with all this our incomes are surging. When comfort has taken its position at forefront and time as usual is the constraint, easy to cook and ready to use traditional foods has got the huge markets. But then also the growth of traditional foods is inevident.

What could be the possible reasons behind it? Why foods with so much of goodness and taste are still lagging? When the similar problems were enquired, Mr. Khushwantsinh said that not one but several reasons are behind the slow and meagre growth of traditional foods.

- Next generation of Ustads or Kraftsman or Halwai do not want to continue their profession. The possible reasons could be their desire to see their children in White Collar Jobs.
- Well managed research on traditional food is far behind from other western food alternatives. Western people have very less food choices so they have studied them well and commercialised properly. For example, Indian sweets like rasgulla , gulabjamun , Soan papdi and some other items are still not good as handmade ones and thus not up to the mark.
- Changing lifestyle could be the possible reason. No one wants to cook food once he/she starts earning a handsome salary. Only poor's are left with the choice of cooking food that are unaware of hygiene and nutrition, and those who are aware, are only eating.
- RTE foods are expensive and do not taste similar as the freshly prepared ones. Therefore, people either head towards junk foods that are actually bad for their health or go for having costly Indian foods in restaurants to bring down the craving of their palates.

When asked about the solutions for this grave problem, Mr. Khushwantsinh told that "a thorough amount of research is needed. Being Indian we never learned the science involved in making of chapatti, subzi ,laddu, Soan papdi, gulab jamun, beal candy, Aam panna . We didn't questioned ourselves anytime that why gulab jamun is porous? Why rasogolla is cooked in syrup? But yes, at the same time we have thoroughly learned cakes, biscuits, candy, bread, butter, chocolate, crush, cordial, very precisely in terms of their degree brix solutions, baking time - temperature combinations, melting temperature and polymorphism executed by chocolate butter and theories behind that. Why not theory of baking baati? Why not studies are being undertaken for the foods cooked in earthen pots? Why it tastes better than the normal pressure cooked ones?

"We have less time left wherein there is a need to investigate otherwise we will lose our knowledge and rich cultural values of food."

On the road to success of traditional foods, debottlenecking these factors will certainly provide an edge to Indian traditional foods in the coming future.



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WHAT THE FOOD !

THE DRINKABLE BOOK

A NEW AGE PURIFIER



Learning how to purify water from a book is old... ever thought of purifying water through the book ;) yes it is possible with the help of a new age purifier.

Dr. Theresa Dankovich from McGill University has designed "The Drinkable Boo", a low cost, simple and easily transportable paper-based filter which purifies drinking water. Recognizing the antimicrobial property of silver, she designed the book with silver impregnated pages made up of cellulose. Printed on each page with the edible ink is the information on water safety both in English and the language spoken by those living where the filter is to be used. It's both a guide of how and why you would need to clean your drinking water and also a means to do so

The book contains 25 pages and each page is made from a thick sheet of paper impregnated with silver and copper nanoparticles which kills 99.9% of microbes in tainted water that's filtered through it. Every page of book is made up of two filters, each one of which in turn being capable of cleaning up to 26 US gallons (100litres) of water. One book should reportedly be able to handle one person's water needs for four years.

To make the filter paper, it is soaked in a bath of silver ions and a chemical reduction agent. From there it is drained and the paper is heated to around 200°F for a few minutes. After that the paper filled with silver nanoparticles gets rinsed and dried again. The result is a rust orange color.

A user tears a page out of the book, slides it into the appropriate slot in the accompanying custom filter box and then pours water into the box, passing it through the purifying paper. The length of this process depends on the turbidity or number of particles in the water, but it is ready to drink as soon as it passes through the paper.

Dankovich tested these filter papers on 25 different contaminated water sources in South Africa, Ghana and Bangladesh, and found that these filters successfully remove more than 99% of bacteria.

For people in developing nations or rural locations, getting clean water may soon be as simple as opening a book and ripping a page out.

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KAMPUS KHABAR

TREASURE HUNT

A challenging and fun game of Treasure Hunt was organized on 29th April 2017. The preliminary game was conducted on Friday 28th April at 9:45 pm. People had a jubilant time playing fun games till 11 pm!

On the Hunt Day, the participants were divided into 3 teams and were given a common task to kick start the game. Whichever team completed the task first, was given the clue first.

After a lot of puzzle solving, clue search and task performance, the 3rd team i.e. consisting of Nikita, Ganesh, Pavan, Amal, Utkal, Siddhi, Vaibhavi, Chaitra found their treasure first.

The teams were given McDonald Vouchers of Rs. 500, 300 and 200 as the Treasure!

Everyone's participation in the game was charged with enthusiasm and excitement, and on the completion of the game, people happily returned to the hostel complex, physically tired yet with high spirits, and not without taking a couple of photos.!

Here's a quote to perfectly describe everyone's spirit!

"If the path be beautiful, let us not ask where it leads."
— Anatole France



SPORTS WEEK!

"Games give you a chance to excel, and if you're playing in good company you don't even mind if you lose because you had the enjoyment of the company during the course of the game."

— Gary Gygax

The CFTRI Summer Olympics 2017 started off with Carrom and Chess as the initiators.

Carrom ended with Mr. Ganesh and Mr. Nitin team as the winner.

Badminton Competition was held on 22nd April and there were 5 categories:- Women's Singles, Women's Doubles, Men's singles, Men's doubles and Mixed Doubles.

In Women's Singles, Ms. Manisha (Kung Food Pandas, 2nd year) emerged as the winner. Women's doubles saw Ms. Manisha and Ms. Aditi team, both from (Kung Food Pandas) as the winner. Men's doubles winners were Major Ashutosh Chauhan and Mr. Prathamesh (Kung Food Pandas). Mixed double's winners were Mr. Prathamesh and Ms. Aditi (Kung Food Pandas).

There are still some games left to be played, and the results of which will be displayed in the next edition.



MINISTERS' VISIT AND INAUGURATION OF ACSIR LECTURE HALL

"The doctors of the future will no longer treat the human frame with drugs, but rather will cure and prevent disease with nutrition." - Thomas Edison

On 26th April 2017, Shri. Hukm Deo Narayan Yadav, Chairman (Standing Committee on Agriculture, Govt. of India), Member of Parliament in the presence of Members of Standing Committee on Agriculture and Members of the Food Processing Industries and Prof. Ram Rajasekharan, Director, CSIR-CFTRI inaugurated the ACSIR Lecture hall. Thereafter, there was a short discussion and presentation on the significance and eventual contribution of the Nutrition Biology in addressing the health issues in India. After that, the ministers had a tour of the various departments and the CFTRI campus, an informal assessment of the work being undertaken at CFTRI.

On 27th April 2017 it was announced that, Prof. Ram Rajasekharan, Director, CSIR-CFTRI has been nominated as the Chairperson of Sectoral Technical Committee (STC) on Food and Agricultural Products of South Asian Regional Standards Organisation-SARSO (A specialized body of SAARC), in Dhaka, Bangladesh for a period of 3 years with effect from 1st March 2017.



VISITS OF ALUMNI

On 6th April 2017, Deepti S. Ma'am (2006-08) batch visited the campus. She arrived at around 5pm and had a nice chat with us, engaging us with her memories of CFTRI, and her progress in Coco-Cola, India. She treated us to ice cream and then we bade her goodbye by presenting her with a bouquet and not without taking pictures.

23rd April, Shabir Shah Sir (2006-08), Nandita B. Ma'am (2005-07) and Paramvir Singh Dhindsa (2013-15) batch came by to give us a visit. They interested us with their collective stories. Comparisons were drawn between trends that were followed by them, and which are being followed by us. They gave us a reality check on how the corporate world works, and gave us tips on tackling it. They also shared about their experience of working with Nestle. Then they treated us to a variety of puffs and cold drinks and before they left us with so many stories and experiences, photos of all of us together were captured in memory of an evening well spent.

29th April, Deepak M.D Sir (1986-88) batch visited us for a brief time. He also shared his experiences, his memories of CFTRI, drew comparisons, talked about his work and his family and also showed us some of the old pictures. It was truly delightful having him visit us and spend time sharing his experiences with us.

22nd May 2017, Prabha Kumate Ma'am (1981-83) batch visited our hostel. We had the honour of listening to her regale us with her M.Sc. stories and how it used to be back then. She shared with us, her experiences in the corporate world, about how she advocated for women empowerment and also about her life in Uganda. It was truly lovely to have her spend time with us, and her energy and enthusiasm to be back was quite infectious. We bade her goodbye with a bouquet as memento.



FOOD STYLING...

CAREER CORNER



Ever wondered how the food pictures on Magazines, TV commercials and even Restaurant Menus look so appetizing? Yet, when we make something as good, the pictures never come out even remotely close to the ones in the media. Some would attribute it to the cooking, some to the lights and background, and some to the photography. And yet, somehow it's the culmination of all these factors along with some creative ideas that makes any Food look sooo good. This culmination is *Food Styling*.

Food Styling is the art of preparing and arranging food in ways that make it photogenic. It's an area where both art and science combine. And behind every Food that is mouthwateringly styled is the hand of a Food Stylist!

"All Good Science is Art And All Good Art is Science." - John Fowles

So what exactly constitutes the work of a Food stylist and how important is it in today's world? To make food look aesthetically pleasing is no easy task. It re-quires fine cooking skills, along with some basic food science knowledge in order to apply them in making food look beautiful! Food stylists need to study the properties of the food being styled, its ingredients and the process it undergoes until it is served on a plate for the customer which includes predicting what exactly would titillate a customer's vision upon its sighting. It requires them to envision, and to bring out the mouthwateringly beautiful side of the food being photographed.



For this, they need to work on 5 principles -

- 1) KNOW YOUR STORY
- 2) KNOW YOUR AUDIENCE
- 3) KNOW YOUR SHOT
- 4) KNOW YOUR FOOD AND
- 5) KNOW YOUR PROBLEMS AND SOLUTIONS

- 1) **Know your story:** Food Stylists tend to know and also conceptualize what needs to be portrayed to the customers.
- 2) **Know your Audience:** Basically implies which segment of the consumers the food is being aimed at.
- 3) **Know your shot:** Here, the rapport between the stylist and the photographer come into play, where they mutually decide on the best frame for the food!
- 4) **Know your food:** The stylist acquaints himself/herself with the ingredients that go into making the food that is being styled and accordingly portrays it in the best possible form.
- 5) **Know your problems and solutions:** Not all foods are photogenic and even photogenic foods can fail in front of a camera, for which the



How do Food stylists achieve that perfect shape, the amazingly drool-worthy texture, and the shine (which would give even jewelers a run for their money) and not to forget the reflections of the light which give our eyes a plethora of sensations, which sets off an inescapable cascade of reactions in our brain! Or for that matter our salivary glands? ;)

Every Food Stylist uses their imagination and creativity and a sense of vicariousness to bring out the best in any food that is being shot. For this reason, Food Stylists are indispensable to the Food Industry. The World revolves around Food, so it will never be out of fashion:p, and to make Food fashionably good looking is every Food Stylist's job!

Let's check some of the creativity that Food stylists have up their sleeve:

- 1) Undercooked meat is usually used in photographs. Food loses moisture and mass when it is cooked completely and will often look much smaller or even shriveled. To avoid this, food stylists usually only cook meat until it just looks done..
- 2) Putty or wax is also used to hold food in place. This is usually placed between the food and a hard surface to keep it from tipping or rolling away.
- 3) Soap may be used to make bubbles. It is usually used to make certain drinks look bubbly and fun, and also to show froth in whipped eggs.
- 4) Clear acrylic ice cubes are used instead of regular ice cubes in drinks and for dishes like shrimp cocktail. These faux ice cubes are less messy and they don't melt in warm environments.
- 5) Dye and paint is often used to give better color. This is usually brushed on after the food has been prepared. Wood stain and shoe polish, for instance can be used to give those chickens and turkeys that golden brown "fresh from the oven" look. golden brown "fresh from the oven" look.

6) Motor oil is 'sometimes' used in place of pancake syrup, since the real thing can be rather difficult to photograph.

7) Cream or White glue may be substituted for milk in a bowl of cereal. The glue has a much thicker consistency than milk, and it prevents the cereal pieces from becoming too soggy and unattractive too early. Fast drying glue can also be used to reassemble pieces of food that are crumbled or torn.



There are many paths to a career as a professional food stylist

You might start as a photographer, or a chef, or just a housewife with an eye for good-looking food. You can add Food Styling skills to your resume by enrolling at any of the following Institutes which teach basics of Food Styling and you can add your creative skills later, on the go.

Institutes abroad include:

- **LE CORDON BLEU, LONDON:** Entry Requirements: No prior knowledge is required. Students will be required to bring along their own camera (preferably entry level digital cameras and upwards but point and shoot cameras will also be sufficient. (<https://www.cordonbleu.edu/london/food-photography-styling-course/en>)
- **THE FRENCH CULINARY INSTITUTE:** Based out of New York City, this school offers 6-month programs for plating and food styling. Certificates are awarded at the end of each session. (www.frenchculinary.com)
- **CULINARY ENTREPRENEURSHIP PROGRAM:** Classes are offered both internationally, in cities like Singapore, and in the United States' larger cities like San Francisco. (www.culinaryentrepreneurship.com)

In India

- 1) Lavonne Academy of Baking Science and Pastry Arts, Bengaluru.
- 2) IVQ Level 2 Diploma in Food Preparation (Culinary Arts)
- 3) Agnel College of food craft and culinary sciences
- 4) Goa college of hospitality and culinary education
- 5) Culinary Academy of India, Hyderabad
- 6) Tedco Education, Connaught Place, Delhi



SNAPS BY- ROHAN (MSc.Iyr)

Food Stylist Careers (WHO WILL HIRE YOU?)

Food Styling is a rather niche profession, and requires persistence and networking to climb up the ladder. More often than not, freshers either start working on their own, clicking pictures and sharing them on social networking sites and gaining followers, which will fetch them opportunities or else work under an established food stylist thereby gaining knowledge of techniques used and precautions to be taken during a shoot.

Majorly Food stylists can be hired for various Food shows on TV food channels or online YouTube channels. Eg: FoodFood, Khana Khazana, India Food Network etc., Food Magazines, Recipe books and many more. What's important is to stay informed about the latest trends within this profession by keeping an eye out for new opportunities.

Some professionals in food styling famous for their work are:

- 1) Ranveer Brar : <http://ranveerbrar.com/> (One of the most famous ones also happens to be from India!)
- 2) Julia M Usher : <http://www.jullausher.com/>
- 3) William Smith : <http://www.wsfoodstyle.com/>

In India we have:

- 1) Saba Gazliani : <http://foodphotographics.com/>
- 2) Shubhangi Dhaimade : <http://www.foodstylist.in/>
- 3) Michael Swamy : http://michaelswamy.com/best_indian_food_stylist.asp.

Food styling can be a career option for anyone who is passionate about food, has immense creative potential along with some basic Culinary science knowledge, and can readily conceptualize an idea and present it to get that picture perfect food.

ALUMN COLUMN

**HARISH UDAY KUMAR,
2012-14 BATCH**

The then CFTRIian and now student of the IIM-Ahmedabad, one of the most active Alumni, whos' FB post would be the good morning card for most of us.



1. What was your batch name & was there any story behind it?

Our batch, the 2012-2014 batch, we called ourselves "The Cereal Killers." There isn't any particular back story as to how we came up with the name. We were on the look out for a name that was related to food in some ways but quirky and provocative at the same time. We had this pitching of names that was going on on WhatsApp and someone from our batch proposed the name. I do not particularly recall as to who's suggestion it was, but all of us liked the name and we stuck with it.

2. Your memorable moment at CFTRI?

There are lot many memories that I carry from my times at CFTRI. In our batch, we had to go to the individual departments to attend the practicals. We used to have good fun during those especially Fruit & Vegetable, Oilseeds and Pulses and Food Engineering practical classes. There used to be this kind of hidden competition that used to go on which batch is going to finish with the practicals first.

Another fond memory has to do with the late night Corner House outings. Many of us in the batch were suckers for ice cream and "Death By Chocolate" especially or DBC as we called it. All of us would jump at the first moment a chance to go out arises or when any of the alumni used to visit us in campus.

3. Some funkiest gossips you ever heard/ knew about? Favorite spot in campus?

Gossips were never my cup of tea. I was and am very cautious when it comes to such things. With the serious side apart, I can lay to creating numerous link ups and connections among my batchmates to tease and make fun of. Thankfully, all of them took my sportively. Would have loved to see some of it come true though.

My favorite place in campus used to be the G Block basement room. Guess the reason! The G Block basement room had the lone LAN connection in the hostel with 10 Mbps speed. One could always find me there if there were no classes or if I was not in my room, which was D6 by the way.

4. If you are given a chance to change an experience/moment in CFTRI, which one you would like to change?

I really wouldn't like to change anything from my experience at CFTRI but for one thing, the mess food. I'm sure that my batchmates and ever batch after mine will want to agree! My Dad never liked the food during his visits and even had an interesting theory that the food is deliberately made bad. That's how bad it was!

5. How was your intro sessions and share some experience or memory regarding that?

Our intro sessions though were shortlived were full of fun incidents. I used to enjoy them a lot and frequently crack up at the jokes and plays that my batchmates used to pull off.

6. Please share something about your work that has rewarded you the best dissertation award?

My dissertation thesis was titled, "Nanodelivery of Bioactive Components for Food Applications" and was done under Dr. C Anandharamakrishnan in the Food Engineering Department. The dissertation for me was more of a passion project back then as I was fascinated by the field of nanodelivery. I had full freedom and support from my guide, some of my batch mates would call it too much of freedom. The work is pretty complex stuff to talk about in brief, but anyone interested can check it out here: <http://bit.ly/NanoDel>

7. What homework should a person do prior to entering a food industry?

To succeed in any field one has to have the passion for it. The passion can be there either before entering the industry or can light up after entering it. Without this, it would be very frustrating for anyone who wants to make a name for himself in the industry because he is never going to be love or give himself 100% to what he does.

The other important factor is the overall awareness level of the industry and the other industries that are an integral part of the food industry. It is imperative for an individual to be at the top of his game. Today the industry evolves at a much quicker that in the past. Unless a person keeps his ears to the ground, continually sharpening his skill set and updating his/her knowledge base, there is a high chance that the individual is made obsolete.

8. During your journey as a Technical Trainee in Nestle India Limited, what was the biggest challenge you faced?

There wasn't any real challenge sort of thing during my time at Nestle. The training was well structured and the expectations made clear. So one had to just follow through to deliver. The biggest challenge was perhaps managing the Maggi Crises. However, then, the challenge was not just on me but everyone in the company.

9. What special efforts should a science student put in to be a good management student?

One of the most important area is numbers. When we talk about management education we are inherently talking about running a business. A business is primarily run to make money hence it is very important for a person to know and be very good with the numbers that he/she is dealing with. Hence developing a very good quantitative skills set would require one's special efforts to succeed in management.

The other important skill set is to understand why people behave the way they behave and why they do what they do. That's all there is to management. You manage your money and you people well; everything will fall into place.

10. What was your driving force to pick management studies being a science student?

The opportunity to study something that I had inherent interest in beginning with that too at an institute like IIM Ahmedabad and better career prospects in the field were the driving force that led me to chose to management studies.

11. What is the difference between the atmosphere of CFTRI and IIM?

The differences are many. First is the batch size. In CFTRI you are a maximum of 50, both years combined. Here it is 900 for both years. More often you don't even know the name of students in your own batch. The second is the academic load. At IIMA you are required to turn in more no. of assignments in one term that what one would have turned in his entire 2 years at CFTRI. The last is level of competition. One has to compete with some of the so-called best minds in the country to find your place.



CFTRI BATCH OF 2012-14 CEREAL KILLERS

EXPERIENCE TALKS

KEEP CALM AND HIRE YOURSELF, a quote for the rising entrepreneurs. Lets have brief talk with such a motivated person, our CFTRI an, Mr. Ashok Khtari 1995-97 Batch, Co-Founder of UAE based Sai Flavours LLC.



- By Ashok Khatri
(Co-founder at Sai Flavours LLC,
United Arab Emirates)

Q1) What ignited the spark in you to start your own business venture?

Financial Independence and urge to do create something where my future generations can also rely on was one of the main driving force to start my own business venture. But if you own your own business, that's something you can pass on to the next generation. And be proud of it, because you created it.

When we started my own venture, the specialization in snack segment and helping the snack customers solve their procurement problems was also opportunity as well as reason to start a trading company specialized in snack food ingredients.

Q2) What three pieces of advice would you give to college students who want to become entrepreneurs?

Entrepreneurship for the sake of it will not land it into any major success.

Do what you love, turn a hobby into a business. Be prepared to wait at least five years before you can see the results of your hard work. You should have good business plan before finally jumping into your own venture. Food processing is still offers lot of potential and opportunities for food professionals.

One should have enough experience in corporate life before plunging in to Entrepreneurship. The best idea is to learn the rules of the business by being employed with some good organization for some time before you can finally plunge into your own business.

Q3) How will you define success?

I wouldn't say that I'm a successful entrepreneur at this point. I have an entrepreneurial mindset and a passion for entrepreneurship and have started companies, though I didn't start Path. Entrepreneurs build and start things, and how many times you can do that in your life is what defines success as an entrepreneur. One of the most important things one can do as an entrepreneur is to fail and fail often, but learn quickly and move on.

Success means different things to different people. For some people, it's about controlling their time. For others, it's about money. For me, I know I am headed in the right direction. As time goes on, I am sure the definition of success will change for me. That's just the life of an entrepreneur."

Q4) What is your favourite aspect of being an entrepreneur?

Freedom to make the world my office is best part of being an entrepreneur as well as sharing your vision and excitement for the future and seeing that manifested in the contagious passion of your employees.

Job creation is also a fulfilling part of being entrepreneur

Q5) Every business demands time. How do you manage your time?

When you have passion for what you do, the time never becomes a constraint. When we were in the initial stages before 5-6 years, I was putting 17-18 hours a day into business development as well as 20 days a month for travel and that time personal life and family was on the back stage. But now after initial set up, we have focussed on team building so that my time can be utilized for major tasks at the company. I am lucky to have my wife as business partner who understand the need of me to spend more time on the business while she makes balance between family and business.

The most important part of time management for me is prioritize the works and accordingly act. Sometimes less important works can go and back seat as you need to focus on more important task at that given time.

Q6) What difference do you feel between Indian market and middle east market?

Indian market by the sheer size is very big in comparison with the middle east market. The market in the middle east is more difficult than India as we are dealing with multi nationalities and every market is unique in terms of the taste profile and specific requirements. The middle eastern market has become more challenging now due to the political instability and low crude oil prices which is affecting the overall economy.

India is very exciting market and we cannot ignore Indian market seating outside India. At some point, I will definitely like to set up by snack seasoning manufacturing unit in India.

Q.7) You were Director of Sales at Flahuvan Trading, Dubai. How do you think sales and marketing and other fields of the company can work together?

Though sales and marketing department is driving force of any organization, the company will not be able to do well without support of the back office people, purchasing and customer service people. A lot goes into after sales activities and we need to have a good coordination between all the departments to achieve success. A team building approach is must between all the departments of the organization.

Q.8) Please share some of your memorable moments at CFTRI?

Most of my stay at CFTRI is memorable. The best hotel facility, experienced faculty or subject's experts makes our CFTRI days really worth memorable.

Block wise Diwali decoration was one of the most memorable events and I used to spend lot of time and energy on it.

Q.9) Every person has inspiration in his life that motivates him to work harder. What /Who is your inspiration?

Inspiration in life really changes from time to time. At my early stages I was following our senior in Dubai Mr. Ravi Dube who is a very successful entrepreneur in UAE. Now a day there is no specific inspiration but to expand the business and improve the business are great inspiration to keep going.

Q10) What challenges you faced as a Quality Control Executive at Star Food Industry?

Star Food Industry, Dubai was transiting from initial growth phase to growth phase and they were in the middle of setting up systems in the company. I was the first employee hired to set up quality control system. It was very big challenge to bring all the employees to follow the quality systems. In any organization, setting up the quality systems and make people follow them is most challenging task.

PLACEMENTS



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DARSHAN NM



SUPRITH HR

CHHAJED FOODS PVT. LTD., AHMEDABAD

LOGO QUIZ

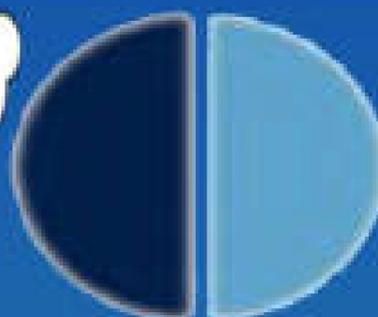
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2



3



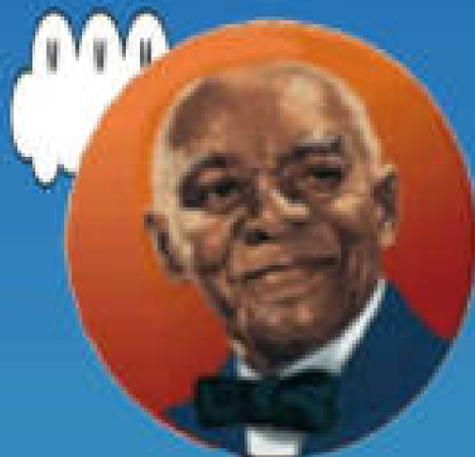
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7



8



9



10



11



12



games

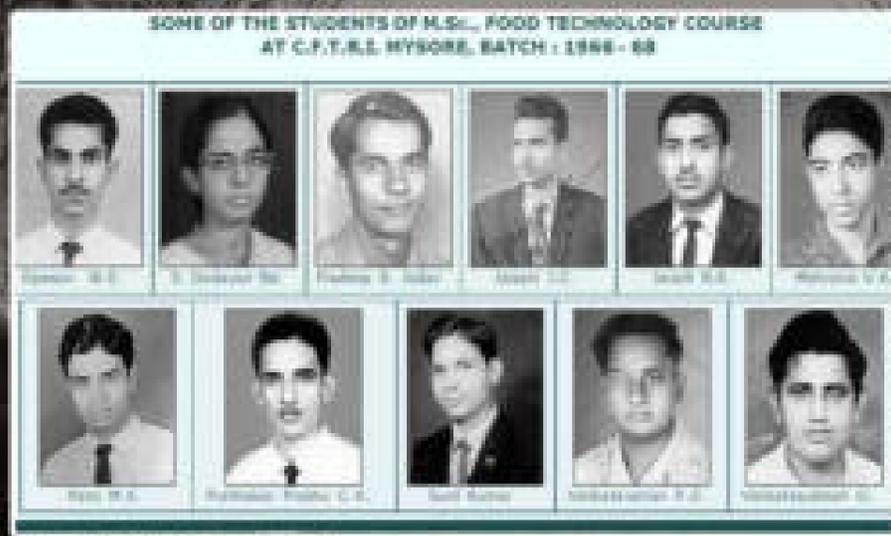
PHOTO COLLAGES

RETRACE

BACK TO THE ROOTS...LEGACY OF CFTRI



1962-1964



1966-1968



1967-1969



1968-1970



1969-1971



1970-1972



1971-1973

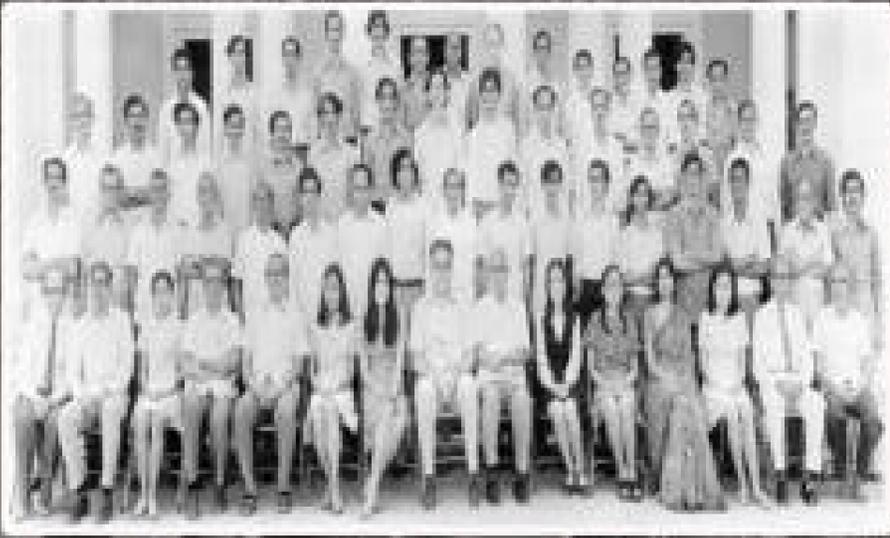


1972-1974



RETRACE

BACK TO THE ROOTS...LEGACY OF CFTRI



1974-1976



1977-1979



1978-1980



1979-1981



1979-1982



1981-1983



1986-1988



1987-1989

RETRACE

BACK TO THE ROOTS...LEGACY OF CFTRI



1989-1991



1990-1992



1992-1994



1994-1996



1996-1998



1997-1999



1998-2000



1999-2000


Abh'yuday

RETRACE

BACK TO THE ROOTS...LEGACY OF CFTRI



2000-2002



2001-2003



2002-2004



2003-2005



2005-2007



2006-2008



2007-2009

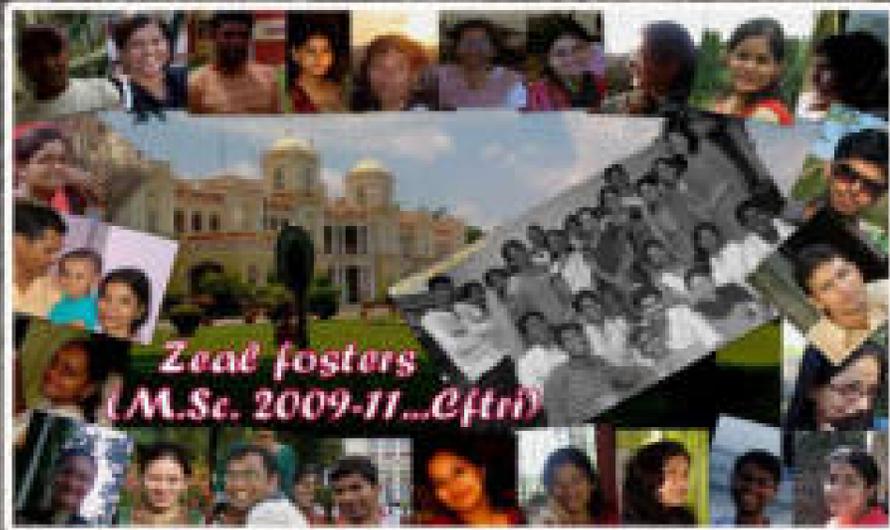


2008-2010


Abhiyuday

RETRACE

BACK TO THE ROOTS...LEGACY OF CFTRI



2009-2011



CFTRI BATCH 2010-2012

2010-2012



2011-2013



2012-2014



2013-2015



2014-2016



2015-2017



2016-2018

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