

26<sup>TH</sup> EDITION

MARCH 2021



Abh Yuday

*Reliving the Legacy*



Artificial intelligence and  
robotics revolutionizing

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BREWING

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# This Issue

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

Fresh leaves backed by old roots make an elegant tree;

New tact backed up by old principles mould righteousness;

Noble words of saints blended with art of science;

Heralds success to mankind!

-D V Gundappa

To all the distinguished readers



Team Abhyuday proudly presents the 26th edition of the magazine which is brought to you by the 55th batch of MSc Food Technology known by the name PIETHONS.

Industries across the globe have started to embrace INDUSTRY 4.0, a trend that includes automation, IoT, and machine learning systems in design and production. The 'cover story' tells you how this trend is revolutionizing brewing.

Ever heard of Huitlacoche? Don't be surprised to learn that diseased corn cobs are considered a delicacy in Mexico in the section 'what the food'.

Update yourselves with the latest policies from the apex regulatory body, FSSAI, in FSSAI policies and regulations.

'Industry buzz' throws light on how food industries are bouncing back to normalcy by the introduction of several new products. Professional challenges can be alleviated with the help of proper guidance so listen to what Mr. Vikram Vangale, one of our prestigious alumni of the batch 1999-01, has got to say about his illustrious career in 'experience talk'.

Ms. Manisha Rawat, who is an alumna of the batch 2013-15 has recalled those glorious days of yesteryear at CFTRI in 'Alumna column' which will bring a sense of reminiscence in you.

Mondelez has been in India for over seven decades. 'Food Incorporated' walks you through their new products and other ventures.

From celebrating world food day to welcoming the new batch, 'Kampus Khabar' lets you know what new normal means at CFTRI.

Punctuality is the key to success. We all have been procrastinators at some stage of our lives. 'Career corner' will educate you on how to beat procrastination.

The only way that we can freeze time is through photography. Enjoy the freeze worthy moments of CFTRI in the 'photography section'.

Give some exercise to your brain by guessing food brands by their taglines in the 'games section'.  
Have a delightful reading.

Regards  
ADITHYAN K S

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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 Khobar 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.



# Artificial intelligence and robotics revolutionizing brewing

Artificial intelligence together with its various applications have been turning the impossible into possible, lately. The ideas that may have seemed unlikely not a long time back are now actually part of our reality. Every industry today is trying to find the potential of utilizing artificial intelligence solutions in its functioning, with the hope of creating better products and offering improved services for the consumers. In fact, the demand and popularity of AI software development has also reached the brewing industry.

Over the past decade, breweries began to explore the usage of AI and automation in crafting beer. Considering the rate at which AI technology is taking over production and service sectors across the world, the integration came as no surprise. The beer market in the world is forecast to reach 710.89 billion USD (in retail prices) by 2025. In addition to contributing approximately \$116 billion to the economy in 2019, the brewing industry also sustained close to 550,000 jobs, directly and indirectly, thus making it one of the fastest-growing sources of employment and a vital element in the larger equation of economic development. In fact, from brewing to bartending, robotics and AI are gradually automating almost all processes in the beverage industry.

## IntelligentX; World's first beer brewed by Artificial Intelligence

At the dawn of automated brewing, in 2016, Rob McInerney, founder of the machine learning company, Intelligent Layer, and Hew Leith, CEO of the creative agency 10x, collaborated to form IntelligentX. This London-based firm went on to produce the world's first AI-brewed beer using an algorithm named Automated Brewing Intelligence (ABI). They released four flavours - Amber AI, Black AI, Golden AI, and Pale AI, each formulated using this algorithm. What makes this even more impressive is the active consumer feedback mechanism that runs this whole operation; consumers who taste these beers can give their opinions and suggestions to the ABI via Facebook Messenger. Interestingly, depending on the consumer feedback, these four primary flavours have already been altered and improved almost 11 times. Thus, by crowd-sourcing popular tastes, IntelligentX has evolved its initial line-up and paved the way for automating an initial process in the production of beer.



## Other breweries and manufacturers that followed the suit;

Carlsberg, the Copenhagen-based brewery, introduced their Beer Fingerprinting Project in collaboration with Microsoft, Technical University of Denmark and Aarhus University. The American brewery, Champion Brewing Company, partnered with the machine learning firm Metis Machine to create a new variety of India Pale Ale using machine learning. Apart from automation of the brewing itself, robotics and AI have enabled automation of other related activities such as bartending and serving. Today there are smartphone networking applications such as Untappd, which allows users to rate the quality of beers they are consuming, and view what their friends are drinking. The app would also suggest beverages based on user-preference. All of these advancements improve the overall experience of the consumer.

There is no denying that, in terms of product development in the brewing industry, automation is more preferable due to the speed, efficiency, and guaranteed consistency. Moreover, programmed machines eliminate the risk of human error in the manufacturing process, thus making the whole process and the end product safer than when a human resource is involved. With automation, the taste and quality of the brew remain consistent while the scale of production expands.

AI makes customization, in terms of alcohol content, flavour, colour, and aroma, and product development much more feasible and faster. Automation, to this extent, significantly reduces production cost and time consumed and thereby optimizes productivity. Automating packaging, labelling, etc. in the brewing industry would be a relief to the human workers who would otherwise have to seal each beer bottle manually and label them separately, all of which increase the chances of musculoskeletal disorders and repetitive strain injury (RSI). Also, with AI, microbreweries can effectively tackle competition and increase their production to facilitate expansion.



### Cobot: A Collaborative Robot

In Carlsberg Fredericia, although the production line was highly automated, it still required some degree of human input. This was mainly during the packaging process which needed workforce in manually carrying packaging cartons from the pallet to the magazine. This was a monotonous and strenuous task and often staff endured repetitive strain or sustained severe cuts while removing the packaging cable.

To overcome these safety concerns, the company invested in two cobots, the space-friendly UR3 and the powerful UR10. With a high payload of up to 10kg, the company uses the UR10 to pick up a stack of 10 cartons which are tied together with packaging cable. The UR3 is used to cut and dispose of the cable and the UR10 then places the stack in the magazine. Working in tandem, the cobots can handle up to 500 packaging cartons per hour, allowing Carlsberg Fredericia to alleviate and upskill its human workforce to focus on high priority tasks, such as quality control and line maintenance.

However, the cost of installing the cobots and integrating them with the existing machinery in the factory is a concern. Also, traditional brew masters are reluctant to adopt automation because it would invalidate the whole idea of hand-crafted, artisan beer, and that the essence and quality of the end product would not be the same. In spite of these challenges and concerns, and although AI in brewing is at a very nascent stage now, it is a promising prospect, considering the level of flexibility it allows.

#### References:

1. <https://www.manufacturingtomorrow.com/article/2019/11/ai-and-robotics-revolutionizing-brewing/14402/>
2. <https://www.cobottrends.com/carlsberg-cobots-safer-packaging-process/>
3. <https://www.cisin.com/coffee-break/Enterprise/can-artificial-intelligence-be-used-for-making-better-beer.html>

# **INDUSTRY BUZZ...**



## **1. Aquatein launches India's first protein-rich water to help enriching a healthy lifestyle**

A 2017 survey showed that 73 per cent of Indians are deficient in protein, while above 90 per cent are unaware of the daily requirement of protein. Considered the building blocks of our body, protein is key to a healthy lifestyle. Aquatein has launched India's first protein water. Aquatein is Keto-friendly, lactose-free, and 100 per cent vegetarian. Most ready to eat protein products suggest loads of water consumption but Aquatein's water-base means you don't have to. Available in 2 categories, one with 10g of protein and the other with 21g of power-packed protein for essential intake. Each variety is prepared in four flavours, Strawberry, Green Apple, Orange, and Mix Berry. Price of Aquatein Pro 21g Ready to Drink Whey Protein Water Drink Strawberry, Orange, Green Apple & Mix Berry - 500 ml (Pack of 4) is Rs 640 on Amazon.

Source -

<http://www.fnbnews.com/Top-News/indias-first-protein-rich-water-to-help-enrich-a-healthy-lifestyle-aquatein-61979>

## **2. Jubilant FoodWorks Ltd launches Biryani brand, Ekdum!**



Jubilant FoodWorks Limited launches its newest brand – Ekdum! It will offer the widest variety of biryanis from across India to choose from.

The chefs have brought together a selection of twenty different biryanis curated from various parts of India using authentic ingredients that bring out the unique flavours and signature tastes associated with the region. The range of biryanis includes amongst others Hyderabadi Nizami Biryani, Lucknowi-Nawabi Biryani, Dindigul Biryani, Kolkata Biryani, Butter Chicken Biryani, Egg Biryani, Paneer Makhni Biryani, and Tawa Chicken Biryani. In addition to biryanis, customers will also be able choose from an extensive range of Kebabs, Curries, Breads, Desserts and Beverages. There will also be a range of raitas and chutneys that will serve to complement the food. It will be affordably priced with biryani prices starting from Rs. 99 that will offer unbeatable value for money to customers. In order to drive convenience and ease of ordering, the brand offers an easy-to-use App, mobile website and desktop website.

Source -

<http://www.fnbnews.com/New-Launches/jubilant-foodworks-ltd-launches-biryani-brand-ekdum-61728>

### 3. Mondelez India launches 'Cadbury Dairy Milk Silk Mousse' - An indulgent experience

Mondelez India launched Cadbury Dairy Milk Silk Mousse, kick-starting the new year on a premium chocolatey note. This latest entrant offers a decadent combination of light, micro-aerated mousse filling inside a smooth and creamy bar, which is sure to take over the consumer palate, with the first of its kind luxurious taste experience for their moments of self-indulgence. Priced at Rs. 80 and Rs. 175, it is all set to give chocolate lovers an eat experience full of indulgence unlike any they've tasted before.

Source

<http://www.fnbnews.com/Top-News/mandelez-india-launches-cadbury-dairy-milk-silk-mousse--an-indulgent-experience-61372>



### 4. Mother Dairy rings in 2021 with launch of five new packaged products

Mother Dairy Fruit and Vegetable Private Limited has launched 5 new packaged products under its Mother Dairy and Safal brands on the auspicious occasion of Makar sankranti in the month of January 2021. The new packaged products are being introduced with the objective of offering superior quality, hygienically packed and convenient options to consumers. The products under the brand Mother Dairy are, A. Mathura Peda (400 g) - Popular regional specialty made from the goodness of Mother Dairy Milk.

B. Mewa Atta Laddoo (400 g) - made with Mother Dairy Ghee, cereals, pulses, crunchy almonds, cashews, raisins and foxnuts.

Products under Safal brands are,

A. Frozen Drumsticks (500 g) - Convenience of pre-cut, crisp, rich in dietary fibre and proteins, fat free, naturally rich in Vitamin C. With no preservatives, the product will be available round-the-year.

B. Frozen Cut Okra (400 g) - Convenience of pre-cut, naturally rich in Vitamin C, low in calories, fat free, natural source of dietary fibre, and will be available round-the-year.

C. Frozen Haldi Paste Cubes (250 g) - Fresh turmeric rhizomes, rich in antioxidants, nutrition and taste, will be available as scoopable cube in frozen format. The new offering will prove to be a very effective immunity booster.



Source

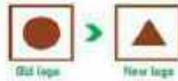
<http://www.fnbnews.com/Dairy-Products/mother-dairy-rings-in-2021-with-launch-of-five-new-packaged-products-61554>



### 1) FSSAI's new policy limits trans fats to 2% in all oils & fats by Jan 2022

The Food Safety and Standards Authority of India (FSSAI) announced that all edible refined oils, vanaspati, bakery shortening, margarine, vegetable fat spread, and mixed fat spreads may only contain 3 percent or less trans fats by January 2021 and 2 percent or less trans fats by January 2022. This is an important milestone since the World Health Organisation (WHO) has called for the global elimination of trans fat by 2023. Industrially produced trans fats are created artificially during the hydrogenation processes of vegetable oils, and result in partially hydrogenated vegetable oils (PHVOs). PHVOs are a major source of trans fats in India and are found in vanaspati, margarines, and shortenings. Vanaspati is used in the preparation of Indian traditional sweets (mithais).

### 2) FSSAI Changes 'Non-Veg' Symbol-



Recently in the New Gazette about Food Safety and Standards (Labelling and Display) Regulations, 2020, FSSAI changed the non-veg symbol. The main reason behind this change is for better understanding between Veg and Non-Veg products for 'Colourblind' People.

People with deuteranomaly and protanomaly are collectively known as red-green colour blind and they generally have difficulty distinguishing between reds, greens, browns and oranges. The previous symbol with square and circle with red and green colour it difficult to distinguish.

### 3) FSSAI mulling making fortification of edible oil with vitamins A, D mandatory

India has a very high burden of malnutrition, including micronutrient deficiencies. A huge population in our country suffer from deficiency of vitamin A and D. Lack of these vitamins in our body can have adverse impact on morbidity, mortality, productivity and economic growth. Vitamin A and D also strengthen the immune system, which is critical in times of COVID-19 pandemic.

FSSAI is considering to make it mandatory to fortify edible oil with vitamin A and D, so that people of India can enjoy better immunity with good health. This will ensure that people belonging to different socioeconomic strata will have easy access to fortified edible oil across the country

To facilitate the industry, the Food Fortification Resource Centre (FFRC) within FSSAI will also provide the necessary technical support required to enable fortification of edible oil at the industry level.



# EXPERIENCE TALK



**Mr. Vikram Vangale**  
**Director -Taste BD (South West Asia)**  
**Kerry Ingredients India Pvt Ltd**

**Mr. Vikram Vangale has over two decades of experience in the food industry. He has served in various capacities at renowned taste and flavour firms like Kerry, Sensient, Takasago, Dupont nutrition and Symrise.**

**He holds a PGDM (Marketing and Finance) from IFMR Chennai and an International Publication on 'Thermal degradation Kinetics of nutrients in orange juice' to his credit. His glorious career is an inspiration to the young, budding and aspiring minds of MSc Food Technology. We are grateful for his time and patience which is highly valued.**

**1) Your Under Graduation was in biochemistry. Under what circumstance did you change over to food technology? What were the challenges faced?**

**I studied biochemistry in graduation where food science was a part of the syllabus that is where I started getting interest in food science and technology. Being stationed at Mysore, whenever I passed by CFTRI, I always looked at the campus with curiosity. I was eager to know what was going on inside and what kind of research people are doing there. I also got an opportunity to meet some scientists and research scholars to get a deep dive into the field of food technology and that changed my curiosity into interest towards food technology, which got doubled in a couple of visits. That is the time I decided to explore my career of food technology.**

**If you ask me the challenges, coping up with competition in comparative grading was the biggest challenge, being a graduate student from basic science this course curriculum was quite new to me and of course I was supposed to compete with best students from across the country.**

**2) How was your experience at Symrise with which you were associated for 8 years?**

**Experience at Symrise is my stepping stone for a wonderful career in the flavour industry. It is the place where I learnt the technical and nuances of the Flavour business. Symrise is where I learnt the ABC of flavours from creation to application to project management to sales management. Symrise has taught me all the phases of business and I always cherish my memories at Symrise, the company is close to my heart.**

**3) Your project in MSc was on flavour technology and most part of your career has been in flavour industry. Was it all planned?**

**No, not at all, in fact my dissertation and investigation topics were in Food Engineering and I am glad to share this as I had picked the toughest subject in the food technology course.**

**I did my dissertation on the topic 'Electromagnetic Radiation in Food Processing' and investigation on the topic 'Stability of Vitamin C in Processing of Fruit Juices and Vegetable Processing' i.e., different electromagnetic radiation. I got an opportunity to apply different electromagnetic techniques during my investigation. My work was published in 'International Journal of Food Engineering' and all credit goes to my guide Dr M N Ramesh who is no more with us.**

**Career in Flavour technology was not at all planned till I took my elective PPSFT in IV semester. My interest towards the subject went to an extent where it has become a part of my career and core capability and still continues to be.**

**4) Do you think automation, AI and IoT are taking away jobs? How should the aspiring food technologists cope with this transition?**

**Of course not, Artificial Intelligence may not really take away jobs of technologists because the machines can perform pre-programmed activities but can't be a replacement for human brain. I think it is an opportunity for younger generation to learn new ways of doing things using AI and IoT.**

**5) You have an MBA from IFMR. How did it improve your profile?**

**MBA from IFMR definitely helped me to aspire for the greater heights in the industry.**

**MSc in Food technology has given me an entry into food industry whereas management degree has given a different dimension to my career. My aspiration was to become a flavourist however my boss at Symrise saw a sales man in me and based on his suggestions I decided to take up management course and completed it with specialisation in finance and marketing.**

**Management degree is definitely a feather in the cap and it has enabled me to improve my decision-making and people management skills, in addition reading balance sheet, talking about profitability, operation, finance and marketing aspects of the business.**

**6) What has been your greatest achievement so far?**

**I always believe in this quote 'God helps those who help themselves', for me the greatest achievement is when I offer help and support for those who are in need; I am yet to achieve something very significant in my career :-)**

**7) You have been a sales manager at DuPont Nutrition and Takasago International. How was the experience at the sales department?**

**Both Dupont-Danisco and Takasago are wonderful companies to work and I carry fond memories of my career with both these companies.**

**Dupont-Danisco was like a University, I had a great exposure to many food ingredients, knowledge of application and use of wonderful ingredients. I was a part of dairy business which was not a part of the curriculum in CFTRI, I had a great learning about dairy in Danisco. I learnt the technology of cultures used in yoghurt, cheese and probiotic strains, hydrocolloids, emulsifiers and functional systems used in ice creams and frozen desserts.**

**Experience at Takasago is quite different from other companies because culturally Japanese are quite close hearted and you will never get directions, the first challenge was to convince my customers to use my product the second was to convince my internal customers- Japanese management. I still remember how I used to struggle to maintain a balance between the both. Takasago has great range of products and I had a great chance to interact with mint flavourists across the world, I took the business from scratch and established Takasago name in Indian subcontinent.**

**8) How do you feel when you look back at the glorious two decades that you have spent at food industry?**

**Indeed inspiring!!! These two decades was more of a learning, establishing relationship with the people I met and I developed a network of people in the industry. Happy to say that people know me by my name :-)**

**9) What has the pandemic taught you, both as a person and a food technologist?**

**I'm really thankful to pandemic for providing me five months long time to spend with parents in my native place probably this is the longest time I spent with them after 30 years.**

**Professionally, pandemic taught me how to fight back and find new ways and means to do business, new ideas new methodologies, new approaches have become a new normal. One thing is very clear that when there is a challenge there will be a solution!!!**

**10) As MSc could probably be the last step for many CFTRIians in their student life, what is your advice for us to shape a fruitful career?**

**I strongly believe MSc in Food technology is just the beginning, your learning curve starts once you enter industry, you will end up learning many things you haven't in CFTRI. My sincere advice to students of CFTRI, keep your eyes and ears open, be humble and curious, let the fire in you drive a few extra miles to establish yourself in the industry.**

**If you are good at studies, please take up research and do PhD and stay back in the campus to teach Food technology to your juniors. We hardly have any alumni as a faculty in CFTRI at the moment.**

# KAMPUS

# KHABHAR



## WORLD FOOD DAY



On the occasion of World Food Day, International Food Technology club organised quiz for the students of MSc, which included identifying of popular food products by their logos, television advertisements and tag lines.- Students participated actively in all the rounds and Mr. Abhimanyu Singh Rathore of the batch French Toast Mafia was humble enough to accept the invitation and added to the joy of the event by his presence.

The festival of lights was celebrated on 16<sup>th</sup> of November, which started with decoration the hostel blocks with beautiful Rangolies. In the evening, Goddess Lakshmi was worshiped and all the blocks were lit with earthen lamps. Later, sky lanterns were lit and sent aloft in the sky to mark the festival of lights. Mr. Bhanuprakash, Mr. Hariss Khan, Mr. Abhimanyu Singh Rathore, Mr. Umesh Alburu of French Toast Mafia and Mr. Amalmani, Mr Utkal Ranjan Sahu of the batch Incredible 30 presided over the celebrations.

## DEEPAVALI



## CHRISTMAS

The Christmas festivities started with the decoration of the Christmastree and the Crib. Then the game of dumb charads was conducted as a part of celebrations and also the event of secret santawas conducted. Students were dressed up in various attire based on the task given by their secret santa which was a joyous experience for the freshers. The celebrations concluded with the exchange of gifts.



## FRESHER'S DAY



The new batch of MSc students received a warm welcome to the campus by PIETHons who organised Oriana- the fresher's party. Various events were conducted for the selection of fresher of the year 2021, which included a funny introduction, display of special talents etc. Ms. Yashmita Grover of the fresher's batch managed to win the title. Then followed the dance performances from both the batches.

Dr. R.P. Singh Head, HRD presided over the event. Our alumni Mr. Chethan T R, Mr Ajay Kumar, Mr Sharathchandra, Mr. Bhanuprakash, Mr Hariss Khan, Mr Umesh Alburu, Mr Abhimanyu Singh Rathore and Mr Amal Mani rejoiced the event by their presence.

Valentine's day starts with gifting chocolate to everyone. The letter reading event followed the celebrations wherein love letters written in secrecy were read out aloud in which the names of crushes and secret love interests of the students were revealed.

Our alumni Major Vishwamithra, Mr Prasad, Mr Ganesh Shetty, had also joined the celebrations which made it a memorable

## VALENTINE'S DAY



# Mondelez International

## FOOD INCORPORATED

Mondelez India Foods Private Limited (formerly Cadbury India Ltd.) has been present in India for over 70 years. The company introduced Cadbury Dairy Milk and Bournvita in India in 1948 and since then, it has been a leader in the chocolate category in the country. Mondelez International operates in the chocolate, beverages, biscuits and candy categories in India with brands like Cadbury Dairy Milk, Cadbury Dairy Milk Silk, Cadbury Celebrations, Cadbury Bournville, Cadbury 5 Star, Cadbury Perk, Cadbury Fuse, Cadbury Gems are some of the famous chocolate brands in India. The company's beverage portfolio consists of Bournvita and Tang. Cadbury Oreo and Bournvita Biscuit is a part of its biscuit portfolio and Halls and Choclairs Gold as part of its confectionery portfolio. Headquartered in Mumbai, the company has sales offices in New Delhi, Mumbai, Kolkata and Chennai and manufacturing facilities at Maharashtra, Madhya Pradesh, Himachal Pradesh and Andhra Pradesh in addition to a vast distribution network across the country.

### 1. Mondelez India Launches 'Cadbury Dairy Milk Silk Mousse' The Richest Tasting Silk Ever, With A First Of Its Kind Indulgent Experience

On January 15, 2021, Mondelez India, the makers and bakers of some of the country's favourite snacking brands – Cadbury Dairy Milk, Bournvita, Oreo, etc., announced the launch of yet another unique product innovation under its premium chocolate segment, Cadbury Dairy Milk Silk Mousse, kick-starting the New Year on a premium chocolatey note. This latest entrant from the house of Cadbury Dairy Milk Silk offers a decadent combination of light, micro-aerated mousse filling inside a smooth and creamy Cadbury Dairy Milk Silk chocolate bar, which is sure to take over the consumer palate, with the first of its kind luxurious taste experience for their moments of self-indulgence. With its light texture of the mousse centre filling whisked to perfection, Cadbury Dairy Milk Silk Mousse is the ultimate indulgent experience that is sure to delight the consumers who are always on the lookout for unique and innovative experiences.



After fortifying its premium chocolate credential with an array of successful launches like India's first 'center-filled' Chocolate – Cadbury Dairy Milk Silk Caramello, India's first 'aerated' Chocolate – Cadbury Dairy Milk Silk Bubbly, global innovation **bundles** bundles like Cadbury Dairy Milk Marvellous Creations, and the most recent unique eat experiences like Cadbury Dark Milk, Cadbury Dairy Milk Silk Oreo and Cadbury Dairy Milk Silk Oreo Red Velvet, Cadbury Dairy Milk Silk Mousse further takes the brand's innovation prowess a notch higher rooted in deep consumer insights and global expertise in chocolate.

## 2. Mondelez India the company is further expanding its iconic brand, into the morning snacking space with Bournvita Fills.

On August 27, 2020 –Mondelez India, the makers and bakers of some of India's favourite snacking brands – Cadbury Dairy Milk, Bournvita, Oreo, etc has announced that it will further expand its morning snacking presence, with the launch of Bournvita Fills. The company is expanding its legacy and much-loved brand – Bournvita into the morning snacking space – another foray after Bournvita Biscuits. This innovative new avatar of Bournvita, is a nourishing morning snack which provides the nutritional benefits of Bournvita of strong bones, strong muscles and active brain and fuelling the morning snacking needs of the nation.

With Bournvita Fills, the company is not only offering consumers more choice but also empowering them to snack right, bringing alive the company's mission to provide the right snack, for the right moment, made the right way. Continuing to rely on India's much loved and trusted brand Bournvita's 70 years old legacy, Mondelez India aims to continue to ride the wave of innovation by introducing such offerings and adding to its progressive snacking portfolio.

## 3. Mondelez India Launches Bournvita Crunchy

With a crunchy bite of Wholegrains and Berries, the company is further strengthening its 'better for you' product.

On December 16, 2020 -Mondelez India, has announced its expansion into the wholesome biscuits segment with the launch of Bournvita Crunchy. With this new launch – 'A Crunchy Bite of Wholegrains & Berries', the company is further strengthening its 'Better for You' product offering, fulfilling the constantly evolving snacking needs of consumers looking for a balanced indulgence.

Bournvita Crunchy will be yet another addition to the 'better for you' product from Mondelez India, that includes products like Cadbury Dairy Milk – 30% Less Sugar, Bournvita Biscuits, various portion control Home Treat packs, etc. Bournvita Crunchy is priced at INR 30 for a tray pack (100 gms) and INR 60 for a carton pack of (200 gms).



# WHAT THE FOOD

## *Huitlacoche History - Blight or Delicacy?*



Huitlacoche pronounced [wee-flah-KOH-cheh] (also spelled cuitlacoche) is a fungus which grows naturally on ears of corn (*Ustilago maydis*). The Aztec named this dark growth found on corn huitlacoche which translates (rather bluntly and literally) to "ravens' excrement". Although the name provided is not overly appetizing the Aztec's fashioned the fungus into dishes of crepes, soups, and tamales.

American farmers call it "smut" and "devil's corn" and consider it a disease to be eradicated. The people of Mexico as well as the American Hopi Indians consider the fungus a delightful delicacy.

According to Betty Fussell in her book *The Story of Corn*, the Hopi call the corn fungus nanha and collect when it is young and tender, parboil it for 10 minutes then sautéed in butter until crisp.

The Zuni Indians call the corn fungus corn-soot and say it symbolizes the "generation of life". The French call it goitre du mais. It is unclear if it is eaten in France.

Today in Mexico the product is actually cultivated each season providing an ample supply to be eaten fresh, then frozen and canned. While the product is not easy to find in the U.S. most typically huitlacoche can be purchased canned.

Another interesting story told by Ms. Fussell is that of a dinner presented by the James Beard House in New York City in 1989. The purpose was to give Americans a tasting of the corn smut but with a new name "Mexican Truffle". The menu was created by Josefina Howard of Rosa Mexicano restaurant and included huitlacoche appetizers, soup, crepes, tortilla torte, and even an huitlacoche ice cream. The earthy and somewhat smoky fungus is used to flavour quesadillas, tamales, soups and other specialty dishes





## *How To Prepare Fresh Huitlacoche?*

If you live in an area with a large corn crop, or if you have a garden you may find fresh huitlacoche. Here are some huitlacoche preparation instructions.

Carefully pull the husks away from the ear of corn and remove them. Pull away the corn silks and discard. Use a sharp knife and cut the corn kernels from the cob slicking close to the cob as possible keeping your knife parallel to the cob. Remove any additional corn silks that still adhere to the huitlacoche. Roughly chop the huitlacoche (there will be bits of corn adhered to the product).

The huitlacoche can be prepared (cooked) with garlic and chiles and used in crepes, quesadillas, or tacos. Or the product can be used "fresh" in soups or stews.



# WAYS TO BEAT PROCRASTINATION



For most people procrastination, irrespective of what they say, is NOT about being lazy. In fact, when we procrastinate we often work intensely for long stretches just before our deadlines. Working long and hard is the opposite of lazy, so that can't be the reason we do it.

So, why do we procrastinate and, more importantly, what can we do about it?

As suggested above, some say they procrastinate because they are lazy. Others claim they "do better" when they procrastinate and "work best" under pressure. We encourage you to be critical and reflective of these explanations. Virtually everyone who says this habitually procrastinates and has not completed an important academic task in which they made a plan, implemented it, and had time to review, etc. before their deadline. So, in reality, they can't make a comparison about the circumstances they work best under. If you pretty much always procrastinate, and never really approach your tasks systematically, then you can't accurately say that you

know you "do better" under pressure. Still other people say they like the "rush" of leaving things to the end and meeting a deadline. But they usually say this when they are NOT working under that deadline. They forget about the negative consequences of procrastinating such as feelings of anxiety and stress, fatigue, and disappointment from falling below their own standards and having to put their life on hold for chunks of time. Not to mention, leaving things to the end dramatically increases the chances something will go wrong - like getting sick or a computer problem - and you not being able to pull off the desired grade. So, procrastination can be hard on us and actually increase our chances of failing, but we do it anyway. How come? Procrastination is not a matter, solely, of having poor time management skills, either, but rather can be traced to underlying and more complex psychological reasons. These dynamics are often made worse by schools where students are constantly being evaluated, and especially in college where the pressure for grades is high and a lot can be riding on students' performance. In reality, procrastination is often a self-protection strategy for students. For example, if you procrastinate, then you always have the excuse of "not having enough" time in the event that you fail, so your sense of your ability is never threatened. We avoid doing work to avoid our abilities being judged. And, if we happened to succeed, we feel that much "smarter." So, what can we do to overcome our tendencies to procrastinate?

## **Awareness: The First Step First**

To overcome procrastination you need to have an understanding of the REASONS WHY you procrastinate and the function procrastination serves in your life. You can't come up with an effective solution if you don't really understand the root of the problem. As with most problems, awareness and self-knowledge are the keys to figuring out how to stop procrastinating. Just knowing our true reasons for procrastinating makes it easier to stop.

## **Time Management Techniques: One piece of the puzzle to overcome procrastination**

Time management techniques and tools are indispensable, but they are not enough by themselves. And, not all methods of managing time are equally helpful in dealing with procrastination. There are some time management techniques that are well suited to overcoming procrastination and others that can make it worse. Those that reduce anxiety and fear and emphasize the satisfaction and rewards of completing tasks work best. Those that are inflexible, emphasize the magnitude of tasks and increase anxiety can actually increase procrastination and are thus counter-productive.

## **Motivation: Finding Productive Reasons for Engaging in Tasks**

To overcome procrastination it's critical that you stay motivated for **PRODUCTIVE REASONS**. By productive reasons we mean reasons for learning and achieving that lead to positive, productive, satisfying feelings and actions. These reasons are in contrast to engaging in a task out of fear of failing, doing better than other people to "show off." While these are all reasons - often very powerful ones - for doing something, they are not productive since they evoke maladaptive, often negative feelings and actions. A good way to put positive motives in motion is to set and focus on your goals. Identify and write down your own personal reasons for enrolling in a course and monitor your progress toward your goals using a goal-setting chart.

## **A QUICK TO DO LIST TO HELP YOU BEAT PROCRASTINATION:**

### **AWARENESS**

Reflect on the reasons why you procrastinate, your habits and thoughts that lead to procrastinating.

### **ASSESS**

What feelings lead to procrastinating, and how does it make you feel?

### **OUTLOOK**

Alter your perspective. Looking at a big task in terms of smaller pieces makes it less intimidating.

### **COMMIT**

If you feel stuck, start simply by committing to complete a small task, any task, and write it down. Finish it and reward yourself. By doing so you will slowly rebuild trust in yourself that you will really do what you say you will.

### **GOALS**

Focus on what you want to do, not what you want to avoid. Think about the productive reasons for doing a task by setting positive meaningful learning and achievement goals for yourself.

### **BE REALISTIC**

Achieving goals and changing habits takes time and effort; don't sabotage yourself by having unrealistic expectations that you cannot meet.

### **SELF-TALK**

Notice how you are thinking, and talking to yourself. Talk to yourself in ways that remind you of your goals and replace old, counter-productive habits of self-talk.

### **UN-SCHEDULE**

If you feel stuck, you probably won't use a schedule that is a constant reminder of all that you have to do and is all work and no play. So, make a largely unstructured, flexible schedule in which you slot in only what is necessary. Keep track of any time you spend working towards your goals and reward yourself for it. This can reduce feelings of being overwhelmed and increase satisfaction in what you get done. Try spending about ten minutes just jotting down ideas that come to mind on the topic of a paper, or skimming over a long reading to get just the main ideas. After doing this several times on a big task, you will have made some progress on it, you'll have some momentum, you'll have less work to do to complete the task, and it won't seem so huge because you've punched holes in it. In short, it'll be easier to complete the task because you've gotten started and removed some of the obstacles to finishing.

# ALUMN COLUMN

Mrs. Maneesha Rawat

1. What was your batch name and is there any interesting story behind it?

Answer- SPECIAL 26, derived from Akshay Kumar movie launched in the same year (2013) we took admission in CFTRI. WE were 26 in number.

2. Festivals are an integral part of our legacy. Which was your favourite festival celebration in the campus?

Answer- HOLI and DIWALI.

Holi because of throwing folks in muddy water, playing with colours, dragging people forcefully out of room, having masti.



3. Walking down the memory lane, share with us the most memorable moment at CFTRI?

Though there are many countless moments but mentioning few here- I experienced hostel life for the first time. Also, I met my love of life- ALOK SINGH there only, what could be better than that. Though away from family but having gala time with friends and meeting people of different cultures.

4. What were your hobbies and how you used to spend the time?

Listening to music, watching movies, and roaming around the city. Mysuru is a lovely place because of weather and less crowd. Calm and beautiful place.

5. Strong bonding between seniors and juniors is the best part of CFTRI culture. Can you recollect your best experiences as a junior and as a senior?

Answer- Bonding happens over good food or company. We had amazing seniors and juniors as well. Our hangout addas were corner house, dynasty, big chicken.

Even if you are happy or feeling low, we used to say one another IT'S OK ... CHALTA HAIN. LET'S GO OUT. That emotional connect with seniors and juniors are the precious lifetime memories. I was generally referred as PAHADAN (from mountains), DCR (Deputy class representative) or PAHADI MA'AM.

6. What was the most adventurous thing you did here?

Answer- I gathered the courage to dance in front of so many people and did it very well. Earlier used to feel shy.

7. This is a place where we explore new things. Is there something that you did in CFTRI but never done before?

Answer- I started doing mimicry of batchmates, seniors and some scientists as well.

8. Any embarrassing moments in CFTRI?

Answer- I lit diya, did pooja and went to KRS Dam. My whole room caught fire because of which everybody knew me in hostel, scientists and in fact Mr Satish got my room painted.

Our course coordinator said- KYA BHAI AAG HI LAGA DI!!!

9. What do you miss the most about CFTRI?

Answer- Walking around in beautiful campus, away from professional life stress and enjoying our student life at best. Our time pass was to visit MORE supermarket and CHAMUNDI MANDIR frequently.

10. In our beautiful campus which is your favourite spot?

Answer- Sitting on SLOPE near student mess, swimming pool area and after dinner in front of PALACE, enjoying night weather.

11. Can you share something about your besties?

Answer- Lovely moments we spent in girls' block. Used to tease SANDIPA and ANKOTI for talking in Bengali, JYOTI for always sleepy and troubling RAJLAKSHMI and REENU for fun. Fun with ABHAY, PARAM (LP- lab partner) and BHUPI.

12. Share something about your fresher's day and farewell?

Answer- So much participation in various events in our fresher's day, literally had to run to change and immediately get into performance mode on the stage.

Farewell – (APNA TIME AEGA :-P)

Just dressed up nicely, sit, enjoy junior performances, foods and beautiful loved up photos with MY MAN , go through your memory lane, nostalgic moments and realisation of the fact we have to leave such a heaven and friends behind to start a new journey.

13. Best take away experience or message from CFTRI?

Answers- Will be short of words. Go, chase your dreams, excel wherever you are, challenge people, their mindset, achieve success and make your alma mater proud.

Knowledge bank from multi-talented scientists and exposure to various food and related fields departments.

14. As an alumna, any message to your juniors?

Answer- Celebrate life every day, everywhere. Live up to the expectations of being CFTRIans. Also feel grateful to get such an opportunity to be in CFTRI and collect lifelong memories and friends. Everybody is not lucky like you to be here.

Enjoy, party hard also work hard to make yourself, teachers, and parents proud by achieving success in your life.

# PLACEMENTS

**PARAS**  
Inspiring taste



**VIKASH PATEL**

**PRO NATURE**  
100% ORGANIC



**CHETHAN T R**



**TATA**  
TATA CONSUMER PRODUCTS LIMITED



**SOUMYA S PATIL**



**RUSHDA H**

**Flipkart**



**SASWAT RANJAN PANDA**



**Bureau of Indian Standards**  
The National Standards Body of India



**MERCY RANI S**

# GAMES

## The tagline game

guess the brand from its tagline

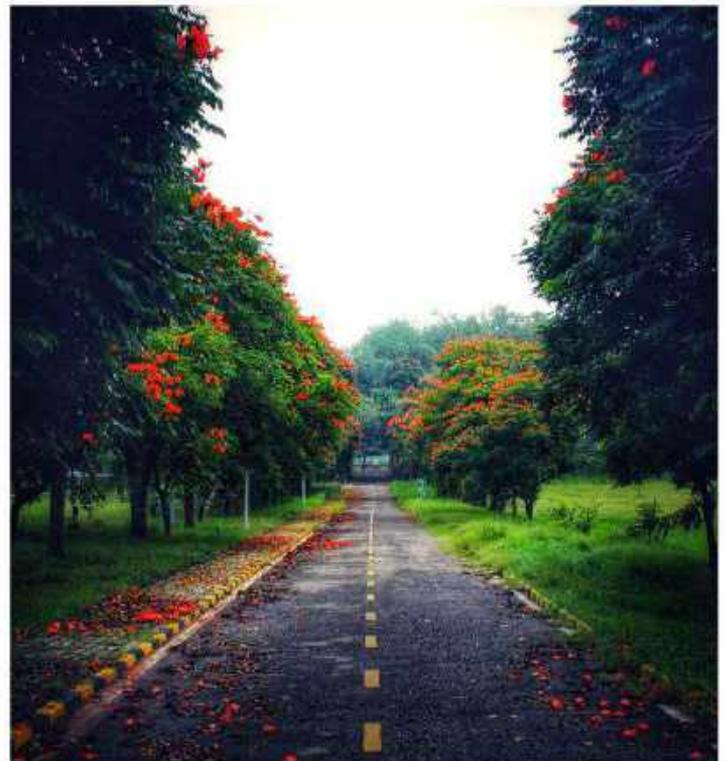
1. Taste the feeling
2. Bringing People Together for a Better World
3. The taste of India
4. Pure and perfect since 1924
5. Happiness kaswaad
6. Happy food Happy People
7. Drinks and Memories
8. Put some play in your day
9. Eat Healthy, Think Better
10. Let's Make Today Great
11. The Tasty Healthy Food
12. Nothing is better than thee, than me
13. Aaj Kya Khaoge
14. Tummy bhi khush, Mummy bhi khush
15. Probably the best lager in the world

- Answers:
1. Coca-cola
  2. AB Inbev
  3. Amul
  4. MTR
  5. Vedral ice cream
  6. Mother dairy
  7. Paper boat
  8. Mars
  9. Britannia
  10. Kellogg's
  11. Parle
  12. Quaker oats
  13. Veeba
  14. Knorr
  15. Carlsberg

# Photography



*"The story  
of campus we  
fail to put  
into words"*



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## **Industry Buzz**

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