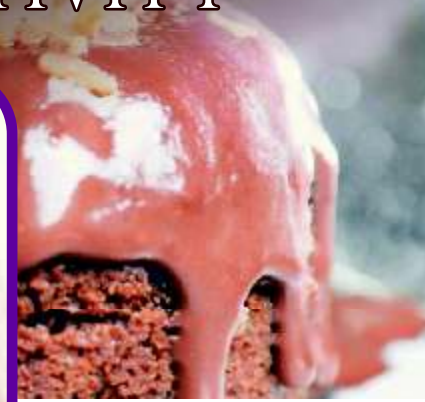


NUTRITION AWARENESS ACTIVITY AT KARUNYA INSTITUTE OF TECHNOLOGY & SCIENCES (KITS), COIMBATORE

By
Ms Anuja Rawool,
Food Scientist,
PFNDAI



PFNDAI had organized a Nutrition Awareness Activity at KITS on 24th January 2020 in collaboration with their Department of Food Processing Technology. The total participation of students and professionals was about 300. Seven colleges from Coimbatore had participated. The theme of the Activity was "Nutritional Transition with Urban Lifestyle." The sponsors of the events were MARICO, RUCHI SOYA and JRS RETTENMAIER. Recipe competition was supported by Ruchi Soya and JRS Rettenmaier by providing soya granules, chunks and fibres for the competition.

Two competitions were organized: Recipe Competition & Poster making competition. There was huge participation in all the competitions. For the recipe competition the theme was Protein and Fibre Rich Recipes for which the following samples were provided to the participants by Ruchi Soya and JRS Rettenmaier:

1. Ruchi Soya : Nutrela Soya Granules & Chunks
2. JRS Rettenmaier : Vitacel Dietary Fibres

There were two sub categories in the recipe competition, one was protein rich recipes and the other one was fiber rich recipes. There were total 21 teams (09 for the protein rich recipe category and 12 for the fiber rich recipe category) each team having two participants for the recipe competition. The Judges: Dr V M Berlin Grace, Professor Dept

of Biotechnology KITS; Dr. Ashlesha Parchure, Founder VR FoodTech; Mrs. M.Vijayalakshmi, Senior Dietitian PSG Hospitals and Dr. J. Jannet Vennila, Professor Dept of Biotechnology KITS took efforts in going through all the recipes, tasting them and evaluating to find the best two recipes for each sub category.

The Poster making competition had 8 teams having two participants each. Students were given the theme of Label Design for a Healthy Food conveying its benefits. The idea behind this theme was to evaluate the understanding of food labels among students. The students were asked to explain their food label posters. The posters were evaluated by Dr Ashish Mandlik GM - QC/R&D, Sakthi Sugars Ltd. - Soya Division. First three winners were awarded.

WINNERS PROTEIN RICH RECIPES

- 1st prize: Mr A.N.Sathya Raayan & Mr S.P.K Vinayaga Selven (Kongu Engg College)
2nd Prize: Ms Jassena K & Anjana Sreedharan (Hindustan College of Engg & Tech)

FIBRE RICH RECIPES

- 1st Prize: Ms Nawfiya Fathima & Ms Sushmitha.V.S (PSGR Krishnammal College for Women)
2nd Prize: Ms E. Kavya & Ms K Preethi (The American College Madurai)

POSTER MAKING
1st Prize: Ms D Anitha & Ms K B Matheswari (The American College Madurai)

2nd Prize: Ms Keren Marry Sam & Ms I Princy (KITS)
3rd Prize: Mr K Mohan & Ms L Shageetha (The American College Madurai)

TECHNICALSESSION
Dr Jacob K Annamalai, Professor & Dean of Food Processing and Engineering, KITS welcomed all delegates and gave a brief introduction to their Department and University.

Ms. Anuja Rawool Food Scientist, PFNDAI then introduced PFNDAI and its activities to the participants as well as the audience. Dr. N. Ramasubramanian – Director VR Food Tech presented a talk on "New platforms to deliver nutrients for changing life style" wherein he spoke about the Millennials & Consequences of changing life style in them. He later spoke on how we can deliver a better nutrition to a Millennial by use of various platforms. He also introduced about the Ready to drink or eat requiring no preparation. He talked about Innovative Beverage Bottles having dry probiotic cultures to maintain the highest efficacy without the need for refrigeration and snacks which have a longer shelf life and has a low fat and high protein content in it that can deliver micro and special nutrients. He ended his talk by mentioning Transdermal Nutrient Delivery.

Dr Rohini Sharma – Consultant Nutritionist and Food Technologist presented a talk on Optimum Fat Nutriture: Striking a Balance. She spoke on Importance of fats in daily diet and explained the chemistry of fats and types of fatty acids. She also talked about the oil consumption pattern in India and contents of different vegetable oils and what are the benefits of Blendings oil and also highlighted about the guidelines given by FSSAI.

Dr T V Ranganathan – Professor Food Processing and Engineering Karunya Institute of Technology & Sciences presented on Soya In Human Nutrition where he gave an overview about soya bean and Soy

protein. Further he gave a brief introduction on Soy Proteins and Peptides and their Health Benefits. He also spoke about bioavailability of Lunasin in commercial available products. He concluded by adding the Anti cancer activity of soy proteins and peptides & Isoflavone content of soy products and also the Health benefits of soya phytochemicals.

Mr V Lakshmanan – Director Jayams Marketing spoke on Dietary Fiber and its Opportunities He spoke on Natural Dietary Fibre and what is the daily requirement of fibre in different age groups. He also explained about types of fibres and dietary fiber source and also the function and effects of Dietary

Fibre.He further added about the Opportunities/ Ideas for Fiber incorporation in convenience foods and the technological advantages of Insoluble Fiber.

The seminar was followed by prize distribution to the winners of competitions. The speakers and the judges were awarded by a Token of appreciation by PFNDAI.The program ended with the vote of thanks to the Sponsors, Speakers, Judges, Organizers, participants and the audience.

We would like to thank our Sponsors: MARICO, RUCHI SOYA & JRS RETTENMAIER for extending their support towards this activity.



Dr. Ramasubramanian, Director, VR Food Tech Pvt. Ltd.



Dr. TV Ranganathan, Prof Dept of Food Processing & Engineering



Dr. Rohini Sharma, Consultant Nutritionist



Mr. V. Laxmanan, Director- Jayams Marketing



Dr Ashish Mandlik judging the Poster Competition

Mrs Vijayalakshmi Judging The Fibre Category Recipe Competition



Some Posters from the Poster Making Competition



Karunya Institute of Technology & Sciences



Department of Food Processing Technology

In Collaboration with

PROTEIN FOODS AND NUTRITION DEVELOPMENT ASSOCIATION OF INDIA

Organizes

‘NUTRITION AWARENESS ACTIVITY’

and

Seminar on

“Nutritional Transition with Urban Lifestyle.”

On Friday 24th January, 2020

Event Supported by: Marico, Ruchi Soya, JRS Rettenmaier

Recipe ingredients by: Ruchi Soya, JRS Rettenmaier

Venue: Elohim Auditorium, Karunya Institute of Technology & Sciences



BACKDROP

Speakers, Judges and Organisers: Dr V.M. Berlin Grace, Mr V. Lakshmanan, Dr T.V. Ranganathan, Ms Anuja Rawool, Mrs Vijayalakshmi, Dr Ashlesha Parchure, Sr Rohini Sharma, Dr Ashish Mandlik, Dr Ramasubramanian





Dr Rohini interacting with the Participants



RECIPES

