

## Food Festival - September 25, 2016

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**TOURISM PROMOTION**

## Ethnic cuisines steal limelight at food festival

**CHRONICLE NEWS SERVICE**

Tura: Food Festival 2016, organised by ICFAI University, Tura was inaugurated on Saturday by Zenith M Sangma, Minister of Sports & Youth who attended the function as the Chief Guest. Ashahel D Shira, Parliamentary Secretary was the Guest of Honour while Pravin Bakshi as special invitee and a host of other dignitaries, students and food lovers attended the inaugural session.

Speaking on the occasion, Zenith Sangma said that the Government was taking all initiative to promote ethnic cuisines to attract tourists while endeavouring to make Meghalaya an organic State. To promote tourism the Government has introduced a scheme for entrepreneurs to establish hospitality industry with 20 per cent subsidy. Zenith also added that Garo Hills has its own unique cuisines which can be show raised to promote tourism as will generate employment for the local people.

In all five categories of cuisines were on display at the festival - indigenous foods, Indian cuisines, confectionery, salad dressing and vegetable carving. 32 participants, including the ICFAI students, took part in the food fest. The indigenous food section witnessed the highest participation marked by delicious Garo cuisines like Do'ro Kab'pa, Wak B'renga, So'bok Wak B'renga, Wak chambil fry, Wak baring Me'cheng etc. In the Indian cuisine category fish curry (South Indian), Chicken Dhansya, Mughlai Mutton Curry & Pulao, pork meat ball etc drew the visitors' attention. Confectionery section of the fest attracted the visitors with Red Velvet Cake, Black Currant, Chocolate cake and Custard cream cake. Vegetable carving and salad dressing section also drew lots of attention. Gourd Tikank, Lonely owl, Jaws Shark turned out to be prominent dishes in Vegetable carving section while the salad dressing category was marked by yoghurt dressing, cocktail dressing, Chinese salad and the like.



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## Local cuisines key to attract visitors: Zenith

**GUARDIAN NEWS BUREAU TURA, SEPT. 24:** It was toast to food and music at the ICFAI Food Festival held on ICFAI University Meghalaya premises today. There were 42 participants in the competition comprising five categories - Indian, indigenous, vegetable carving, salad and confectionaries.

The competition organised by the department of Travel and Tourism of the university was judged by some of the well known food experts of Tura.

Talking on the potential of exotic Garo delicacies, sports and youth affairs minister Zenith Sangma said, "We have to popularise the local cuisines to attract visitors to Garo Hills. People travel for several reasons and one of the factor is always the food."

He said Mission Organic, a flagship programme of the state government, would benefit interested entrepreneurs, who would set up ventures, which revolves around the food industry. "The government is committed to providing a complete protection and



**Sports and youth affairs minister Zenith Sangma inspects Indian cuisines at ICFAI food festival in Tura on Saturday.** Guardian photo

security in the food chain through mission 'organic', he added.

Zenith said Meghalaya hosted the international Terra Madre festival last year in Mawphlang to demonstrate the diversity of the indigenous local cuisines and have successfully marketed the state.

"We have to promote our food stories and the nutritional value of fresh food," he said.

ICFAI University vice-chancellor Alicia Gatpoh said, "The festival is an attempt to supplement the tourism industry."

She said through the festival the university enlightened the students on the scope of food industry.

Addressing the occasion, West Garo Hills deputy commissioner Pravin Bakshi said, "The strength of Garo Hills lies in its food, which needs to be promoted and branded."

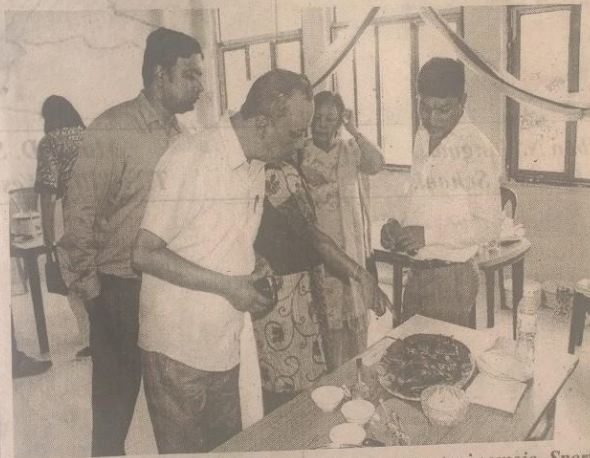
The festival was also attended by parliamentary secretary Ashahel D Shira among others.

# Salantini Ku-rang

*A'chik mande ringlobea, oh Aman A'chik ku'vika!*

TURA, ROBIBAR, SEPTEMBER, 25, 2016.

## Jolni cha·ani·ringanirangko tang·doatna ICFAI-o food festival-ko ong·ata



*ICFAI Food Festival-ko Tura songjinmao ong-atani somoio Sports and Youth Affairs-ni minister Zenith Sangma aro West Garo Hills Deputy Commissioner Pravin Bakshi aro gipinrangni cha-anirangko re·roroe nimitingko noksao nikenga jeon India a·songni aro jolo man·gipa cha-anirangko tarie aro song'e mesokangaha.*

**U-IATTINGIPAONI**  
TURA: Jolo cha·gipa cha·anirangko tang·doatna gita mik-songanio mijal salni bako Tura ICFAI-o Food Festival-ko ICFAI nokchurao ong·ataha.

Ia namen an·saobegipa aro cha·togipa cha·anirangni ba food festival-ko ong·atani sports and youth affairs minister Zenith Sangma, parliamentary secretary

Ashahel D. Shira and Deputy Commissioner of West Garo Hills Pravin Bakshi aro gipinrangba bakko ra·paaha. Indake ia food festival-ko ong·atani chu·gimik sak 42 manderang bakko ra·tokaha jeon chatro chatri-rangba bak·aha aro ia cha·aniko gadang bonga dake suatenba ong·ataha jeon India a·songni cha·ani, jolo cha·ronggipa cha·ani,

me·su-rangko tariani, salad ba chatni aro chi·gipa cha·anirangba donga. Indake ia festival-o bak·ra·giparangni song·gimin aro tarigimin cha·anirangko Tura jillani namen cha·ani-ni bidingo ma·sigiparang bichal·anirangko dakaha. Ia susa aniko ICFAI University Meghalaya-ni Travel and Tourism Department ong·ataha. Indake ia manianiko

dakani somoio Garo jatrangni cha·a ringani bewalrangni bidingo aganengon, "An·ching jolni cha·anirangko namen mingsingatna nangen jedakode ia biapona songrebagiparang miknappen. Manderang dingtang dingtang japangrangna songreaniko daka aro iarangoni mingsara pangan cha·ani ong·a," ine Zenith Sangma aganaha. larang baksanaba ua mission organic-ni bidingoba agananirangko dakaha jeon iandaggipa a·dok sorkari-ni programme-rang dake rike cha·giparangna man·gnirangko ra·bagen ba on·gen jerangan cha·aniko tarigipa karkanarangko an·tango kang·kare kae daka rikaniko a·bachenga. "Sorakari mission organic-ni gita chu·gimik dakehakaniko aro ehel·chakaniko on·a on·kangaha," ineba ua aganaha. Re·anggipa bilsioba Meghalaya a dok Shillong-o Terra Madre festival-ko nokchakaha aro a·dokni cha·anirangko tarie mesokaha indaken a·doko bading ch'walanio chu·sok·gipaba ong·aha ineba ua

*-Jak-2-c domkuenga*

# Solantini Janera

"Darang Do an Ku tangkosan knatonikbata ina"

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TURA, SOMBAR, SEPTEMBER 26, 2016

## ICFAI University-o food festival- ko ong-atanga

U-IATTINGIPAONI

TURA : Meghalaya ICFAI University-ni gita re-anggipa Sonibar salo food aro music festival-ko uamangni university-o ong-atangaha.

Ia festival-ko ong-atangano Sports and Youth Affairs minister Zenith Sangma, Parliamentary secretary Ashahel D. Shira aro West Garo Hillsni Deputy commissioner, Pravin Bakshi baksa gipinrangba bakko ra-angaha.

Uandake ia festival-ni dingtang dingtang susaanirango chatro chatrirangba bakko ra-angaha aro ia susaaniko category gebonga dake sualaha jekai Indian, indigenous, vegetable carving, salad aro ia song-susaanio nambate aro lobate song-giparangko Tura-ni song-a chananio namen u-i-ma sigipa aro namen niksengako mangipa saksachi niangaha.

Susaaniko Department of Travel and Tourism, ICFAI University Meghalaya-ni gitan ong-atangaha.

"Garo Hillsna re-ba-anggiparangko salna gita an chingni cha-a ringanirango nambatna nangen. Banga manderang dingtang dingtang mik-

songanirango Garo Hills-na re-baa indiba uarango

"Iandakgipa festival-rangko ong-ataniehi cha-a

ICFAI University Meghalaya-ni Vice Chancellor Dr. Alicia Gatpoh aganaha.

"Garo Hillsni bitakani cha-ani ringanion ong-a



Sports and youth affairs minister Zenith Sangma, Tura ICFAI University-o Sonibar salo ong-atanggipa food festival-ni somoio song-gimin cha-anirango nienga.

mingsara Garo Hillsni cha-a ringanirangna ong-a" ine Zenith Sangma aganaha.

ringani bewalrangko aro song-a chananirango nambatna chol ong-a" ine

jekon namdapatna ja ku de-na nangenga" ine Bakshi aganaha.