

Food Festival September 25, 2016

The ICFAI Food Festival 2016 tag lined “*Delight your taste buds*” was organised by the Department of Travel and Tourism, ICFAI University Tura.

The festival hosted Minister of Sports and Youth Affairs, Mr. Zenith M. Sangma as our honourable Chief Guest, Parliamentary Secretary, Mr. Ashahel D. Shira as Guest of Honour, the Deputy Commissioner of West Garo Hills district, Mr. Pravin Bakshi as our special invitee and other dignitaries including principals and head masters of various colleges and higher secondary schools.

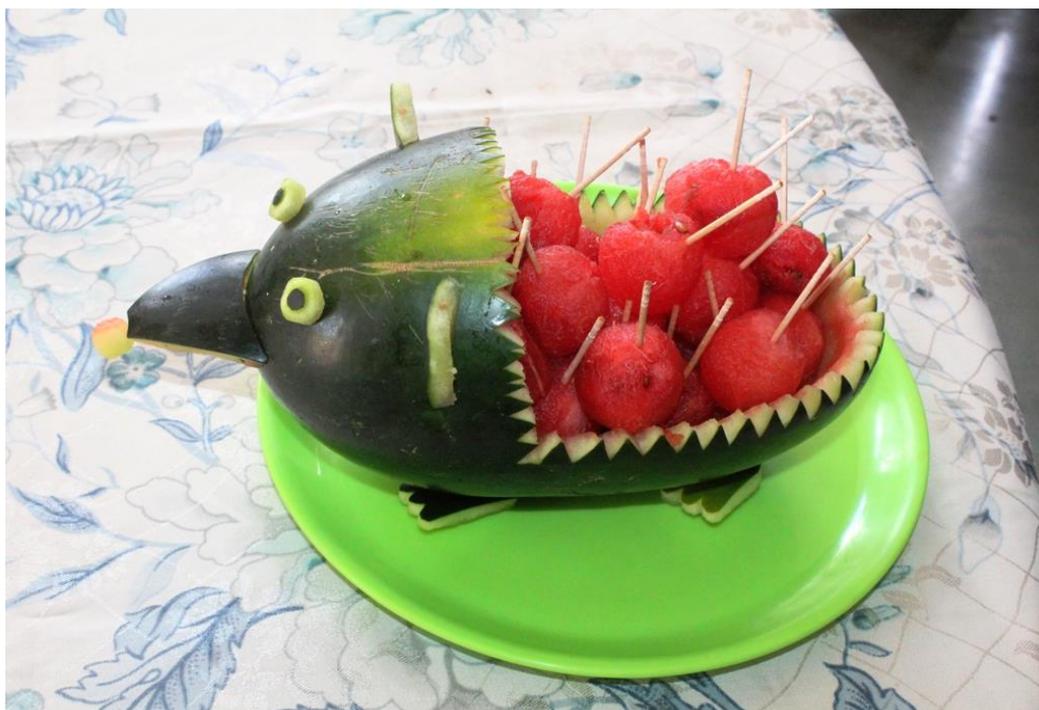


This festival of food as its centrepiece, aims to beckon the people of Tura to experience a cultural fusion as we inspire all the amateurs and professionals alike to exploit their culinary skills and use this platform to showcase their talents in five different categories – Indigenous food, Indian cuisine, Confectionery (cake) , Salad dressing and Vegetable carving. This event has been taken up as a marketing strategy to bring awareness about the existence and the importance of travel and tourism department which the ICFAI University is offering and moulding the students into tourism professionals to compete in this contemporary era.

The program commenced with honouring the dignitaries with bouquets followed by an introductory speech by the Vice Chancellor of ICFAI University Meghalaya, Dr. Alicia Gatphoh wherein she spoke on how the University enlighten the students as well as the people of Tura about the scope and prospects in tourism industry.

Our special invitee, Mr. Pravin Bakshi mentioned how food is the main strength of Garo Hills and that it needs to be promoted and branded globally.

Our honourable Chief Guest, Mr. Zenith M. Sangma spoke on the need to promote local cuisines of Garo Hills to attract visitors to the State. He also mentioned about Meghalaya hosting the International Terra Madre festival in Shillong and demonstrating the diversity of indigenous cuisines.



The speech is followed by introduction of the prominent judges recognizing their versatile talents who have attended the event. The Chief Guest then declared the competition open after which the assessment of the food items of the competitors commenced.

The festival targeted mostly the higher secondary school students and few institutes, that participated, are Garo Union Higher Secondary School, Mount Dura Academy, Food Craft Institute, Bidarik Institute of Learning and Don Bosco Higher Secondary School. A total of 42 participants took part in various competitions and were judged by some of the town's well known gourmets.

A cash prize has been awarded to the winner and runners up in each category and the program continued with musical performance by three rock bands namely Brighter than bright, Strange Origin and Dream for it, all from Tura ICFAI campus and some dance performances as well.

The festival aimed at bringing about a change in the general perception of educational system. It intends to encourage ancillary activities which provide hands on experience to the students thus, enriching their skills. The festival brought about a positive feeling among the students. Hence, with the success in the event, ICFAI anticipates to inspire more number of students to pursue Travel and Tourism management as their career option in the days to come.

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