

A CULINARY ODYSSEY TO LUCKNOW CUISINE

Lucknow is known for its endless variety of kebabs, biryani and sweets. A note on five places to eat in the city.

SIDDHARTHA SEN

Lucknow, the city of Nawabs, has been romanticized by many filmmakers, historians and poets over the years. The late Satyajit Ray immortalized the city in his iconic film "Shatranj Ke Khiladi". Be it the "tehzeeb", architectural marvels, rich literature, or the opulent culinary spread, Lucknow never ceases to charm.

Awadhi cuisine which is the soul of Lucknow's gastronomic saga is an unforgettable experience in dining and finesse. In the 17th Century, Awadhi food thrived under the patronage of Burhan-ul-Mulk, the first Nawab of Awadh. The eclectic variety of dishes available in Lucknow were introduced and perfected by expert chefs of the royal kitchens of the region. Famous all across the world for its endless variety of kebabs, biryani and sweets, Lucknow is an absolute paradise for food lovers. From its popular street food, restaurants and authentic cuisines from new age home chefs who run their own "Cloud Kitchen", the city has the unique ability of turning any foodie into an aficionado.

So, prepare your 'Bucket List', take a note of these 5 places to eat in the city, whilst making sure you don't start salivating already.

"GALAUTI KABABS" OF TUNDAY



Nawab Asa-ud-Daula was a man who took his food as seriously as his court affairs. As the Nawab started



Basket Chaat Royal Cafe

getting old, he began losing his teeth but he was in no mood to let this come between him and his love for good food. He ordered the "Khansamas" to make the softest kebabs that would require no chewing, and to do this without compromising on the flavours. Quite an interesting tale behind the name "Galauti Kabab" "Tunday Kababi" the famous Kebab shop by Haji Murad Ali came into being around the end of the 17th century. The original outlet is in the Akbari Gate area in Chowk but the popular one is situated in Aminabad. The kebabs made here have maintained the succulent texture and aromatic flavour of yesteryears. Tunday continues to follow a closely guarded family recipe. Upon a bit of interrogation, the cooks divulge that a special masala is prepared for the kebabs that use an incredible 170 different spices. Try to eat at the spot with the food being hot and freshly served, though takeaway options are available too.

Where: Naaz Cinema Road, Aminabad, Phone: 0522-4307223
Price: Average Cost for Two = Rs 400

BASKET CHAAT AT ROYAL CAFE

Royal Cafe has been a landmark of Lucknow for

decades. The location of Royal Cafe is such that it divides Hazratganj, the iconic promenade of the city into two halves. Basket Chaat at Royal Cafe Lucknow is THE DISH for which people flock from all-over. A rich, creamy and colourful dish, the chaat here is a perfect foil to your snacking cravings. The basket in the chaat is made of deep-fried potato. This basket is then topped with Vada, Alu Tikki, Chole, creamy curd, spices, various chutneys, and some mixture along with pomegranates. Just as fancy and vibrant the dish is, the creator Hardayal Maurya - The Chaat King - is no less. A jovial person in his characteristic "Gandhi Topi" and apron, Maurya ji is often surrounded by people requesting selfies.

Where: Hazratganj opposite Sabu Cinema, Phone: 0522-2625555
Price: Average Cost for Two = Rs 500

BURRA KABABS OF NANDITA'S ROYAL KITCHEN



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Exotica Sweet Chhappan Bhog

It is difficult to pinpoint at the exact origins of Burra kababs, according to folklore they were meant to be cooked on a barbecue and served on roads for travelers and traders. Nandita, a home-maker has popularized the famous "Burra Kababs" by giving her personal touch and innovative twist to the recipe. She runs her own "Cloud Kitchen" in Purana Quila area of Lucknow and her endeavour is to revive the lost recipes in their original form.

The Mutton Burra is juicy and well marinated with an assortment of spices which will transport you to a bygone era where food used to be cooked without any use of preservatives and chemicals. The spices used are made by grinding whole organic spices.

No pre-mixes available in the market are used. This royal "Cloud Kitchen" also offers a variety of Awadhi fare like Mutton Nihari, Galauti Kababs and Kalori Kababs.

The objective of this home kitchen is to provide great homemade taste to patrons along with good health in all its preparations. Orders have to be placed with 1 day's prior notice.

Where: 27, Purana Quila, Phone: 9956565631
Price: Average cost for 2 = Rs 1000

SWEETS AND SAVOURIES OF CHHAPPAN BHOG

Chhappan Bhog is a reputed name in premium quality sweets, namkeen and other delectable delicacies. Since its inception in 1992, they have been providing the best quality products wrapped in traditional cordiality. "Chhappan Bhog" is a mythological name derived from ancient times of the Mahabharata, when a royal get-together would take place with 56 delicacies being offered to the deity. At this sweet shop you can relish an assortment of authentic Indian sweets and savouries, few of which are age old with a dash of innovation and some made from new recipes to tickle your taste buds.

The award-winning Exotica Sweet made of Dry Fruits and Gold Vark, Mewa Bite, The first Indian Sweet made without any preservative with longer shelf life, Alu Tikki and Masala Matar made of pan-fried boiled chick peas with dollops of Desi Ghee and sprinkled with ginger and coriander, all of these offerings are worth every minute of your visit to Chhappan Bhog. Where: PD Road, Sadar Bazaar, Phone: 7275565656
Price: Depending on your Order

CHICKEN MASALA OF OPEN-AIR RESTAURANT



If you are in Lucknow then don't miss the chance to hang out at Open-Air restaurant near UP Press club. Do not be surprised once you reach the restaurant if an attendant appears from nowhere, rattle out the menu, take the order and vanish. Thereafter, the food will suddenly appear after a few minutes. Almost like magic.

Though they have a variety of options to choose from like Galauti Kababs, Shami Kababs to Biryans, Chicken Masala is one dish you should not miss here. The gravy is made of Coconut mixed with a variety of spices and the preparation time for the "Masala" is an incredible 12 hours. The texture of the meat along with the This place can give its more famed outlets a run for their money for sure. Great Place. Do Visit Where: Near Tulsii Theatre, Hazratganj, Phone: 9839041639
Price: Average Cost for Two = Rs 600

BEAUTY AND PANACEA

SHAHNAZ HUSAIN



Women entrepreneurs: Challenges and opportunities

Nearly four decades ago, when I started my career, I felt strongly that women have the potential to be successful in the business world. It was like a latent force that had not really emerged. But, in India, the last few decades have seen women stepping out of their homes, to make a career, establish their identity and fulfil their own dreams.

Business ability is without gender. Given the same opportunities, women can be as good as men in business. Women are not inferior in any way when it comes to starting a business, managing it or making it successful. Entrepreneurship actually implies independence of spirit and it is this independence that women in developing countries like India have begun to express over the last two or three decades. That is why the number of women entrepreneurs has been steadily growing.

I definitely feel that education and a professional qualification give a great deal of confidence. We need to give importance to the acquiring of professional qualifications and training, so that women can express their creativity and innovativeness with more confidence. Vocational training should include aspects of business management, in order to encourage entrepreneurship. This would also increase the awareness of the incentives and loans offered to women by banks and financial institutions.

Professional beauty diploma courses include subjects like business and salon management, as well as client handling. They provide a lot of emphasis and knowledge on the kind of investment that would be needed to set up a beauty salon, the equipment that would be needed, how to make the enterprise profitable, how to keep books of accounts etc. This gives women a great deal of confidence about setting up their own salons and becoming entrepreneurs.

In fact, very early in my career I started encouraging ordinary housewives to open salons in their own homes. I trained them and offered the Shahnaz Herbal franchise. That is how we started our chain of herbal salons. I saw how shy, submissive housewives blossomed into confident entrepreneurs.

I firmly believe that a woman definitely has the qualities to be a successful entrepreneur. For one thing, while managing her different roles of wife, housewife, mother and career woman efficiently, she has learnt the values of time-management, patience and handling budgets. She has learnt how to integrate and nurture. She has quietly taken decisions and held her family together. Women have the courage, inner strength, foresight and capacity for hard work, all of which are necessary to be successful as entrepreneurs.

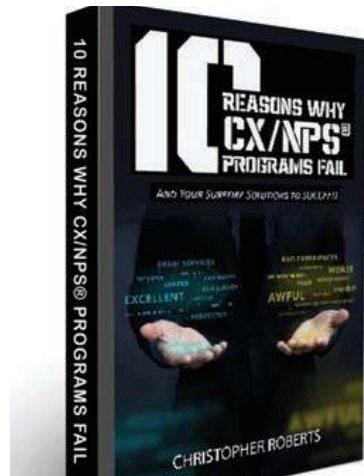
Marketing is an important part in entrepreneurship. Women find it difficult to know the market and to face the competition. This is one area where they need help and encouragement. For example, they can learn about the market and how to make use of changing conditions, like the internet, commercial advertising methods, different business models, etc. With globalization, products and services are needed for the global market and this requires effort at various levels, from the Government, research institutions, vocational training institutions, export development and trade agencies, etc. Markets need to be explored. Presenting the products in a globally attractive manner is also essential, along with knowledge of the demands of the global market. With entrepreneurship, the sky is the limit, provided one has relentless determination to excel and ability for sheer hard work. Independence of spirit, creativity and innovativeness are some factors that are key to success in business.

A book for business leaders attempting to understand their market position

VINEET MALHOTRA

When considering a pragmatic approach to Customer Experience programs, the book "10 Reasons Why CX/NPS® Programs Fail" is extremely useful. Christopher Roberts, the author of the book and an experienced brand interventionist, has put together a sophisticated guidebook that eloquently conveys the complex ideas of building a CX or Net Promoter Score® strategy in simple, layman's language that makes it an easy to understand read for everyone within the corporate framework of driving a CX/NPS® program.

The book is intended for the top-tier management that is determined to run strategic and powerful CX or NPS® programs that have massive economic implications. However, the large number of real-world examples made it extremely insightful and comprehensible for me. As a consumer, there is much that we desire from a seller - be it of services or products. How an organisation caters to such consumer needs is something we all have a fair idea about. But why do some organisations go above and beyond and heavily focus on ensuring its customers have a great



Book Cover

experience is what I realised when I read Roberts' explanation on the "massive economic benefits of get-

ting CX/NPS® programs right and the massive economic losses if done wrong."

Many points talked about in this book made intuitive sense and focus on actionable advice rather than theoretical possibilities. This made the read all the more meaningful. Roberts emphasises the importance of a customer-centric culture and the need for organisations to understand their customers' needs and preferences. He also provides several examples and case studies from different industries to illustrate his points, which provide a foundation for the reader to design solutions that are more tailored to their demographic needs, rather than follow a plug and play attitude which often fails. Equipping the reader with the skills to understand and craft their own solutions is definitely an intriguing aspect of this book.

With the business landscape across the world growing at an unprecedented rate, this book is definitely an essential tool-kit for business leaders. The sheer importance of a reliable CX/NPS® program, and what it can do for a brand to understand how well it is positioned in the market and what it can do to improve cannot be emphasised in any smaller terms. Roberts does not just stop at outlining the ten most critical reasons why CX/

NPS® programs fail in the form of 10 chapters, but he also simplifies the process of understanding these ideas by providing specific examples and case studies to illustrate the challenges, thus providing avenues to build potential and strategic solutions to resolve each of the ten problem points.

Though I would hate to be a spoiler, there are a few points highlighted by Roberts that I found particularly enlightening. These include how lack of leadership buy-in, poor survey concepts, inadequate data analysis and lack of action planning can be detrimental towards creating a strategic customer-centric culture. In conclusion, I would like to state that "10 Reasons Why CX/NPS Programs Fail - And Your Sure-fire Solutions To Succeed" is as simple as Roberts' explanation of numerous complex, practical, and actionable ideas in this book. It is a must read for business leaders attempting to understand their current position in the market, where they are lacking in terms of building their business via strong word of mouth, what can help them overcome their shortcomings, and how to devise one's own strategic solutions using concepts from this book.

Gurugram varsity clinches 3 gold medals in National Youth Festival

CORRESPONDENT NEW DELHI

In its Maiden performance at the 36th All India National Youth Festival held at Jain University, Bengaluru from 24 to 28 Feb 2023, Apeejay Stya University, Sohna, Gurugram gave a sterling performance and bagged 8 medals.

ASU, emerged as a champion in 8 events at the National Youth Festival in which 124 Universities from across the country were participating.

After qualifying with flying colours at the 36th Inter University North-West Zone Youth Festival held at Maharishi Markandeshwar University, Ambala-Mullana, ASU, forayed its victory in the National Youth Festival making a mark for itself.

3 Gold Medals were bagged in Classical Instrumental Solo (Percussion), Light Vocal Ghazal and Western Solo. 3 Silver Medals were awarded to Classical Dance, Elocution and Clay Modelling.



Apeejay Stya University Winning Team

2 Bronze Medals were procured in Western Group Song and Rangoli. The jubilant performers were ecstatic about their outstanding participation. Under the dynamic leadership of Mrs Sushma Paul Berlia, a noted Educationist and Entrepreneur who was the first woman President of PHDCCI, Apeejay Education which is running over 26 Institutions in the country is covering commendable milestones. Dr. Sucharita, Private Chancellor Congratulated the Chancellor Mrs Sushma Paul Berlia on this laudable achievement and shared the joyous moments with the medallists.