



Press Release

Techno India University Hosts A Two-Day Pithe Puli Workshop For Their Students

Kolkata, 11th January, 2024: In an effort to bridge the gap between Western and Bengali traditions, the Hospitality Management Department of **Techno India University** is hosting a unique two-day workshop at **Café Offbeat Up There** starting today, focusing on the age-old tradition of making Pithe Puli. This workshop aimed to introduce the rich flavors and cultural significance of Pithe Puli to the students.

As Western customs continued to influence global celebrations, the department recognized the importance of preserving and sharing the unique cultural heritage of Bengal. Pithe Puli, a traditional Bengali sweet prepared during the auspicious occasion of Makar Sankranti, held a special place in the hearts and palates of Bengalis around the world.

The two-day workshop sought to educate and engage students in the art of making Pithe Puli, providing a hands-on experience in crafting these delectable treats. Students had the opportunity to immerse themselves in the vibrant Bengali culture, understanding the significance of each ingredient and the meticulous preparation process that went into creating these mouthwatering delicacies.

"We believe that traditions are a bridge that connects generations, and in today's globalised world, it is essential to celebrate and share the unique customs that make each culture special. Our Pithe Puli workshop aimed not only to introduce the beauty of Bengali traditions to the present generation but also to ensure that the rich legacy of Pithe Puli is preserved for future generations," said **Prof Manoshi Roychowdhury, Co-Chairperson, Techno India Group.**

Apart from the traditional Pithe, the students tried their hand at making a wide variety of Pithe-Pulis such as **Partishatpta, Dudh Puli, Soup Bowl, Vaja Puli Chusi Pithe, Gokul Pithe, Mugh Pakol, Noksha Pithe, BibikhanaPitha, Vapa Pithe, Aske Pithe, Dudh Chitoy & Soru Chakuli.**

The workshop undertaken by **Chef Rakhi Ghosh** featured expert demonstrations, interactive sessions, and tasting opportunities, allowing students to savor the authentic flavor of Date(Khejur), the key ingredient in many Pithe Puli recipes. More than 50 students who are participating will gain insights into the cultural significance of Pithe Puli and its place in Bengali festivities.

About Techno India University Hospitality Management Department

The Hospitality Management department of the Techno India University, West Bengal began its journey since 2017 in a very modest way. There were only 25 students when the department first rolled out. The continuous upswing of the student strength in the department demonstrates the inherent strength of the Techno India's brand equity as well as the sincerity and continuous strive for the betterment being practiced by the Faculty and the other members of the Department. Over the years the students passed out from the college have been absorbed by Hotel & Restaurant Industry, Aviation, Cruise lines, Hospitals and other service sectors. Some of the students preferred for higher studies and got admission in prestigious institutions like Symbiosis, Techno India School of Management Studies, etc. At present we are having near about 50 students.

About Café Offbeat Up There

Café Offbeat Up There is the first Café on EM Bypass Road. Modern, familiar, spontaneous and playful, this cozy panorama of delights offers a mix of culinary cuisines from the first ever ghost kitchens of Kolkata. Slip outside and find yourself overlooking the Kolkata cityscape. Rendezvous inside and experience a whole new world of eclectic and savory satisfaction all evening.

For further information please contact:

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