

**Personality Development:
You are a Tea Bag**

**Legal:
Law of Trademark "TM"**

**Nutrition & Health:
QUINOA – A Superfood**

**Flavor Special:
Corn Pakoda**

**Russian Crisis:
Wagner Group's Prigozhin...**

**Poems:
Monsoon Story
La Bella My Umbrella
Before You Came**



Cover Story

Dr. Archana Bhargava

Is a multi talented exponent of Braj songs!

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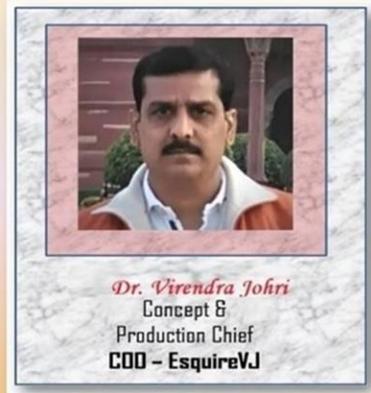
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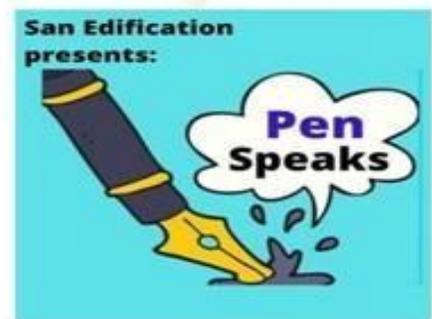
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Personality Development Talk

Speaker: *Dr. Sunehri Johri*
Miss Teen India United Nations 2021



San Edification Presentation

FROM THE DESK OF CONCEPT & PRODUCTION CHIEF

Dear Readers,

We are pleased to bring the July-August 2023 Anniversary issue as SquarePetals Global Webzine has successfully completed 4 glorious years now. Our special thanks to the gems associated with the Webzine, who all made it possible just like a dream turning into reality!

We have provided platform to about 100+ novice as well as renowned writers, artists, poets globally and we are committed to share more & more valuable knowledge with the world. SquarePetals Global Webzine is reaching 25 countries with more than 6.5+ lac reader base, SquarePetals Global Webzine is also available on Magzter & Amazon, the world's biggest digital magazine platforms.

Hoping to stay connected with this literal bond for many more years and always!

Love & regards



Dr. Virendra Johri
Concept & Production Chief

Cover Story



Dr. Archana Bhargava

Is a multi-talented exponent of Braj Folk Songs



Dr. Archana Bhargava

IN TUNE WITH THE LORD

Practicing and propagating with a genuine passion an art form which is on the verge of dying. Dr. Archana Bhargava is a multi-talented exponent of Braj Folk Songs. Having been brought up in the heart of the Braj Bhoomi – Mathura, the birthplace of Lord Krishna, she gloriously captures in her singing style the charm and the originality of Braj Folk Music that has been passed on through generations. She has taken the sweet message of love told through the divine ballads of Shri Radha Krishna to many places in India and abroad. Dr. Archana is as good with her folk songs as she is with song writing and composing. She has written & composed a few dozen of her songs.

Dr. Archana's affinity towards music manifested quite early in her life. Growing up in an environment which is

very rich in culture and tradition and the place where Lord Krishna is believed to have performed his pursuits, the love for art & music came naturally to her. The environment imbibed in her is the refined taste of folk music. During her young age, she performed at many stage shows and won many music competitions. Although she was encouraged to pursue music only as a hobby, much later she took formal training in Hindustani Classical Music from Prof. Pradeep Kumar Dixit, her Guru, a disciple of Pandit Onjar Nath Thakur. She holds professional degrees in Hindustani Vocal, Tabla & Kathak dance.

Dr. Archana has been living with her family in Lucknow after her marriage. After a long sabbatical from music, a time when she focused on bringing up her three children & teaching Sanskrit in various Universities. Dr. Archana came to the forefront again with devotional and folk songs. She signed a deal with T-Series Music Company and released a video album "Radhae Krishna Barsane Mein."

She has her own troupe comprising instrumentalists and dancers. Her show is always a treat to watch as her accompanying artists who enact her songs with their flawless dances. With her songs that come directly from the heart and the dance in full vibrant attires, the entire episode of the eternal love of Shri Radha Krishna comes alive. People encompassing communities and nation

events that include a feature program to greet **Miss Universe Jennifer Hawkins in Lucknow**, International Minjar Mela and Chamba Millennium Celebration, Lucknow Mahotsav, Jhansi Mahotsav, Taj Mahotsav, Chandigarh Festival, Cultural Shows at Eastern Zonal Cultural Centre in Kolkata and other cultural and religious festivals across the globe.



enjoys her shows despite cultural and language barriers. This was witnessed especially during her tour of Europe and Bhutan where the audience appreciated her with encore. Wherever she goes, she is known to entral her audience with her tasteful Rasiyas, Langurias and Horis. Her improvisation skill is an incredible feature that adds more value to her music. Many a time she has wowed her audience by improvising on the stage on the theme requested by the organizers or the connoisseur's in the audience.

Dr. Archana Bhargava has toured across the length and breadth of the nation giving live performances at many

Her program has been featured on Satellite Television Channels such as Aastha & Sansar. She has also been invited as a guest on the Subha Savere program which was telecast of Doordarshan. She is an accredited artiste with Indian Council for Cultural Relations, All India Radio and Doordarshan.

Dr. Archana Bhargava feels she could connect with the Lord through her songs and it gives her an ineffable feeling practicing this art. She is determined to take this art form everywhere and spread the message of love and peace.





Wagner Group's Prigozhin rebels against Putin

A momentous series of events with the Wagner Group marching on Moscow and then backtracking on its stance.

The immediate crisis has been defused, but it brings out glaring weaknesses in Russia and Putin's own position. All this coming at a time when the Ukraine offensive is slowly picking up.

Later the Wagner chief said that his troops were halting their march to Moscow to avoid bloodshed.

The war in which little has gone as per plan, received another twist in the tale, when Yevgeny Prigozhin gave a call to his Wagner Group to withdraw from their positions and march on to Moscow, against "the corrupt, self-serving generals and ministers." But adding another twist later in the day, he ordered his soldiers to pull back from their march to Moscow, so as not to escalate the crisis.

By then Wagner's moves had sent tremors in the Kremlin and for the first time, struck directly at Vladimir Putin's hold on power.

Just two months ago, Prigozhin and his group were feted as heroes after their successful capture of Bakhmut. But even then, the rift was apparent. Prigozhin had repeatedly accused the Defence Minister Sergei Shoigu and armed forces Chief General Valery Gerasimov, of conspiring to undermine his group and denying them supplies and ammunition. His comments that "the generals should be shot for their handling of the war" ruffled quite a few feathers as well. Perhaps he was getting too big for his own boots and in June, a

proposal was put up by the Defence Minister to amalgamate the Wagner Group into the Russian military by 1 July. This move—supported by Putin himself—would put Prigozhin directly under the Defence Minister and weaken his own position.

Prigozhin refused to sign the agreements to that effect, and instead launched an expletive laced rant, in which he told Russians that the war was a lie, and an excuse for “a small group of scumbags to promote themselves”. He also accused the Army of launching a missile strike at one of their training camps and killing their fighters and demanded that the Defence Minister and Army Chief come to meet him. When the outrageous demand was ignored, he ordered his fighters to abandon their positions in the frontlines of Ukraine on 23 June, and March on to Moscow, in what was claimed as “not a military coup, but a march for justice”.

The 35,000 strong Wagner Group in Russia-Ukraine comprises their most battle-hardened fighters, who have been manning the frontlines for a year now. They are very well equipped, though they lack air support and have no internal logistics. In addition, around 15,000-20,000 fighters are protecting Russian interests in Sudan, Syria, North Africa and the Middle East. It is a formidable fighting force, more so since they swear loyalty to only one man—Prigozhin himself.

The group marched on Rostov-on-Don and Voronezh, the two centers that Russia uses as bases for their war effort in Ukraine. They quickly captured the military bases in both cities and took control. Russian air attacks on their convoys reportedly caused some casualties, but the group claimed to have even shot down three Russian helicopters and even set a fuel dump in Voronezh ablaze. At one point of time they were barreling down in T-72 tanks and BMPs along the M4 Highway from Rostov to Moscow and were just 400 km away from the city.

The Wagner mutiny, though not directed at the military leadership and not at Putin himself, is a challenge to the Russian President; more so since Prigozhin was his close friend and he himself had built him up. Criticism of the war also reflects on him directly. Putin appeared weak and defensive when he denounced the action, by calling it “a stab in the back”. But he appeared conciliatory, and even appealed to the fighters, offering amnesty if they surrendered.

Prigozhin’s action has got the war dangerously close to Moscow, which has seen machinegun posts coming up along the main roads. He has tapped on the growing anti-war sentiment, by appealing to the soldiers to join him instead. The success of his actions will depend on whether the Russian soldiers remain loyal. At the moment there seems no uprising in the military itself, but should he spark a mutiny in the ranks, the movement will threaten not just the war effort, but all of Russia.

The timing of his action has come at a delicate stage. The Ukrainian offensive is just picking up steam. The vacation of positions by around 30,000 Wagner group fighters, has opened up large gaps in the front lines which can be exploited. This will weaken the Russian defensive layout, more so since Russian troops will now also have to look behind their shoulders should the Wagner fighters now turn against them. With Rostov and Voronezh under siege, the Russian logistics too will be severely curtailed. Even if the mutineers are halted short of Moscow, the Wagner Group still holds Rostov. That town will have to be cleared and the Russians may face a repeat of Bakhmut in their own territory. The prevailing chaos is an opportune time for Ukraine to exploit the gaps and push ahead. A series of military reverses on the battlefield will weaken Putin even more.

Could we be seeing a 1917 or a 1991 moment in Russia? It is too early to say. But Prigozhin had warned of “weaknesses” for months before this action. He has revealed that the biggest weakness to Russia lies within. Should that weakness be further exploited, Putin’s war may just unravel very fast.

Col. Ajay Singh is the international award-winning author of six books and over 200 articles. He is a regular contributor to The SquarePetals Global Webzine..



spherical and about 2.5 mm in length and 1.0 mm in diameter.

The seeds are white, yellow, red, brown and black whereas the seedcoat is brown in color and possesses superb nutritional properties. Quinoa is a low-maintenance and adaptable crop. It can be grown in a wide range of environmental conditions; it has the ability to tolerate frost, salinity, and drought and also can grow on marginal and arid soils and high altitudes. Its high resistance to salinity and drought enables it to withstand both present-day and future effects of climate change, such as water scarcity. Because of its adaptability, and nutritional richness, the National Aeronautics and Space Administration (NASA) is considering quinoa growing inside spacecraft to nourish crews on long-term missions.

The peculiar nutritional attributes and incredible health advantages of quinoa make it a "superfood". Along with a good source of carbohydrates, it is rich in proteins as well. Most of the proteins originating from plant sources do not contain a perfect amino acid profile except quinoa. Quinoa contains all nine essential amino acids including lysine. Lysine is usually deficient in cereal grains. In 1950, White and coworkers observed that quinoa seeds contain a substantial amount of protein and the quality of quinoa protein is comparable to the whole dried milk protein. Quinoa may be an excellent solution for addressing protein-energy malnutrition in children, particularly in underdeveloped nations. Quinoa seeds contain an intriguing fatty acids composition and a modest lipid content. Quinoa oil has nearly 20 times more unsaturated fatty acids than rice oil. The inclusion of unsaturated fatty acids in the diet is recommended by doctors and nutritionists as they lower blood cholesterol levels, reduce inflammation, maintain healthy cardiac rhythms, and perform a variety of other functions. Quinoa has a significant amount of soluble fiber that helps to reduce blood sugar levels, lower cholesterol, increase fullness and in weight management. Quinoa is naturally free of gluten and its usage instead of typical gluten-free ingredients can increase the antioxidant and nutrient value of a gluten-free diet. As a



Quinoa: A Superfood

Quinoa is an amazing food crop that has thrived after the brink of extinction. Scientifically it is known as *Chenopodium quinoa* and originated from the Andes in South America. It was a mainstay of pre-Hispanic Andean diets. Andeans proudly used it for both food and medicine for over 7000 years. Later it spread to other parts of the globe and is now being grown in almost every region of the world. The Inca Empire declared it the "mother of all grains". Quinoa is often said to be a pseudo-cereal as it does not

belong to the grass family as other cereals do but it produces seeds with a hard coat and is used as flour for bread and other staples, also prepared and eaten similarly to a grain. Quinoa has gained enormous popularity as a food item in recent years. The seeds are flat,

good source of minerals, quinoa grains have higher concentrations of potassium, calcium, magnesium, copper, iron, manganese, and zinc than traditional cereals, and their calcium-phosphorus ratio is also better than that of cereals. Quinoa provides a good amount of vitamin B complex too.

Quinoa seeds are loaded with phytochemicals including carotenoids, phytosterols, squalene, fagopyritols, flavonoids and phenols, Such phytochemicals are known to quench the harmful molecules continuously produced in living cells and are the culprit of several life-threatening diseases such as diabetes, cancer, respiratory diseases and CVDs. Quinoa is categorized as a low glycemic index food and the glycemic index of quinoa is around 53. Low glycemic index foods are preferred for their several beneficial health attributes as high glycemic foods quickly raise blood sugar levels and can stimulate hunger and contribute to obesity and further chronic diseases.

Besides, beneficial features some anti-nutrients are also present in quinoa seeds. A thick coating of saponins is found in tiny quinoa grains, which can easily be removed by repeated washings, though, a small amount of saponins has its importance in the human diet. Additionally, it contains phytic acids, which inhibit mineral absorption, especially calcium and phosphorus. The concentration of phytic acid can be lessened by soaking or allowing it to sprout. Concisely, quinoa production and consumption should be encouraged since it is an excellent source of nutrients and phytochemicals that may help buffer one's susceptibility to disease risks and supports a healthy lifestyle.



Dr. Neeru Bhatt

Managing Editor,
Canadian Journal of Clinical Nutrition



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YOU ARE A TEA BAG

Your failures and mistakes are not a proof that you are finished. It doesn't mean that it has ended for you. It doesn't mean you cannot make it again. Failures and mistakes can be a bridge, not a barricade, to success. It can be a wing to soar higher and not a clutch to walk lower. It is not how far you have fallen, but how high you can bounce back that makes all the difference.

One of the riskiest things to do in life is trying to avoid making mistakes and failing. Whether you failed or made a mistake is a matter of perspective. You need to have a different perspective towards failing and making mistakes, this is what can make a difference in your life. Failures and mistakes are part of the experimentation process for success. Experimentation means doing something to see if it

will work. In the journey of success or when you tend to trend through untraveled paths, there is a much higher likelihood of Most successful people realize and recognize this success secret.

Failing or making a mistake shouldn't make you feel bad. You can capitalize on your mistakes and failures. In terms of turning problems into opportunities. You identify the problem and come up with a solution. Great successes are products of problem-solving. You can't achieve greater success without experiencing mistakes and failure.

Failure gives you a perfect opportunity to begin again more creatively and intelligently. Failure gives you a perfect start. Every time you fail, something new begins to happen to you. A mistake and failure are a signal that it's time to learn something new, something you did not know before. You begin to learn new things you never knew. Failure and mistakes bring out the new you. It is by

learning and not blaming others for our mistakes and failures that we can turn bad luck to good luck. You can profit from your mistakes and failures. Feel proud and not ashamed whenever you fail.

I agree with what Theodore Roosevelt said, “Far better it is to dare mighty things, to win glorious triumphs, even though checkered by failure. Then to rank with those poor spirits who neither enjoy much nor suffer much because they live in great twilight that knows not victory or defeat.” If you have ever failed or made a mistake, you are better than someone who had never attempted anything worthwhile. Risking failure and mistake is risking success and opportunity for greatness. One of the riskiest things to do in life is to take too many precautions and never have any failures or mistakes.

It will interest you to know that 99% of success is built on former failure. If you want to be successful, learn to fail faster. A mistake proves somebody stopped talking long enough to do something. Don't be afraid to dream big. You are more powerful than a person with facts. Mike Murdock advised, “You have no right to anything you have not pursued, for the proof of desire is the pursuit.” Whenever you fail or make a mistake, you gain experience. Experience is not what money can buy. It is what failure and mistake can give you. As Veron Sanders said, “Experience is a hard teacher because she gives the test first, the lesson afterwards.” Experience is what you get when you are looking for something else. The best way to go after a failure is to learn the lesson and forget about the details. Failure can become a wing to help you fly or a weight that pulls you down. The only way to come back after a failure is to go on and on.

You are like a tea bag that needs to be tested in hot water to bring out your potential. A tea bag becomes valuable when it is dip in hot water. The hot water that makes you become valuable and useful comes in the form of failures and mistakes.

The process is more important than the goals. Failure and mistake is a process that you will inevitably pass through in life if you desire to become successful.

The Nobel Prize was awarded to Ilya Prigogine for his findings and research on dissipative structures. His research proved why a child will climb on a bike, fall off, climb on, fall off and then suddenly be able to ride. Again in the simplest of terms, under extreme pressure of falling down and getting up again and again, the stress of the process causes the brain of the child to reorder. It goes from not knowing how to ride a bicycle to being able to ride a bicycle forever.

In my understanding of this research, there are people who know what to do but cannot do what they know. Once they fall down, they sat stay down, refusing to get up or try again. Instead of pressing on with increasing stress and frustration, they back off to reduce the stress. In many ways, it is like a chick remaining in its protective stress.

As Prigogine said, “Stress is the way intelligence grows.” You can truly grow when you allow yourself to pass through the process of pressure. Life will always give you pressure not to drain you, but to help you reach your full potential. The orange juice comes out when pressure is applied. Just like a tea bag, your value is determined by the quality of hot water you pass through. Anytime you fail or make a mistake you are not decreasing in value but increasing in value when you learn, unlearn and relearn.



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Best-Selling Author / Motivational Speaker /
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of Monsoon ...
gentle rains
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on thundering tunes ;
And heavy rains
followed soon ☁️



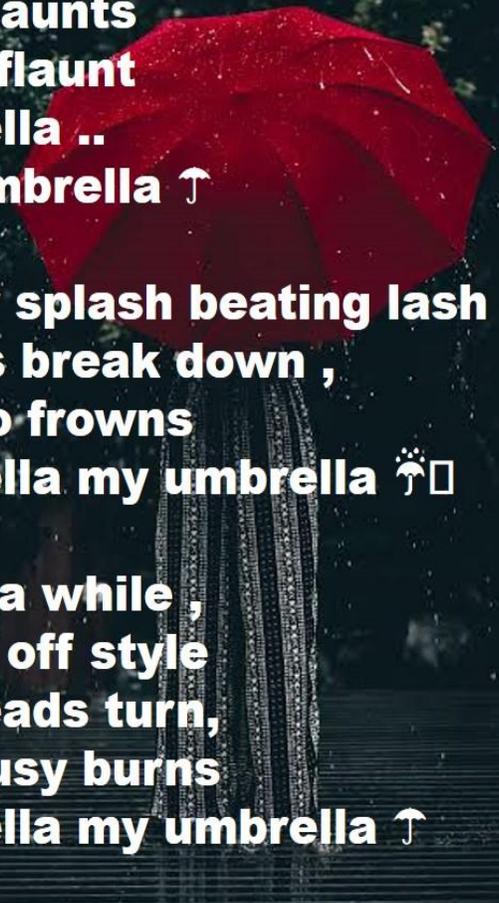
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By Dr. Sansriti Johri -



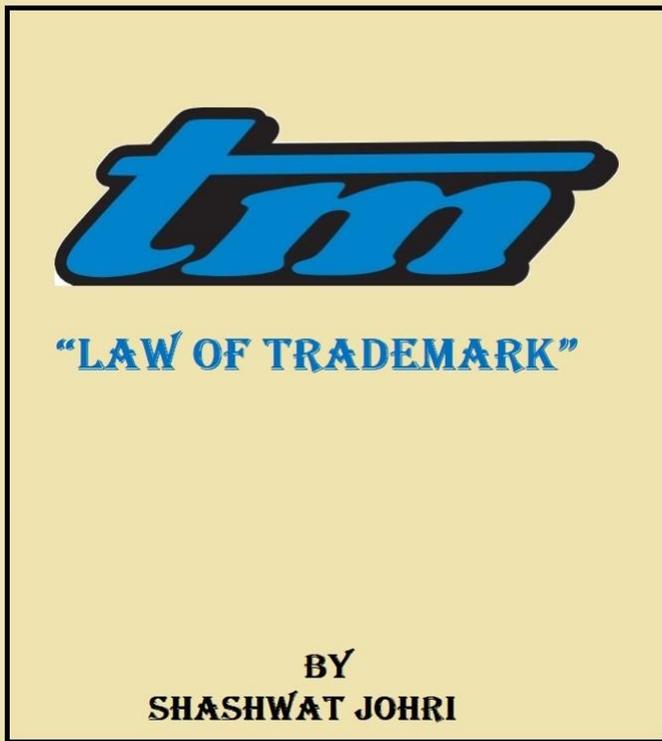
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recognition and loyalty, allowing customers to make informed choices in the marketplace.

2. Protection of Intellectual Property: Trademarks are a form of intellectual property protection. They provide legal rights to the owner by preventing others from using similar marks that may confuse consumers or dilute the brand's distinctiveness. Trademarks safeguard the investments businesses make in building and promoting their brands, products, and services.

3. Brand Reputation and Trust: Trademarks are essential in establishing and maintaining brand reputation and trust. A strong trademark helps convey the quality, credibility, and consistency associated with a particular brand. Consumers often rely on trademarks as indicators of reliable and reputable products or services.

4. Marketing and Advertising: Trademarks serve as valuable marketing tools. They can encapsulate the essence of a brand and its attributes, making it easier to communicate and promote the brand in marketing and advertising materials. Memorable and well-recognized trademarks can effectively capture consumer attention, facilitating brand recall and facilitating brand messaging.

5. Business Asset and Competitive Advantage: Trademarks can become valuable business assets over time. As a brand gains recognition and reputation, its trademark can acquire significant value. Trademarks can be licensed, franchised, or sold, generating revenue and providing a competitive advantage in the market. They can also contribute to the overall valuation of a company.

6. Global Protection: Trademarks can be registered and protected at the national, regional, or international levels. This allows businesses to secure exclusive rights to their trademarks in different jurisdictions, providing a basis for expanding their operations globally and preventing unauthorized use by others.

7. Legal Remedies: Trademark owners have legal remedies available if someone infringes upon their rights. Infringement occurs when someone uses a mark that is identical or similar to an existing trademark in connection with similar goods or services, leading to consumer confusion. Trademark owners can take legal action to stop infringement, seek damages, and obtain other remedies.

In summary, trademarks serve as crucial tools for brand identification, protection of intellectual property, establishing brand reputation, marketing and advertising, creating business assets, and gaining a competitive edge in the marketplace.

Definition

A trademark is a type of intellectual property that helps protect the identity and branding of a business or product. It is a recognizable sign, symbol, word, phrase, design, or combination thereof that distinguishes the goods or services of one party from those of others. Trademarks play a crucial role in the business world by allowing companies to establish a unique identity and build customer trust and loyalty.

The primary purpose of a trademark is to prevent confusion among consumers regarding the source of origin of goods or services. When consumers see a trademark they associate it with a particular company, indicating the quality and reputation associated with that brand. Trademarks serve as valuable assets for business, representing their goodwill and distinguishing them from their competitors.

Purpose and Importance of Trademark

Trademarks play a crucial role in modern business and commerce. Here are the purpose and importance of trademarks:

1. Brand Identification and Differentiation: Trademarks are primarily used to identify and distinguish the goods or services of one business from those of others. They serve as unique identifiers that consumers associate with a particular brand. Trademarks help create brand

Distinction between trademarks, patents, and copyrights

Trademarks, patents, and copyrights are all forms of intellectual property protection, but they serve different purposes and protect different types of creative works. Here's a distinction between trademarks, patents, and copyrights:

1. **Trademarks:** Trademarks protect brands, specifically names, logos, slogans, or any distinctive sign that identifies and distinguishes the goods or services of one business from those of others. The purpose of a trademark is to prevent consumer confusion and protect the reputation and goodwill associated with a particular brand. Trademarks are typically registered with the relevant government authority (such as the United States Patent and Trademark Office) and can be renewed indefinitely as long as they are actively used and maintained.
 2. **Patents:** Patents protect inventions, including processes, machines, compositions of matter, and new and useful improvements thereof. Patents grant exclusive rights to inventors for a limited period, typically 20 years from the date of filing, during which they can exclude others from making, using, selling, or importing the patented invention. To obtain a patent, an invention must be novel, non-obvious, and have industrial applicability. Patents are granted by government patent offices, such as the United States Patent and Trademark Office, after a rigorous examination process.
 3. **Copyrights:** Copyrights protect original creative works of authorship that are fixed in a tangible medium of expression. These include literary works, music, artistic works, films, software, and other forms of creative expression. Copyrights grant exclusive rights to the copyright owner to reproduce, distribute, display, perform, and create derivative works based on the original work. Copyright protection arises automatically upon the creation of the work and generally lasts for the author's lifetime plus a certain number of years after their death, depending on the jurisdiction. Registration of copyright is optional in many countries, but it provides additional benefits, such as evidence of ownership and the ability to file lawsuits for infringement.
- In summary, trademarks protect brands and help consumers identify and distinguish goods and services, patents protect inventions and provide exclusive rights to inventors, and copyrights protect original creative works of authorship. Each form of protection serves a

distinct purpose and covers different aspects of intellectual property.

Trademark Registration Process

Eligibility criteria for trademark registration

The eligibility criteria for trademark registration may vary slightly depending on the jurisdiction, but the following criteria are generally common:

1. **Distinctiveness:** To be eligible for trademark registration, a mark must be distinctive and capable of distinguishing the goods or services of the applicant from those of others. Marks that are generic, descriptive, or commonly used in the industry may face difficulties in registration. Strong and inherently distinctive marks, such as coined words or unique designs, have a higher chance of meeting this criterion.
2. **Availability:** The proposed mark should not be identical or confusingly similar to an existing registered trademark or pending application in the same or related field of goods or services. Conducting a comprehensive search before filing the application is crucial to assess the availability of the mark and potential conflicts.
3. **Lawful Use:** The mark should be used or intended to be used in connection with lawful goods or services. It should not violate any laws or promote illegal activities.
4. **Use in Commerce:** Some jurisdictions, such as the United States, require proof of actual use of the mark in commerce or a bona fide intent to use the mark before the registration is granted. Other jurisdictions, like the European Union, allow for registration based on a genuine intention to use the mark in the future.
5. **Non-Deceptiveness:** The mark should not be deceptive or misleading to consumers regarding the nature, quality, or characteristics of the goods or services it represents. It should not create confusion or misrepresentation in the marketplace.
6. **Non-Functional:** Marks that consist purely of functional or generic elements that others in the industry would need to use for their products or services may not be eligible for trademark registration. The mark should serve as an identifier rather than functional features of the goods or services.

It's important to note that specific jurisdictions may have additional requirements or restrictions. It is advisable to consult the guidelines and regulations of the relevant intellectual property office or seek legal advice to ensure compliance with the eligibility criteria for trademark registration in your specific jurisdiction.

To be continued in next edition.....



CORN PAKODA :

(4 Serving)

1 Cup = 250 ml

Ingredients:

Take Cob Corn and cut into 3 layers

1 + 1/2 no - Whole American Corn (Cob)

1/2 no - Capsicum Chopped

2 no - Green Chilli Chopped

1 no - Onion Chopped

1 tbsp - Garlic Crushed

1/2 tbsp - Ginger Chilli Paste

1/2 tsp - Hing

1/2 tsp - Turmeric Powder

salt to taste

1/4 Cup - Coriander leaves Chopped

1+1/2 Cup - Besan (Gram Flour)

1/2 Cup - Corn Flour (Corn Starch)

Mix well with hand and add water Little by Little . Make it Thick Batter

Put or Add

1 tbsp - Hot Oil

And mix well

Heat the oil make Pakoda, make little flat and fry till golden in Slow Flame and serve with Chutney

Falguni Thakkar

Award Winner Chef &
Author of Hand to Heart



Before You Came

Before you came,
the coal burned miser red,
the Moon shone in the owl's eyes with a dull glint,
the moonflower's dew fell on earth,
piercing several armors of pebbles,
the stars floated on water
like snowflakes on lava.
I, loveless, wandered and wondered
into a raven's hollow eyes,
my heart had grown mushrooms.

After you came,
the coal burnt shy red,
the owl's eyes reflected an intoxicated moon,
the dew fell softly like rose petals,
and the stars twinkled in your eyes,
almost tempting me to kiss your face.
I found myself.



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