In the fast paced world, time is money and in order to save time today's youth relies heavily on packaged food. Not only youth, most of us are spending more and more of our grocery bills on packaged foods. It's time that we should know what we're consuming. The easiest way to do that is to be able to read what food label says. Reading these labels and understanding the information would help consumers in making healthier choices. This article aims at educating people in making quick and informed choice while consuming packaged food.

One should start with understanding the "Serving Size": The serving size and the number of servings per container are written at the top of the label. Serving sizes differ on each food container and may not equal the serving size we normally eat. If we eat twice the serving size listed on the label, we need to double all the figures in the nutritional facts section.

**Calories Per Serving:** This section on the label tells us about the total number of calories in each serving of the food and the number of those calories which are derived from fat. Calories provide us a measure of how much energy the body gets from eating one serving of the food. If we are trying to manage (lose, gain or maintain) our weight, the energy we get from eating one serving of food and the number of those calories the label tells us about the total number of calories we consume by eating one serving of food.

Some carbohydrates convert into sugar in our body, so we may be consuming more sugar than what is on the label. Nutrition shows what percentages of the recommended daily intake of these nutrients are in the food. This information is dietary guidance. The information is dietary guidance. The information at the bottom of the label will tell us how much of the "good" and "bad" cholesterol. Total Carbohydrates represents the sum total of all the different types of carbohydrates that we consume by eating one serving of the food.

**Sodium:** It is also known as table salt. Sodium is a hidden ingredient in many foods, especially processed food, such as canned soups and tomato sauces. Sodium is known as the "good" cholesterol and LDL (Low Density Lipoprotein), known as the "bad" cholesterol. There are two types of cholesterol – HDL (High Density Lipoprotein), known as the "good" cholesterol and LDL (Low Density Lipoprotein), known as the "bad" cholesterol.

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**JOURNALISTS: QUALITIES AND SKILLS**

Shivaji Sarkar

Do journalists require some qualities in them or a more degree? This is the standard question an aspiring journalist often asks.

They are told the employer needs a degree but the profession does not demand it. A budding journalist must have certain qualities to be a professional. No job requirement mentions those but as you face an editor or an employer he tries to find that out.

It may be mentioned that there were many eminent editors, who set the trend globally were matriculates, non-graduates. They, however, set the highest professional standards. My editor, CN Chittaranjan, at National Herald, the highest circulated daily in UP till 1970s was one of them. He was a wonder. His command over language, knowledge, writing skills, capacity to guide his colleagues and compress a knowledge, writing skills, capacity to guide his colleagues and compress a sentence. The journalist must have the "nose". One has to acquire it with phe-

"nose". One has to acquire it with phe-


ters a lot. For example, one serving of these may provide 280 calories, with 110 calories from fat. If we eat 2 servings, we would consume 500 calories in total and out of this 220 would be from fat. Total Fat: It includes fats that are good for us, such as monounsaturated and polyunsaturated fats, and omega-3 fats (usually from fish and vegetable sources). Monounsaturated and polyunsaturated fats can help lower our blood cholesterol and protect us from heart disease. Trans fats are also known as "hydrogenated" and "partially hydrogenated" fats. These are formed during the process of converting liquid oils into solid fats, such as shortening and stick margarine. Hydrogenation increases the "bad" cholesterol and neutralizes the flavour of these fats. Partially hydrogenated fats are currently considered the worst fats for our health.

Nutrients to Limit
Sodium: It is also known as table salt. Sodium is a hidden ingredient in many foods, especially processed food, such as canned soups and tomato sauces. Cholesterol: This tells us how much cholesterol we will get by eating one serving of the food. There are two types of cholesterol – HDL (High Density Lipoprotein), known as the "good" cholesterol and LDL (Low Density Lipoprotein), known as the "bad" cholesterol. Total Carbohydrates represents the sum total of all the different types of carbohydrates that we consume by eating one serving of the food.

Nutrients to Moderate
Sugar: This is the amount of sugar we consume through one serving of food. Some carbohydrates convert into sugar in our body, so we may be consuming more sugar than what is on the label.

Get Enough of These Nutrients
Fibre content tells us no. of grams of dietary fibre in one serving of the food. Dietary Fibre is the indigestible carbohydrate that is present in the food. It is an important macro nutrient for building muscle. High-protein foods tend to be more satiating. The Institute of Medicine recommends getting 10%-35% of our calories from protein. Most of the people do not calculate the amount of protein they consume. It is therefore, important to check the food label to track the amount of protein per serving.

Vitamins & Minerals: This portion of nutrition shows what percentages of the recommended daily intake of these nutrients are in the food. This information is given in terms of percentage. If a glass of tetra pack juice we gulped to contain our favourite“curd” or our recommended daily intake of Vitamin C, it may not necessarily be so. Those recommended intakes are based on a specific diet. It also doesn’t take into account our lifestyle: the more active we are, the higher our nutrient craving will be. Mostly, they list the percentage of vitamin A, Vitamin C, calcium and iron. Only sometimes and very rarely does the label list the number of vitamins and minerals listed.

Information at the Bottom of the Label
This chart is based on a 2,000-calorie diet. The information is dietary advice from public health experts and is the same for all products. It shows the

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Brahmin’s cow, eats less and yields more milk). Internationally, just not in India, the employers want in journal-}
JOURNALISTS: QUALITIES...

(To know what is happening across the world not just in his city. He has to be a keen learner. He must have capacity to narrate the changes in Chinese currency Yuan as possibly one sitting in New York. Journalism demands more from a scribe.

He has to be inquisitive - the yearning for knowledge to find out new developments. He must have critical thinking - connect events happening in his area. Impact may in his known area. He must have the capacity to investigate - ask searching questions and do research.

He must be accurate about his facts. He must have capacity to narrate about his subject without being afraid of the bus. If he can do that he can have fairness in his writing - that is unedited facts or something without a lot of editing.

That beggars balance - the capacity to put contrary or even contradictory facts for the benefit of his reader. The reporter cannot have bias - personal, political, religious, regional, national or any other. Bias is putting colour. It conveys, distorts, and makes writing unacceptable. A report may be true, but he cannot take sides - that is bias.

He must also know the media ethics and the basic texts of the Indian Penal Code, Criminal Procedure Code, Constitution of India and press laws. It is necessary so that he can protect himself on issues like defamation, changing technology and while investigating can do so per the law of the land. Freedom of expression has some limitations and he must know that.

Globalisation demands more from a scribe. A scribe must have leadership qualities, aware about his society and be willing to experiment with new tools - digital online - will be important even for newspaper journalists. The key will be to understand the strengths and weaknesses of online journalism so that the best one may utilised for each other. It means whether one is an engineer or not he must have the capability to understand what new technology can do. The journalist tomorrow should be open to experimenting with new tools and not afraid of them.

A lot also has to do with experience. So acquiring experience, while learning.

The scribe must have leadership quality, aware about his society and be able to work in a team.

The person still not important. What counts is the attitude and aptitude. This is a wonderful profession. One can be a science reporter, economic reporter or a farm reporter having not studied any agriculture. A farmer reporting has studied all the agriculture. A farm reporter having not studied any agriculture.

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Principal

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