



Celebrating Style and Function

ational Handbag Day, observed annually on October 10, honors one of fashion's most iconic and versatile accessories: the handbag. Beyond functionality, handbags reflect personal style, status, and creativity, seamlessly combining fashion with utility. From timeless leather totes to modern crossbody designs, they carry essentials while making bold style statements. The day celebrates craftsmanship, innovation, and iconic designs that have shaped the fashion industry. It also highlights the handbag's role in empowering individuals, serving not just as a practical companion but as a symbol of personal expression and elegance in everyday life.

#HOME MADE

The Secret is Garlic Paste Infused with Olive Oil

The Irresistible Charm of Homemade Garlic Bread: A Simple Recipe for Maximum Flavor



Garlic bread is a beloved classic that has graced dinner tables worldwide for decades. Whether paired with pasta, soup, or enjoyed on its own as a snack, the rich aroma and comforting taste make it a universal favorite. While store-bought versions exist, nothing quite compares to the fresh, vibrant flavors of garlic bread made from scratch. And the best part? It's incredibly simple to prepare, using everyday ingredients that come together to create a mouthwatering treat.

The secret to outstanding garlic bread lies in the garlic paste infused with olive oil. By soaking fresh garlic cloves in high-quality olive oil and then mashing them into a smooth paste, you unlock the true essence of garlic, aromatic yet mellow, with a lingering warmth that's neither overpowering nor harsh. Olive oil, with its fruity undertones, not only carries the garlic flavor but also adds a subtle richness that elevates the entire dish.

To this garlicky base, you add butter, the key ingredient that brings richness and a creamy texture to the spread. Butter melts beautifully during baking, soaking into the bread's nooks and crannies and creating a perfectly moist bite every time. Adding cheese, typically mozzarella or parmesan, introduces an irresistible gooeyness and a

sharp, savory depth. As the bread bakes, the cheese melts and bubbles, forming a golden crust that adds both flavor and texture.

A final touch of chopped fresh chives brightens the spread with a hint of herbal freshness and a splash of color, balancing the richness of butter and cheese. Chives complement garlic beautifully without overpowering it, making them an ideal finishing ingredient.

Once your garlic butter-cheese paste is ready, spread it generously over slices of good-quality bread. Whether you use a crusty baguette, tangy sourdough, or a soft white loaf, the bread acts as the perfect canvas for the flavors to meld. Baking the bread in the oven is the last crucial step, it crisps the edges, melts the cheese to perfection, and fills your kitchen with that irresistible scent that signals comfort food at its best.

The result is garlic bread that's crispy on the outside, soft and fragrant on the inside, with layers of flavor that make every bite a delight. Perfect as a side dish, an appetizer, or a snack, homemade garlic bread elevates any meal effortlessly.

In just a few simple steps, this recipe transforms humble ingredients into a warm, satisfying comfort food classic. Once you try it fresh from the oven, you'll never want to settle for store-bought again.



The Iron Hand Of Götz von Berlichingen

When not engaged as a warrior, he kidnapped nobles for ransom and attacked convoys of merchants for booty, activities that twice put him under ban of the empire. He led a section of rebels in the Peasants' War (1525), but after claiming that he had been compelled by the rebels to do so, he was acquitted by the imperial chamber. In 1512, near the town of Forchheim, due to a long running and bitter feud with Nuremberg, he raided a group of Nuremberg merchants returning from the great fair at Leipzig. On hearing this, Emperor Maximilian placed Berlichingen under an Imperial ban. He was only released from this in 1514, when he paid the large sum of 14,000 gulden. In 1516, in a feud with the Principality of Mainz and its Prince, Archbishop, Berlichingen and his company mounted a raid into Hesse, capturing Philip II, Count of Waldeck, in the process. A ransom of 8,400 gulden was paid for the safe return of the Count. For this action, he was again placed under an Imperial ban in 1518.

● Bulbul Joshi

Gotfried 'Götz' von Berlichingen was no ordinary knight. A formidable figure in 16th-century Germany, he earned both fame and infamy as a mercenary, rebel, and folk hero. Born around 1480 into a minor noble family,

Götz lived through the waning days of the medieval knight, when chivalry was giving way to gunpowder. But rather than fading into obscurity, he forged a legacy quite literally. After losing his right hand to cannon fire during a siege, Götz commissioned a remarkable iron prosthetic that allowed him to continue fighting. With this mechanical marvel strapped to his arm, he returned to the battlefield, undeterred and unyielding. Götz's life inspired Goethe's 1773 drama *Götz von Berlichingen*, which helped turn the iron-handed knight into a lasting icon of rebellion and individual will.

Götz was seventeen when he entered the service of Frederick I, Margrave of Brandenburg-Ansbach. In 1498, he fought in the armies of Holy Roman Emperor Maximilian I, seeing action in Burgundy, Lorraine, and the Brabant, as well as in the Swabian War the following year. By 1500, he

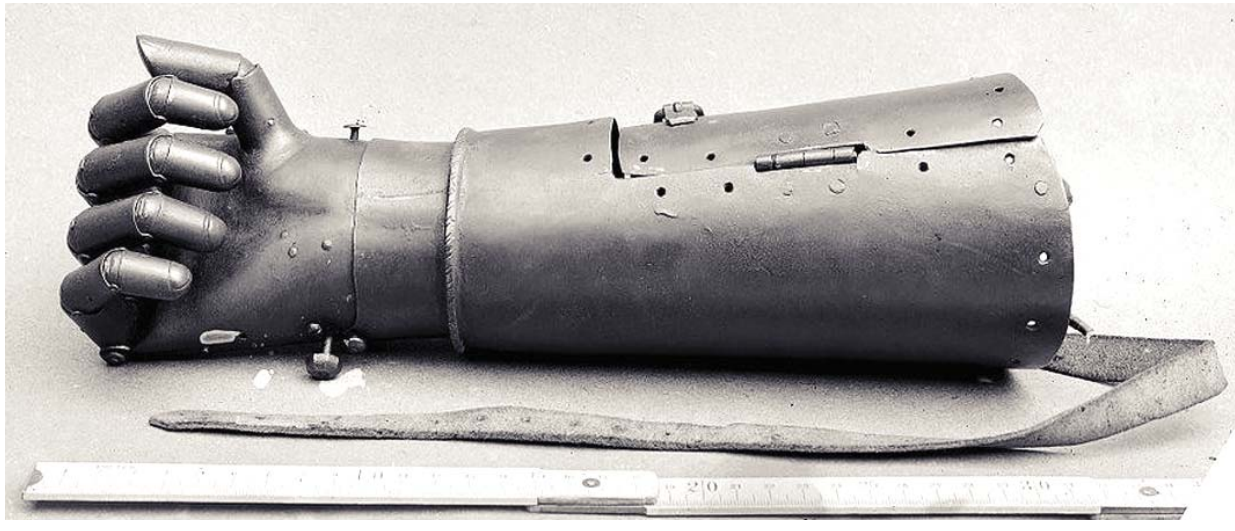
had left the service of Frederick of Brandenburg and formed a company of mercenaries, offering his services to various dukes, mar- graves, and barons. When not engaged as a warrior, he kidnapped nobles for ransom and attacked convoys of merchants for booty, activities that twice put him under ban of the empire. He led a section of rebels in the Peasants' War (1525), but after claiming that he had been compelled by the rebels to do so, he was acquitted by the imperial chamber. In 1512, near the town of Forchheim, due to a long running and bitter feud with Nuremberg, he raided a group of Nuremberg merchants returning from the great fair at Leipzig. On hearing this, Emperor Maximilian placed Berlichingen under an Imperial ban. He was only released from this in 1514, when he paid the large sum of 14,000 gulden. In 1516, in a feud with the Principality of Mainz and its Prince, Archbishop, Berlichingen and his company mounted a raid into Hesse, capturing Philip II, Count of Waldeck, in the process. A ransom of 8,400 gulden was paid for the safe return of the Count. For this action, he was again placed under an Imperial ban in 1518.

In 1519, he signed up in the service of Ulrich, Duke of Württemberg, who was at war with the Swabian League. He fought in the defence of Möckmühl, but eventually was forced to surrender the town, owing to a lack of supplies and ammunition. In violation of the terms of surrender, he was held prisoner and handed over to the citizens of Heilbronn, a town he had raided several times. His fellow knights Georg von Frundsberg and Franz von Sickingen successfully argued for his release in 1522, but only after he paid a ransom of 2,000 gulden and swore not to take vengeance on the League.

In 1525, with the outbreak of the German Peasants' War, Berlichingen led the rebel army in the district of Odenwald against the Ecclesiastical Princes of the Holy Roman Empire. Despite this, he was (according to his own account) not a fervent supporter of their cause. He agreed to lead the rebels partly because he had no other option, and partly in an effort to curb the excesses of the rebellion. Despite his wishes to stop wanton violence, Berlichingen found himself powerless to control the rebels, and after a month of nominal leadership, he deserted his command and returned to the Burg Jagsthausen to sit out the rest of the rebellion in his castle.

After the Imperial victory, he was called before the Diet of Speyer to account for his actions. On 17 October 1526, he was acquitted by the Imperial chamber. Despite this, in November 1528, he was lured to Augsburg by the Swabian League, who were eager to settle old scores. After reaching Augsburg under promise of safe passage, and while preparing to clear himself of the old charges against

#LEGEND



Gotz von Berlichingen's second prosthetic.

him made by the league, he was seized and made prisoner until 1530 when he was liberated, but only after repeating his oath of 1522 and agreeing to return to his Burg Hornberg and remain in that area. Berlichingen agreed to this, and remained near the Hornberg until Charles V, Holy Roman Emperor, released him from his oath in 1540. He served under Charles in the 1542 campaign against the Ottoman Empire of Suleyman, the Magnificent in Hungary, and in 1544, in the Imperial invasion of France under Francis I of France. After the French campaign, Berlichingen returned to the Hornberg and lived out the rest of

his life in relative peace. He died on 23 July 1562 in Hornberg Castle at the age of 81 or 82. Berlichingen married twice and left three daughters and seven sons to carry on his family name. In 1504, at the age of twenty-four, Götz was well on his way to establishing a reputation as a fearsome knight and an accomplished leader when he suffered a devastating injury during the Siege of Landshut. Götz and his company of mercenary soldiers were fighting on behalf of Albert IV, Duke of Bavaria, against the heirs of George the Rich, Duke of Bavaria-Landshut, when cannon fire tore off his right hand. The blast ripped through his armour and flesh, driving metal shards so deeply into his forearm that he later recounted the limb was left 'dangling from a strip of skin.' Nevertheless, he remained calm and rode back to his encampment, where he later underwent an amputation. At first, Götz was devastated by the loss of his arm. He feared he would never fight again.



Gotz von Berlichingen.

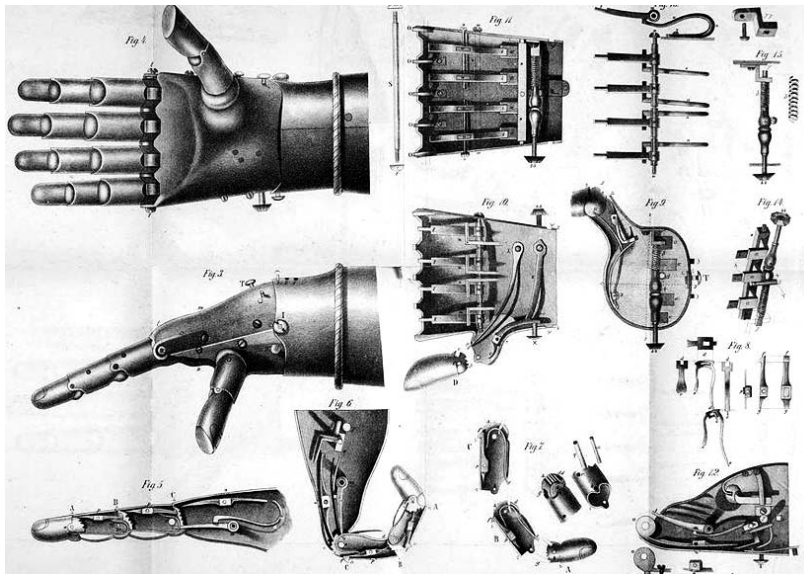
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the help of two hinges, the curved fingers could be brought inward and locked into place, allowing him to grip his sword. Some attention was paid to aesthetic detail, including sculpted fingernails and wrinkles at the knuckles. While not particularly advanced, the prosthesis allowed Götz to ride and hold weapons passively, though not to manipulate them with precision. It restored a semblance of knightly presence and utility, helping him appear in armour and maintain the social identity of a fighting nobleman. Later, he commissioned a second, more sophisticated prosthesis featuring individually movable fingers with joints at each knuckle. The hand could be set into a variety of positions. Each finger was spring-loaded and could be locked into place using small levers and catches. This advanced prosthesis allowed him to hold a sword, the reins of a horse, a quill, or other tools with a greater degree of control. Despite its technical ingenuity, the second hand was delicate and somewhat cumbersome. Götz reserved it for formal occasions, preferring the simpler and sturdier first prosthesis for daily use. Götz used this prosthesis extensively. Modern endoscopic examinations of its internal mechanisms have revealed significant wear, indicating frequent use.

Both prosthetic hands survive today and are kept at the Götzburg Castle in Jagsthausen, Götz's ancestral home, now partly a hotel and museum. Götz of the Iron Hand, as he came to be known as, continued fighting until the age of 64, participating in campaigns against the Ottoman Empire and in the 1544 Imperial invasion of France. After the French campaign, Götz retired to his ancestral home, Burg Jagsthausen, and later moved to Hornberg Castle near the Neckar River. There, he lived out his final years as a landed noble, managing his estates and reflecting on his life. Around this time, he dictated his autobiography, *Lebens-Beschreibung des Herrn Gözens von Berlichingen mit der eisernen Hand* ("The Life of Sir Götz von Berlichingen with the Iron Hand").

In this memoir, Götz recounts his adventures, battles, and injuries with pride and in vivid detail, providing invaluable insight into the mindset of a 16th-century knight navigating a changing world. The manuscript was later discovered and published in the 18th century, eventually inspiring Goethe's 1773 play, which helped elevate Götz from historical figure to legend.



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Gotz von Berlichingen's first prosthetic.

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One of the most famous and colourful moments associated with Götz von Berlichingen comes directly from his own memoirs. During a standoff with the forces of the Bishop of Bamberg, Götz was ordered to surrender. In response, he famously shouted back: *"Er aber sag's ihm, er kann mich im Arsch lecken!"* ("Tell him he can lick my ass!")

The phrase has been passed down in popular culture as a classic expression of rebellion and defiance, associated with the rough, independent spirit of the Franconian knight. Johann Wolfgang von Goethe included this line in his 1773 play *Götz von Berlichingen*, helping to immortalize it. Götz von Berlichingen died in 1562, at the remarkable age of around 82, an unusually long life for someone who spent so much of it in violent conflict. He was buried in the village church at Hornberg, where a grave marker commemorates him. At the end of his long life, a dying Baron Goetz von Berlichingen, the Iron Hand traveled to his ancestral tomb to seek absolution for his sins. Before he can be buried in his family crypt, the sins of his life must be confessed, enlisting the services of a Cistercian monk in order to record a narrative of his life as a robber-knight, and hopeful that his confession will not only prove his piety, but will lead to his soul's redemption. Berlichingen married twice and left three daughters and seven sons to carry on his family name.

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#BRANDING

The Story of Dalda

How a Cooking Staple was Born

For generations across India, Pakistan, and Bangladesh, the name Dalda was more than just a brand, it was a household term, shorthand for vanaspati or hydrogenated vegetable oil. Found in millions of kitchens and etched into the culinary memory of South Asia, Dalda's story is not just about food, but also about colonialism, industrial innovation, branding brilliance, and changing diets.



The Colonial Context: Butter, Ghee, and a Growing Market

In the early 20th century, India's growing urban population had an increasing demand for ghee, the clarified butter traditionally used in cooking. However, pure ghee, being made from milk fat, was expensive and unavailable

for many. The British saw an opportunity. They wanted to introduce a cheaper alternative to ghee that could be mass-produced and distributed. The idea was to bring a substitute for animal fat, similar to margarine in Europe, to the Indian market.

Enter Lever Brothers and the Birth of Vanaspati

In the 1830s, Lever Brothers, a British company (which would later become part of Unilever), began exploring options to manufacture hydrogenated vegetable oil, a product that would look and behave like ghee but be significantly

cheaper. They partnered with Dada & Co., an Indian trading company that had already started importing a similar product from the Netherlands. The product was popular but needed better branding and local production to expand.

How the Name 'Dalda' Was Born

When Lever Brothers took over the marketing and production, they decided to retain part of the original name for brand recognition. So:

- 'Dada' (from Dada & Co.)

- Plus an 'L' for Lever
- Brothers
- Plus an 'A' to complete the word

Thus, the brand 'Dalda' was born, a clever amalgamation of Dada and Lever.

Dalda Hits the Market: 1937

In 1937, the first unit for manufacturing vanaspati ghee under the name Dalda was set up in India. Dalda was marketed as a cheaper, clean, and long-lasting alternative to ghee, ideal for the growing middle class who couldn't always afford

pure dairy fat. Dalda was white or yellowish, semi-solid at room temperature, and had a texture and flavor profile similar to traditional ghee. It could be used for frying, baking, and general cooking, making it highly versatile.

The Advertising Revolution

One of the reasons Dalda became such a household name was its aggressive and innovative advertising. The Dalda film commercial from 1939 is often cited as India's first multimedia ad campaign, using cinema, print, and radio.

- The iconic Dalda tin, with

its green palm tree logo and distinctive packaging, became instantly recognizable. Rural areas were targeted with mobile cinema vans and storytelling campaigns, promoting Dalda as a modern, hygienic option.



Post-Independence: Dalda's Dominance

After India's independence in 1947, Dalda continued to grow in popularity across India and Pakistan. In both countries, vanaspati ghee became a staple in homes, bakeries, restaurants, and sweet shops. In the 1970s and '80s, Dalda remained dominant despite growing awareness of health concerns related to trans fats, which are present in hydrogenated oils.



Changing Times: The Fall of the Giant

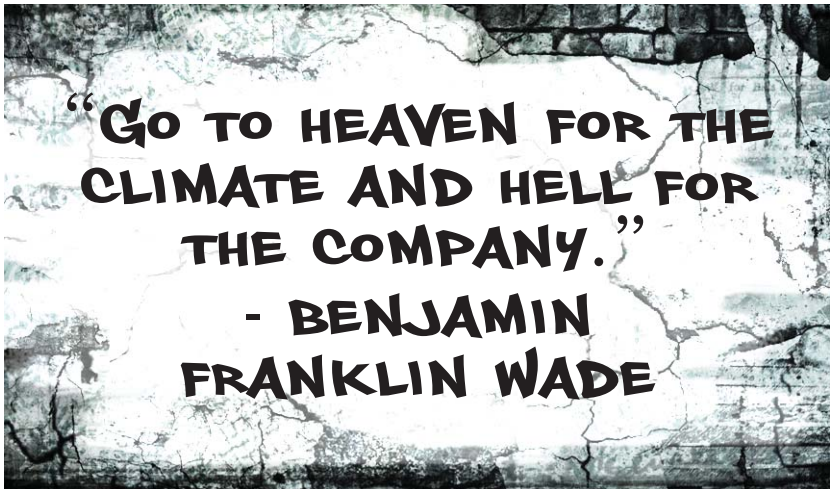
By the late 1990s and early 2000s, as consumers became more health-conscious, the demand for pure oils (like sunflower, soybean, mustard, and olive oil) increased. Vanaspati, once seen as a modern solution, began to be viewed as unhealthy due to its high trans fat content. Unilever eventually decided to exit the vanaspati business.

In 2003, Bunge India acquired the Dalda brand in India. In Pakistan, Dalda was sold in 2004 to a local group of investors, forming Dalda Foods Pvt. Ltd, which has since expanded into other cooking oils and consumer products.

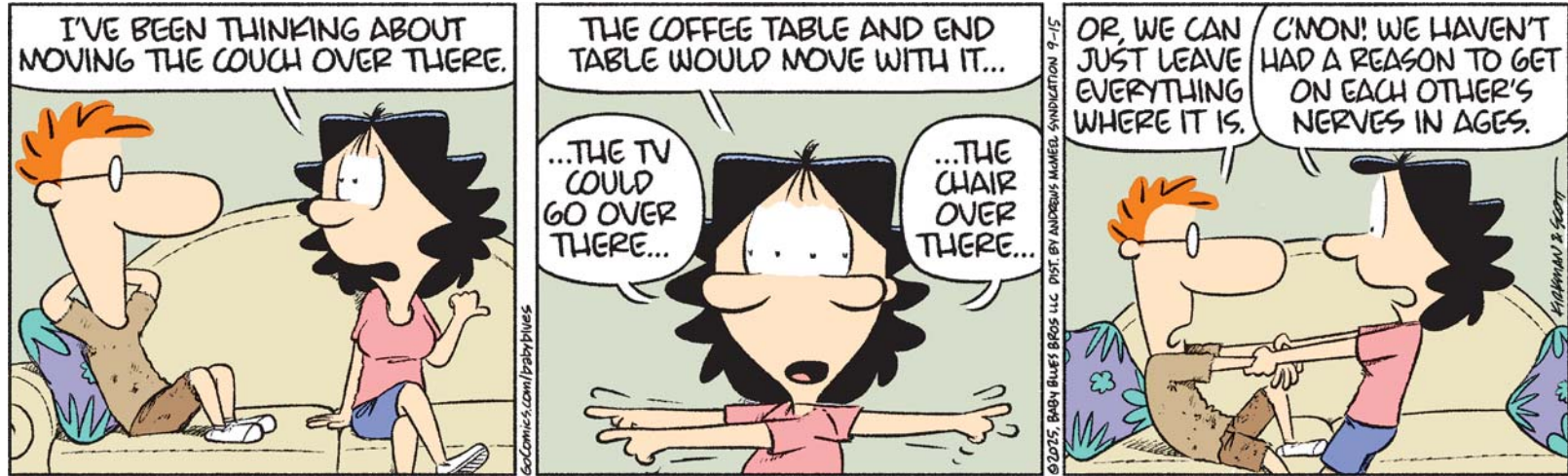
Legacy of Dalda

Today, Dalda still exists, though not as dominant, and has evolved with changing consumer preferences. It now includes a range of refined oils, canola, and sunflower oils, marketed as healthier alternatives. But for many across the subcontinent, 'Dalda' remains a nostalgic symbol, a reminder of a time when branding, technology, and colonial economics collided to change the way people cooked and ate.

THE WALL



BABY BLUES



By Rick Kirkman & Jerry Scott

ZITS



By Jerry Scott & Jim Borgman