



Munnar Catering College

ROYAL LAURELS



SOUVENIR 2013



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Royal Indian Holidays

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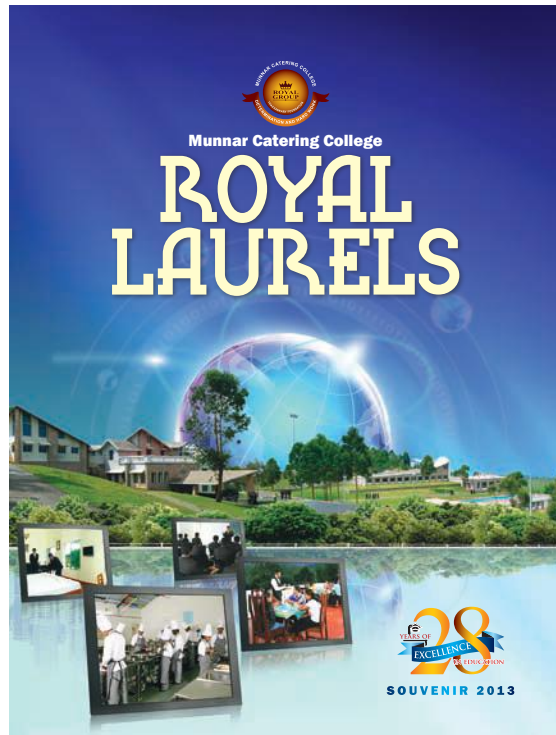
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Design & Layout by

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Printed at

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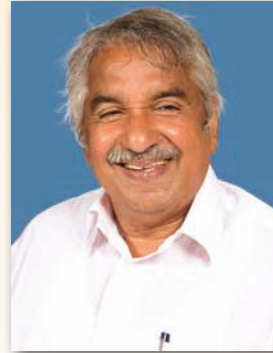
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Message



OOMMEN CHANDY
CHIEF MINISTER
KERALA



No.128/Pre-Sec/CM/2013

31/01/2013

Message

I am glad to know that Munnar Catering College would be bringing out a souvenir to commemorate the 28th anniversary of the institution.

My warm felicitations to all associated with Munnar Catering College in the backdrop of its 28th anniversary.

I hope that the institution would scale greater heights in the future and set new benchmarks in the field of hospitality.

Wishing all success.



OOMMEN CHANDY

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Message



P. K. ABDU RABB
MINISTER FOR EDUCATION
KERALA

THIRUVANANTHAPURAM

15-05-2013

DATE.....



MESSAGE

I am very glad to know that **Munnar Catering College**, Kochi is planning to publish a souvenir to commemorate its 28th annual celebration.

I hope that it will be an asset to the teachers and learners to expose their creative talents and virtues.

I wish all success to the endeavour.



P. K. ABDU RABB

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Message



A. P. ANILKUMAR
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BACKWARD CLASSES & TOURISM
KERALA

PHONE { OFFICE : 2333833
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THIRUVANANTHAPURAM

DATED: 07-02-2013



Message

I am very happy to know that the Munnar Catering College, is bringing out a souvenir in connection with its 28th anniversary celebrations.

With the rapid growth of hospitality and travel industry propelled by the international and domestic tourism, demand for well trained, result oriented and quality professionals has also increased manifold. I appreciate the efforts of your institution in imparting professional education in hospitality sector.

I wish success for the publication of the souvenir and 28th annual celebrations

A.P. Anil Kumar



Message

डॉ. शशि थरूर
Dr. SHASHI THAROOR
ഡോ. ശശി തരൂർ



मानव संसाधन विकास राज्य मंत्री
भारत सरकार
MINISTER OF STATE FOR
HUMAN RESOURCE DEVELOPMENT
GOVERNMENT OF INDIA



MESSAGE

I am very happy to learn that the Munnar Catering College is bringing out a special Souvenir in commemoration of the 28th year of its founding and growth into what is undoubtedly one of the foremost institutions in the field of hospitality and catering management in the country. I am sure that the Souvenir will contain sufficient material and information to prove why it enjoys its present high reputation as also throw light the path of progress it has planned for the future.

I convey my sincere best wishes to the Management, Staff and Dear students of the Munnar Catering College for the 28th Anniversary celebration of the college and for all their current and future endeavours.

JATHIND



07.02.2013

Dr. Shashi Tharoor

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23.01.2013

MESSAGE

I am happy that Munnar Catreing College is celebrating their 28th year of successful journey in the field of hospitality Management Education. In this context they are bringing out a souvenir also. It is good that the college is bringing out a souvenir in the sense that they are showcasing the literary and cultural talents of the students. This would definitely develop the personality of the students. I appreciate the efforts taken by the college in this regard. I congratulate the team of students, faculty, staff under the able leadership of the Principal and also put on record words of appreciation to the management of the college who support such activities. I hope that the souvenir which would definitely consolidate these efforts become a treasure for the college in the coming years.

Letha

DR. J. LETHA



“

The most terrible poverty is loneliness and the feeling of being unloved.

The biggest disease today is not leprosy or tuberculosis, but rather the feeling of being unwanted.

There is more hunger in the world for love and appreciation than for bread.

We think sometimes that poverty is only being hungry, naked and homeless.

The poverty of being unwanted, unloved and uncared for is the greatest poverty.

We must start in our own homes to remedy this kind of poverty.

Do not wait for leaders; do it alone, person to person.

”

Mother Teresa



Message

Looking Forward



Though the future of Hospitality and Tourism industry looks highly promising; scarcity of skilled manpower still remains a constant challenge. Even as the demand for existing job profiles are soaring in with increase in number of hotel rooms across the world, the rapid expansion of tourism sector has made way for tremendous job opportunities. Gone are the days when hospitality students could find employment in hotel industry alone. They are now preferred in wider service areas like tour operation, travel agencies, airline, cruise line, BPO, mall management, health care, Ayurveda and Spa centres, to name a few.

Recognizing the above realities and understanding the fact that an individual educated for today's job will soon be out dated, the academic emphasis of Munnar Catering College has been shifted to concepts, principles, analysis, process and systems in Hospitality and Tourism and vocabulary essentials on a wider perspective. While strictly following the academic curriculum, the basic objective of developing management capability through inter disciplinary subject exposure, problem identification and decision making, theory and management application are also achieved in a scientific and systematic manner. As Hospitality and Tourism are traditionally been an industry that emphasized hands-on experience, the students of Munnar Catering college are subjected to rigorous hands-on- training and real life experience in campus as well as outside under strict professional guidance and supervision.

We are determined to continue the same strategy of success so that we can proudly continue to introduce well groomed, qualified and trained professionals to the industry with technical competency, adaptability and passion to take up challenging assignments in their career.

I am sure the ROYAL LAURELS 2013 will be a show case of their creativity, professionalism and talent.

Tissan Thachankary
Chairman



Message



I am extremely happy to know that the 4th edition of the College Souvenir, Royal Laurels 2013 is ready for publication. I do hope it will be a true expression of the serious thoughts and feelings of our staff and students and their professionalism and creativity will be fully reflected therein.

In reality the present growth of Hospitality and Tourism industry excels our imagination. Today it is one of the most dynamic industries in the world and continues to grow year after year. The World Travel Organization (WTO) predicts that it will triple in size by the year 2020, becoming one of the largest industries in the world. This growth will provide many employment opportunities for people with right qualification and a positive attitude. Even when the world economy is showing sluggish growth with uncertain employment prospects, the fast growing hospitality industry is heralding a pivotal change in career options with an exciting variety of employment choices, thereby increasing the scope and future prospect of hospitality and tourism industry. In short, the future of our young hospitality professionals is surely on the safer side and they can definitely be proud of having chosen a highly prospective career in an ever growing industry where the employment opportunities are really beyond imagination.

As far as Munnar Catering College is concerned, our reputation has grown many fold since establishment of our own University in UAE, after serving in India for nearly three decades. As per our unique programme, those who opt to complete part of their course in our overseas campus get an excellent opportunity to improve their communication skill by interacting with people from various countries and exchanging culture and ideas, thereby refining their personality and grooming themselves to be a global citizen. Many hotel chains in UAE and India are in constant touch with us for getting well trained and qualified candidates groomed at Munnar Catering College and Emirates MCC University. Therefore I can assure with confidence, that all those who are successfully completing their respective courses here, let it be Diploma, Degree or Post graduation, have handful of promising offers from India and abroad. Therefore be confident, do your duty, complete your studies in flying colours and the rest is assured. I am sure, that for a professional in each of you even sky is not a limit.

With best wishes
Mimi Tissan
Vice - Chairperson

Message



It is another proud moment for me to address the 4th Edition of Royal Laurels. I take this opportunity to dwell and reflect on the past, assess the progress made and resolve to build upon what we have achieved so far.

The previous Academic year began in August. The new incumbents were inducted into MCC where discipline, grooming and punctuality are a way of life. The cadets, as the students are called, learn to imbibe the spirit of hospitality and discipline into their everyday life. This year we have initiated a forum called the "Achiever's Guild" whereby the cadets are graded and rated based on their overall all round performance involving their knowledge, skills, attitude, grooming standards, punctuality, discipline and communication skills.

A team of faculty work towards identifying and nurturing the talent of the cadets joining us. The development of the cadets is not restricted to development of their knowledge and skills alone. There are various other activities like events, celebrations, competitions, cultural programmes, theme festivals, and sports etc which are ideal platforms to develop the soft skills required for success in the hospitality industry. There is a strong emphasis on innovation, creativity, healthy competitiveness, development of team skills, organizing skills and managing events etc. The students also learn by doing by being part of the various committees which forms an important part of the learning experience at MCC. Some of the committees are the Food Production Committee, Food & Beverage Service Committee, Cultural Committee, Disciplinary Committee, Editorial Committee, Briefing Committee, Hostel Committee, Sports Committee, Grooming Committee etc. The cadets are encouraged to identify and build upon their talents which would help them in their career.

The hospitality industry is growing at a faster rate than ever envisaged and today it has no boundaries. The employment concept has also undergone tremendous changes and the role of the Tourism industry in accelerating the economic development of a country is widely recognized. In the Tourism Scenario, young and talented professionals with strategic specializations are the need of the day.

Here is wishing all cadets of Munnar Catering College a wonderful future in the emerging, exciting, dynamic hospitality industry which has unlimited employment and growth prospects.

SHINOW BABY
Principal



Editor's Note



Royal Laurels

This is the time to look back as we move forward.
This is the time for reflection as well as celebration.

Dear readers, Welcome, to the fourth edition of "Royal Laurels". We have been working diligently for it throughout the year and we are so proud to present it to you. This issue, I am sure would provide the readers with a perspective on the intellectual and the creative pursuits happening in our campus.

Well, I have had the honour of being one of the editors of "Royal Laurels" for three consecutive years and it has always been a very enriching experience. My sincere thanks to all those who submitted work this year. Whether rejected or accepted, we enjoyed reading every piece of work we received. My heartfelt gratitude to the editorial team for their dedication and hard work.

We hope you enjoy this souvenir as much as we enjoyed putting it together.



Nima Ravindran
Lecturer & Counselor

Chase Your Passion

The slogan for our life shall no longer be chasing our dreams but chasing our passion. Many a time our dreams remain unrealistic thus it is not constantly possible for us to chase down our dreams. Therefore, we need to chase our passion and if we are passionate for something we will definitely be able to achieve what we are passionate for. Our dreams may not always be the reflection of our capabilities and potential, we always dream what is beyond our reach so our dreams remain unfulfilled. Also we all are superstitious to believe that the dreams that we see in the wee hours would come true and seldom have they come true.

Dreams are said to be a window to our subconscious mind and hence, disturbing. They are a kind of spy-holes which give us access to unfulfilled desires, potential or emotions of our subconsciousness. Dreams in a way act as a guardian to our sleep, thus protecting the asleep person from the external stimuli like climate, noise, pain, body stimuli, etc.

But if we are really passionate for something and even though we don't have the enough potential within us to reach our goal, our passion for the goal will lead us the way. If we are really passionate for something nothing can stop us from reaching our goal; we will approach many people for guidance and assistance, we will think about alternative possible ways to reach the goal and if nothing works somehow we will get it done by others.

Passion is always the driving force in reaching our goal so it is not all about dreaming high but we should first identify what our passion is for. If what we dream about and what our passion is for, fall in line, our dreams get the wings of passion thus passion will lead the dreams to get realized.

So it is no longer in teaching people to dream for their future instead making them passionate for something. When the fire is burning within our belly for something, automatically we get enthused and get well equipped because the passion will help us to do our home work well in advance.

If our dreams and passions are in opposite poles, our dreams will always remain as dreams without getting actualized. Success of our life is not depending on all about having colourful dreams for the future instead in chasing our passions and to learn what we are passionate for. So let on our march to chase our passion.

Ajith Jose
AD 2nd Sem



Why Do I Love Cooking - The Four Fs

There are many reasons to love cooking. I jot down my favorites down to four, all beginning with F:

1. Fun: Cooking isn't just something that we have to do in order to eat on a daily basis. It can be fun too! Think about when we bake a cake, who doesn't love to lick the frosting off the bowl? Or when we're mixing all the ingredients together to make cookies, choosing whether to put chocolate chips, raisins, almonds, walnuts, coconut, dried cranberries, or M&M's into the bowl. There are endless opportunities to have fun while we're cooking...and then we get to eat it too!

2. Friends: Cooking with friends makes the whole experience infinitely better. It's always more fun to cook while chatting, listening to music, or just being with someone else. And sometimes it makes things go more quickly, so we can eat sooner! Making food is an enriching experience, and who better to share it with than our friends.

3. Family: Cooking is one of those activities that can bring a whole family together. Everyone can participate, from the mother and father working diligently on the main dish to the grandmother whipping up the dessert with the help of her grandkids, who are stirring the ingredients and licking the sides of the bowl and the aunts and uncles watching over the steaming side dishes. It is an experience that can be shared by the entire family.

4. Food: What would cooking be without the food?! The joy of cooking is that we can make whatever we want, whenever we want, for whomever we want. We can make the food spicy, savory, sweet, or sultry. We can boil it, steam it, broil it, bake it or flambé it. We can serve it raw, medium rare, a la mode, on ice or on fire. There are so many choices of food, endless tastes and flavors that can be mixed together to satisfy those who will eat anything to those with a refined palate. And the best thing about cooking is that right after, we have food to eat!

Cooking does not have to be a chore. There is an infinite amount of ways to make cooking something that we will want to continue doing for the rest of our life. Cooking and eating brings people together, bonds them, like few other experiences in life. It can be an enjoyable experience that is fun, with friends and/or family and good food.



Mohit Gaur
BSC HHA 6th Sem



Increasing Food and Beverage Revenues in Hotels



There are many reasons why hotel Food and Beverage profits are not what we would like them to be. Foremost among them is usually the fact that revenues are not as high as they might be. The lack of separate identity and entrances for outlets has a negative impact but for the most part, hoteliers aren't the street fighting promoters that our free standing restaurant counterparts are. This is quite understandable, after all why should we focus so heavily on Food and Beverage when the time and money spent on it will never be as profitable as the Rooms Division!

A hotel's Food and Beverage department is an exception if profit exceeds 20%. In both cases as hoteliers must admit, administrative, marketing, maintenance and utilities expenses are not deductions from these margins. Unlike the restaurants, who must bear all these expenses directly, we shuffle them off as Unallocated Expenses. In the end it makes sense because most hotel Food and Beverage revenues are driven by the Rooms Department's level of activity and our buildings and operational structures are not such that some expenses can be isolated cost effectively.

So the answer to Food and Beverage profitability in a hotel environment is to increase hotel guest usage, increase hotel guest average checks and increase outside patronage from the community. It is essential to have a mini-business plan for each of Food and Beverage outlets.

Mini-business plan is like the one we have for the hotel;

revenue and expense goals in detail, staffing plan, capital budget, menu plan and outlet market plan. These plans can be three small lists: standard hotel procedures, one time promotions and advertising. Standard hotel procedures are simple things like having the reception staff mention the outlets to registering guests and having the bell staff mention that night's restaurant specials while the guest is a captive audience. Other standard items are elevator displays, in room promotions, and promotional cards given with restaurant and bar checks.

Standard hotel procedures must include services, attitudes and amenities that are very appealing to the hotel's guests. Services are kind of obvious but attitudes are a little tougher. Rather than exclusively hiring experienced servers, people with a positive, cheerful outgoing attitude that either have experience or are trainable should be hired. A cheerful good attitude will over-come a lot of service and even quality problems, assuming they are short term! Servers must enjoy their patrons, thank them for coming, ask them if they will be in tomorrow, how their room is, etc. In short they must care. It will help the food and Beverage outlets and the hotel in general.

Amenities are a more exciting and creative issues. There should be an assortment of newspapers at breakfast and with room service. Offer cut fruit with every order for the health conscious or whatever is locally popular for the heavy eaters. Even free shoe shines as patrons leave and for people



waiting for a table or for joiners can be offered. We should dare to be different and work hard to find out what your hotel guests and surrounding community wants.

One time promotions are tried and true methods of attracting more business. Most people repeat the same ones year after year. Mothers' Day, Fathers' Day and the list goes on. Some new traditions could be introduced.

Advertising for food and beverage outlets ranges from the basics like the Yellow Pages and entertainment directories to such media as radio and television. Any media that can be obtained for free is good as long as one has some control over it. Trade outs are always a good idea.

Never forget the power of good press releases. These should be done for all conventions, banquets, menu changes, new entertainment, etc. Invite the press in to try new menus and to witness promotions. Charities are also good tie-ins.

Finally, emphasis is on the value of employee involvement. They should be involved in brainstorming sessions to create ideas in every area affecting revenues and expense control. They know more about the customers and the operations than management and owners do. More importantly when they have bought into the promotional ideas they will be good at delivering the product and service to the patrons but also at going out and promoting it.

Significant long-term increases in Food and Beverage revenues can only be achieved with the staff's enthusiastic understanding and support. And that's not limited to Food and Beverage Division employees; Rooms Division employees may be the only employees to have any contact with the in-house guests during their stay if the guests do not come into the outlets.

Christopher George
Bsc & DHMCT 4th sem



Winner VS Loser

1. A winner always has a programme
A loser always has an excuse
2. A winner says, "Let me do it for you"
A loser says, "That is not my job"
3. A winner sees an answer for every problem.
A loser sees a problem in every answer.
4. A winner says "It may be difficult, but it is possible"
A loser says, "It may be possible but it is difficult"
5. A winner says, "I am good but not as good as I could be"
A loser says, "I am not as bad as a lot of other people."
6. A winner feels responsible for more than his job.
A loser says, "I only work here"



Akhil Surendran
MBA 2nd Sem



Ayurveda - Traditional Indian Way of Healing...

Ayurveda can be defined as a system which uses the inherent principals of nature, to help maintain health in a person by keeping the individual's body, mind and spirit in perfect equilibrium with nature. Ayurveda is considered as the upaveda of Adharveda.

Meaning of Ayurveda

Ayurveda is a Sanskrit term made up of the word 'ayus' & 'veda'. Ayus means life and veda means knowledge. The term ayurveda thus means "the knowledge of life" or "the science of life". According to the ancient ayurvedic scholar charakan "ayu" comprises the mind, body, senses and the soul. Widely regarded as the oldest form of health care in the world, ayurveda is an intricate medical system that originated in India thousands of years ago. The fundamentals of ayurveda can be found in Hindu scriptures called vedas.

Aim of Ayurveda

Aim of this system is to prevent illness, heal the sick and preserve life. This can be summed up as follows:
"swasthyasya swasthya rakshanam" - To protect health and prolong life
"athurasya vigara prashamanam cha"- To eliminate disease and dis- functions of the body

Basic principles of Ayurveda

The human body is made up of three doshas: vata, pitha and kapha. The equilibrium of these dosha is our health and the imbalance leads to diseases.

Utility of Ayurveda

Panjakarma or therapy of purification

If toxins in the body are abundant, then a cleansing process known as Panjakarma is recommended to purge the unwanted toxins. This purification therapy is classical form of treatment in ayurveda.

The specialized procedures consist of the following...

Vamanam

Toxins in the body are removed through upper lower alimentary system inducing medical Virechanam Toxins in the body are removed through lower alimentary system by the medicine taken orally.

Vasthi

Vasthi is the procedure by which medicine is applied through rectum. It is a good remedy for Arthritis and Paralysis and many other diseases.

Nasyam

Nasyam is one of the best treatments for illness of head and neck. Here medicated oil, ghee or herbal juices are dropped in each nostril. It is beneficial for Nasal cleaning, headaches, Migraine, Cervical spondylosis, Facial palsy etc.

RakthaMoksham

This is the process to drain the impure blood. It is a cure for skin eruptions, psoriasis, etc.. Snehanam and Swedanam are optional preparatory programmes before starting panchakarmam.

Alternative therapies:

Abyangam

Abyangam is a general body massage with warm Medicated oil. Gentle to moderate pressure with hands and fingers are used for an effective massage. Massage is done in seven standard positions. It improves blood circulation and tones up muscles relaxing mind and body, relieving body pain and inducing good sleep. It rejuvenates by improving self confidence. It is advised for pain and stiffness, boosting energy and lack or blood circulation etc..



Pizhichil (Sarvangadhara)

Warm medicated oil is poured continuously on the person's body while being gently massaged. This Dhara is usually done in seven postures. It tones, strengthens and deeply rejuvenates the body ensuring better circulation. Highly beneficial in rheumatic complaints, advised in Paralysis, low back ache, neck pain and arthritis, joint stiffness, reducing pain and inflammation, nervous disorders etc.

Shirodhara

It is a purifying and rejuvenating therapy designed to eliminate toxins and mental exhaustion as well as relieve stress and any ill effects on central nervous system. In shirodhara, medicated oil is poured gently on the forehead as a continuous stream in between the temples. It is advised for insomnia, migraine, facial palsy, mental stress, to improve concentration and for skin diseases like psoriasis

Shirovasthi

It is a specialized treatment in which medicated oil are administered on the head. This treatment is highly effective for facial paralysis, dryness of nostrils, mouth & throat, severe head and burning sensation of head.

Njavara Kizhi (Shashtika Pinda Swedam)

A contribution of Kerala to ayurveda involves fomentation of the body with boluses of specially cooked rice. A particular kind of rice known for its medicinal and nourishment value is cooked in milk along with suitable herbal decoction. It relieves paralytic strokes, strengthens tissues. It reduces pain and inflammation and is very effective for rejuvenation, nourishment it is advised in paralysis, low back ache, neck pain, rheumatism, arthritis, neuromuscular diseases

Nethratharpana

It is a special treatment for the eye. It relives tiredness and also improve eye site. It is highly recommended for people who regularly work at computers and drive for long period

Scope of Ayurveda

Ayurveda has assumed significant preponderance in modern time with people from across the world seeking to come under its protective domain. National as well as international acceptance of ayurvedic healings has definitely widened up the bounds and prospects of ayurveda.

Dr. Aby M George
MBA 2nd Sem



Examination



O! Examination
You need concentration

English, it is comparison.
Geometry, it is Construction.
Arithmetic, it is Calculation.
Algebra, it is solving equation.

History, it is Civilisation.
Civics, it is administration.
Chemistry, it is preparation.
Biology, it is classification.

O! Examination.
You are a botheration,
For young generation.

We will give an application,
To the minister of Education,
To abolish Examination.

Bibin Abraham
AD 2nd Sem



Caviar

The caviar is the processed Roe (Egg) of the Sturgeon. The roe from fish other than the sturgeon is also available. For Example prepared roe from salmon known as “salmon caviar”. The finest caviar comes from the Caspian Sea, which is bordered by Russia and Iran. The three species of sturgeon harvested in this area are the Beluga, Osetra and Sevruga. Caviar is categorized not only by the type of fish it comes from, but also by the method of processing and condition when sold.

- **Fresh Caviar-** It is the most perishable. The eggs make up 8-14% of the sturgeon's body weight, depending on the age of the fish and its species. Once the fish is caught, the eggs are removed as quickly as possible. In this process the skein, a connective membrane around the eggs, is left intact. They are then filtered through a coarse mesh screen to separate them from each other and the skein. Once separated, salt in certain amount is gently mixed into the eggs. The amount of salt used varies from one caviar to another. For Example- “Malossol” means “Little salt”. This term is used for Caspian

caviars to indicate use of only a small amount of salt in processing. The salted eggs are poured into a fine sieve to drain, and then hand packed into Tins. Fresh caviar is highly perishable so needs to be refrigerated at all time but it should never be frozen. Once opened, it must be used within three days.

- **Pressed Caviar-** It is processed from the eggs of Osetra and sevruga sturgeon when a high percentage of the eggs/berries are ruptured or shrunk. In this process the eggs, normally a blend of two types, are heated to about 100°f in salt water solution. The caviar is put into fabric pouches and pressed to remove excess salt and oil. It takes 3 pounds of eggs to yield 1 pound of pressed caviar. Pressed caviar is drier and spreadable. It has a consistency like jam. This caviar is highly prized.

- **Pasteurized Caviar-** It is initially prepared from the same as fresh caviar. However, it is then pasteurized and vacuum packed. This gives it a longer shelf life, up to three months without refrigeration. It is best when used within three months. The pasteurization process is good for shelf life but bad for the roe's taste. This is a lesser quality caviar than fresh.

- **Frozen caviars-** These are from Non-sturgeon type fish, such as salmon, white fish and Lumpfish. The berries are tougher and can stand the rigors of freezing. However, they are of a lower quality and less expensive.

- **Beluga caviar-** It is from the largest species of sturgeon, the Beluga. This is the largest, most delicate berry, which bursts easily against the tongue. It ranges from light to dark gray in color. Beluga is the most expensive, highest quality caviar.

- **Osetra caviar-** It is from Osetra sturgeon has the second largest berries. They are delicate with slightly a fruity flavor, ranging in color from golden to dark brown or gray. The golden color is very rare and called “Royal Caviar”. It is second most expensive caviar.

- **Sevruga Caviar-** It has smaller, delicate berries of a light to medium gray color. This caviar is very popular in Europe and is the least expensive of the Caspian varieties.



Paul Rajkumar
Lecturer – Food Production



How to Ace a Skype Interview???

Skype is a software program that allows two individuals to speak and visually see one another using the internet. Employers choose to conduct job interviews using Skype if the candidate is not in the immediate area. Some employers may also substitute the first round telephone interview with a Skype interview, so the employer gets to visually see the candidates. This also helps to narrow down the potential job candidates and Skype is a go to service for many companies. If you want to make a good impression on a Skype job interview, you need to be prepared for it.

Here are a few tips to help you:

Be familiar with the technology of Skype

Today many companies around the world are using Skype as a tool to connect. Video is the preferred tool of many employers. Therefore it is critical that the potential candidate shows a comfort level with what Skype can do and how to deal with the technology.

Spend time with Skype prior to the interview

Don't begin your practice with your first job interview. Practice with Skype before the interview. Play with it. Learn how it works and what it can do. This way you will increase your familiarity with Skype and how to make it work best for you. Your job interview is one time you can't afford to wing it. Practice diligently.

Be prepared — this is a real interview.

Just because the interview is done over Skype doesn't mean it isn't serious business. You need to approach it with all the seriousness and preparation you would give to a live, in-person meeting.

Dress appropriately:

Dress according to the culture and how a job candidate should appear. Also, make it a point to dress from head to toe. Many think that since they'll be on camera they don't have to dress up top to bottom. But you never know when you might have to stand up during the interview.

Make sure the lighting is good:

One of the most important features of video is lighting. If necessary, get a lamp that can be in front of you.

Background is important:

It should be pretty obvious, but make sure that you do the Skype interview in a home office or other professional looking setting.

Check your settings in advance:

Make sure your webcam is high quality. If you don't have good microphone, you may want to pair a Bluetooth headset with your computer for better audio. If in doubt, make a few test calls to see what the recipient thinks about your sound quality.

Body language:

Sitting in front of a computer in your own home is most conducive tool for perfect posture. For those with desktop setups, resist the urge to lounge back in your chair—as in a face to face interview, you'll want to sit on the edge of the chair and lean slightly towards the camera to indicate your interest. Those with laptops or netbooks, meanwhile, will probably want to set the computer on a flat surface and follow the previous advice—looking down into a camera that you're holding on your knee is not recommended.





Cheat a little:

Turn that distance between you and the interviewer into a positive: have a copy of your resume, cover letter or any talking point you want to cover posted somewhere that you can see it without breaking eye contact with the camera. But don't just pull it up on screen: you don't want to risk getting distracted, or create the possibility of accidentally ending the interview with a wrong click.

Ask questions:

When the interviewer is done ask smart, pre-prepared questions about the job and company to demonstrate your interest and research.

Say thanks:

Before hanging up, thank the interviewer for his or her time and, just as you would in a regular interview, draw the interview to a close in a professional manner including talking.

Keep your primary gaze on the camera itself and not the image on the screen. This may sound counter-intuitive, but it will make you appear more natural. Finally, remember that the interviewer can see you and on video interviews it is easy to tell if someone is not paying attention.

Nijin T
MBA 2nd Sem



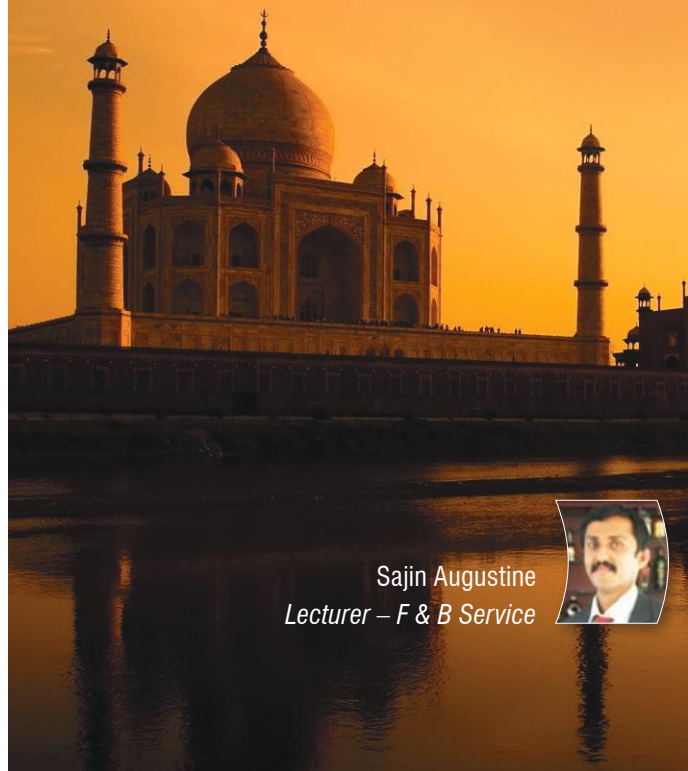
Taj Mahal Replica to be built in Dubai

The iconic Taj Mahal which is situated in the northern Indian town of Agra is a UNESCO World Heritage site and was built in the 17th Century. It was completed more than 350 years ago by the Mughal emperor Shah Jahan as a shrine for his wife Mumtaz and took more than 20 years to build. The white marble mausoleum, situated on the banks of the river Yamuna, is sometimes known as a "teardrop on the cheek of time".

A \$1bn (£621m) project to build a replica of the Taj Mahal has been unveiled in the Gulf emirate of Dubai. The Taj Arabia complex would be much bigger than the original monument of love and include a 300-room hotel, shops and commercial buildings. It would be ready by 2014 and will be known as the "New City of Love". The complex will also house other structures such as the Eiffel Tower, Pyramids and the Great Wall of China.

The Taj Arabia complex will be built around the Taj Mahal which is a "symbol of love and will include various facilities to encapsulate the beauty of life, love and romance mixed with the long established Mughal architecture"

The developers hope that the Taj Arabia will become a new wedding destination and attract couples to it.



Sajin Augustine
Lecturer – F & B Service





Light Weight vs Heavy Weight Training

Many people shy away from lifting weights for the fear of “bulking up”. For the average person, the fear of becoming muscle bound is unfounded. But most people, particularly women, don’t have the hormonal balance needed to build bulky muscles.

The benefits of light weight training

Light weight lifting doesn’t build muscle to any significant degree. To increase a muscle’s size requires challenging the muscle to lift harder than it’s used to i.e. the overload principle. On the other hand, if light weight lifting is carried with good form, it helps preserve any pre-existing muscle, while burning some calories.

This type of light weight lifting has the additional benefit of enhancing functional strength, meaning it builds the muscle’s endurance for doing day-to-day movements such as lifting a child or pushing a vacuum cleaner across the floor. Doing light weight training exercises is also a good way to give your muscles a break from heavier weights.

Lifting with light weights will not put much stress on your joints, which is one of the main reasons many people do not like to train with heavy weights. Besides adding muscle, using light weights can also help to shape and define our muscles. This can be accomplished by doing high repetitions for each of the various exercises that we perform.

Exercising to Build Muscle with Light Weights

If we want to build muscle with light weights, we must work our muscles to the point of failure during an exercise. For example, if we are using a pair of light dumbbells to build our arm muscles, as we perform the lift eventually we will reach the point where we cannot do another repetition. This is known as muscle failure, and is a common method that many bodybuilders use. To build muscle with light weights, we must find the point of muscle failure for each exercise that we perform.

Creating Muscle Confusion

When we are trying to build muscle with light weights, it is also important to try and create muscle confusion. This occurs when we change our workout routine on a regular basis. Muscle confusion forces our muscles to adapt, which can help them continue to grow. An example of changing our workout to create muscle confusion is to perform a regular workout on Monday, Wednesday and Friday for one month. During the second month, change our workout to Monday, Tuesday, Thursday and Friday. Our body will work harder on less rest during the second month, which should help to build muscle size.

Benefits of Heavy weight Training:

To achieve that “toned” look we so desperately aspire, we need to do build muscle and lose fat. We really need to shock and stress the muscle enough for it to grow. Proper stimulation of the muscles through damage of the muscle fibres is required for it to grow once nutrients are flowed into that point of damage. Heavy lifting activates more muscle fibres because of the increased strain added throughout the

muscular skeletal structure and central nervous system. The more muscle fibres that are activated, the more muscle fibres will be damaged in the process, whereupon reparation of those fibres through proper nutrition will result in increased growth. Muscle burns fat four times more efficiently than the fat we have on our body. So, we inherently want to be all muscle because your body will be a furnace in which it will be very efficient at burning up fat stores. The more muscle you have, the more fat we will burn. So even if we don't want big muscles, our number one target should be to build muscle if our goal is to burn fat and look "toned".

Lifting heavy weights stimulates two powerful hormones, known as testosterone and growth hormone. These hormones are attributed to building muscle and losing fat. Therefore, these hormones make losing fat and building muscle much quicker and easier even outside of the gym.

Building Muscle Endurance:

Performing light weights for very high reps doesn't nearly ramp up our metabolism quite like heavy lifting does. This doesn't mean that we should never perform light weight lifting. Light weights for high reps have its benefits. However, it should not be the basis of our workout, but rather something to use as a supplement. Light weights are important to be used when warming up, cooling down, burn-out sets, drop sets, etc. Light weight lifting for a high amount of reps helps build muscular endurance and is a great way to stimulate blood flow throughout the body, which is necessarily needed for healthy circulation and transporting nutrients to muscles, joints, and ligaments. In addition, doing high-rep training (like drop-sets or doing a random set of 50 reps) can break away from a repetitive workout routine and thus, can shock the muscles into new growth when our body's response has acclimated to a repetitive workout.

So understand that we need to activate as many muscle fibres as possible by lifting heavy weights, but never to the point where those weights take us out of form or place us in harm's way.

P Hariprasad
Fitness Trainer



Too Young? Too Old?

Don't ever think that you are either too young or too old to do great things!!

- Jefferson was 33 when he drafted the "declaration of independence"
- Benjamin Franklin was 26 when he wrote "Poor Richard's almanac"
- Charles Dickens was 25 when he wrote "Oliver Twist"
- Cyrus Mc Cormick was 23 when he invented the reaper.
- Newton was 24 when he formulated the "law of gravity".

But there is also the opposite side of the story:

- Emmanuel Kant was 74 when he wrote his deepest philosophical works.
- Tennyson was 80 when he completed "Faustus"
- Tennyson was 80 when he wrote "crossing the Bar"
- Sculptor Michelangelo completed his greatest work at 87.
- Titian at 98 painted the historic battle of Lepanto.



Vimal Joseph
AD 2nd Sem



Machu Picchu

Machu Picchu is located in the Cusco region of Peru, South America. It is a historical city formed in the 15th century by Inca Empire which was the largest empire in pre Columbian America. Machu Picchu was perhaps the most familiar icon of Inca civilization often referred to the “City of the Incas”

It was unknown to the outside world before being brought to international attention in 1911. Since then Machu Picchu has become an important tourist attraction. Machu Picchu was built in the classical Inca style with polished dry stone walls. Most of the outlying buildings have been reconstructed in order to give tourists a better idea of what the structure looked like.

Machu Picchu was declared a Peruvian historical sanctuary in 1981 and a UNESCO world heritage site in 1983 .In 2007 Machu Picchu was voted one of the new Seven Wonders of the World in the worldwide internet poll.



Jothis Thampi
Lecturer- Tourism



Goan Cuisine

Goan cuisine consists of regional foods popular in Goa, located along India's west coast along the Arabian Sea. Seafood, coconut milk, rice and local spices are main ingredients of Goan cuisine. The area is located in a tropical climate, and spices and flavors are intense. Use of Kokum is another distinct feature. Goan food cannot be considered complete without fish.

The cuisine of Goa is influenced by its Hindu origins, four hundred years of Portuguese colonialism, and modern techniques. The Hindu origins are the Saraswats who are predominantly vegetarian especially Goud Saraswat Brahmins who have their native temples all over Goa. The state is frequented by tourists visiting its beaches and historic sites, so its food has an international aspect.

Vegetarian

The Hindu food of Goa is the unique Konkani vegetarian cuisine. Its exotic dishes like signature dali-thoy, varieties of ghashi, ambaat, sukke, saaru-upkari, kolombo, pathrado, patholi, paayasu, ubbatti are only few of them which have been silently adapted in the vegetarian cuisines of Gujarat, Maharashtra, Karnataka and Kerala without giving the origin its due.

Seafood

The cuisine is mostly seafood based; the staple foods are rice and fish. Kingfish (Vison or Visvan) is the most common delicacy. Others include pomfret, shark, tuna and mackerel. Among the shellfish are crabs, prawns, tiger prawns, lobster, squid and mussels. The food of Goan Christians is influenced by the Portuguese.

Introduction of new edibles to Goan cuisine

The Portuguese brought potatoes, tomatoes, pineapples, guavas and cashews from Brazil to Goa. Of these tomatoes and potatoes were not accepted by the Hindus until the late 20th century. The most important part of Goan spices, the chilli, was introduced to Goan cuisine by the Portuguese which became immensely popular. All these above mentioned ingredients were not used in Goan cuisine before the advent of the Portuguese.

Hindu Delicacies

Hindus are mostly vegetarians (the Saraswats, the Daivajnas) whereas some are lactovegetarians (eg. the Padyes, the Chitpawans). Hindus mainly use less heat, tamarind and Kokum for souring and jaggery for sweetening. They use asafoetida, fenugreek, curry leaves, mustard and urad dal. It is not very spicy and less onion and garlic is used. It also includes more vegetables, lentils, pumpkins, gourds, bamboo shoots, roots, etc. It is less oily and the medium of cooking is coconut oil. Some of the specialities are:

- Fish curry called Humann and rice also known as Kadi or Ambot.
- Fried fish
- Fish Suke or Dhabdhabit – Dry spicy preparation of fish, eaten as side dish.
- Fish Udid Methi or Uddamethi – Type of curry consisting of fenugreek and mackerel. A vegetarian version of this dish is also prepared using Hog Plums (or anything sour and tangy such as pieces of raw mango) and fenugreek.
- Kismur – A type of side dish normally consisting of dried fish (mostly mackerel or shrimp), onions and coconut.
- Dangar or fish cutlets
- Kalputi – It is a dish prepared normally from the head of a large fish, onions and coconut.
- Bhaji or Shak made of different vegetables and fruit



- Khatkhate
- Tondak - made of beans, cashew nuts, etc.
- Different varieties of sweets are made of rice, lentils like Payasu, Patoli, Madgane, Kheer, etc.
- Different varieties of pickles and Papads
- Solachi kadi, a spicy coconut and kokum curry
- Catholic Delicacies
- Ambot tik – A sour curry dish prepared with either fish or meat.
- Arroz doce – A Portuguese derivative of kheer (sweetened rice) in India.
- Balchão – A curry based on a traditional sauce from Macao, made from shrimp, aguardente, laurel, lemon and chili.
- Canja de galinha – A type of chicken broth with rice and chicken, and is originally a Goan recipe.
- Chamuças – A Goan derivative of samosa.
- Croquettes – Beef cutlets and beef potato chops that are common snacks.
- Feijoada – A stew brought by the Portuguese.
- Roast beef and beef tongue are popular entrees at Goan celebrations.
- Sorpotel – A Goan pork meat, liver, tongue, blood curry that is very spicy.
- Xacuti – Goan curry made with roasted grated coconut with pieces of chicken or beef.
- Samarein Chi Kodi – Goan curry made with fresh and dried prawns.
- Pattoe or patoleo – A dish of turmeric leaves stuffed with rice, dal, jaggery, and coconut.
- Sanna – A dry rice cake, considered to be a Goan variant of idli.
- Solantule kodi – A spicy coconut and kokum curry.
- Vindaloo – A spicy curry whose name is derived from the Portuguese term for a garlic and wine (vinho e alho) marinade. This is popular in the West, particularly the United Kingdom, Australia, and New Zealand. Unrelated to aloo (potato).
- Bebi (Bebinca) – A pudding traditionally eaten at Christmas.
- Cashewnut laddus, Nevryo, Khaje, Revdyo, Peda, Puran Poli, Sakhar Bhat, Mangane, Payasa are other well-known dishes. Also, there are several types of halwa like Dali kapa (Halwa made of red gram), Cashewnut Halwa, Mango Halwa, Banana Halwa, Dodol, Pumpkin Halwa, and others.

Aishwarya Nair
BSC HHA 2nd Sem



Three Valuable Things



Three things to respect -
old age, religion and law

Three things to love -
purity, honesty and hard work

Three things to admit -
beauty, intelligence and character

Three things to avoid -
smoking, drinking and gambling

Three things to control -
tongue, temper and temptation

Three things to maintain -
promise, friendship and affection

Three things in life that makes a successful person -
hard work, sincerity and happiness

Three things in life that cannot be taken back -
Time, word and opportunity

Three things in life that makes a person unsuccessful -
greed, anger and hatred.

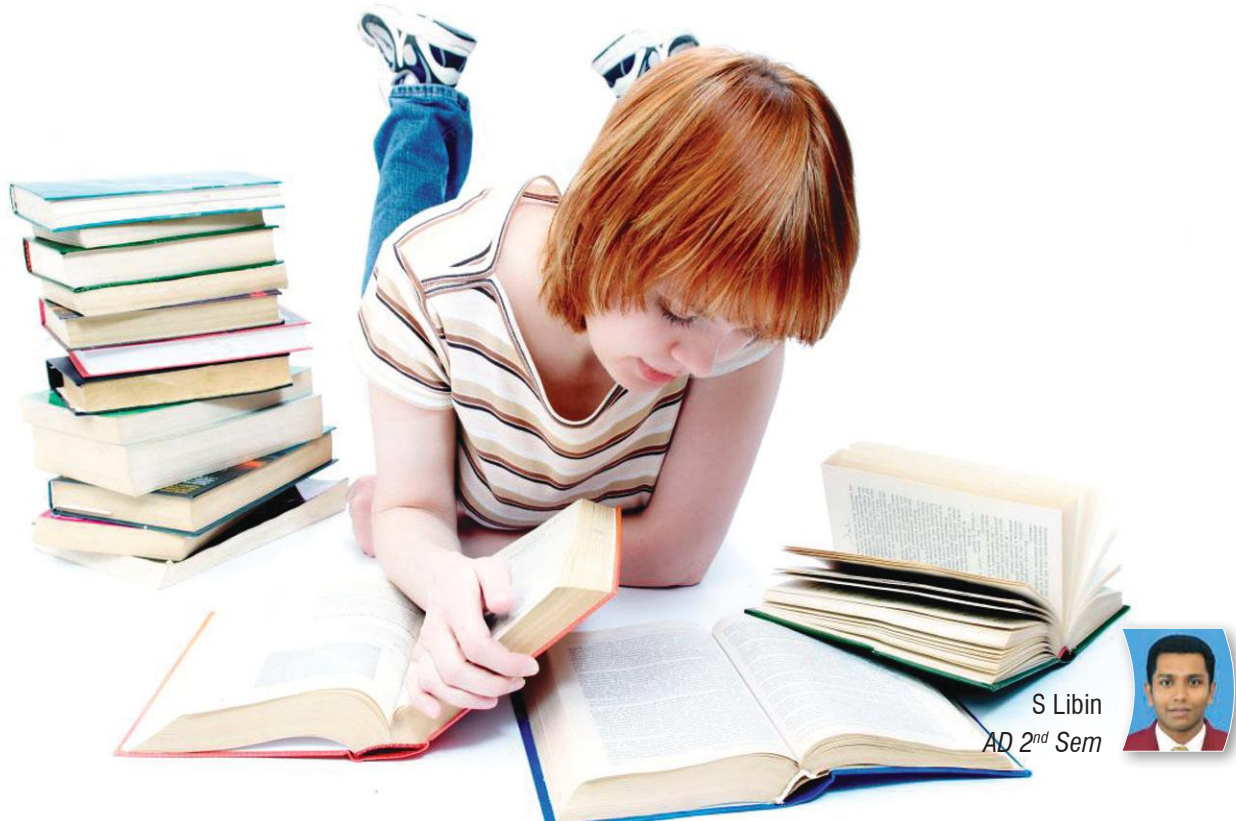
Nikhil Baby
AD 2nd Sem



Ten Tips – Studying

Make studying a part of your everyday routine and don't be limited to 'cramming' for exams and tests. Here are a few tips to make your study pattern easier.

1. Establish a routine
Set aside a particular time each day for study and revision and stick to it.
2. Create a study environment
It should be away from interruptions and household noise, such as the television. Ensure there is adequate lighting and ventilation, a comfortable chair and appropriate desk.
3. Set a timetable
With a timetable you can plan to cover all your subjects in an organized way, allotting the appropriate time for each without becoming overwhelmed.
4. Look after yourself
Drink plenty of fluids, especially water, and eat healthy foods. Keep sugary foods to a minimum. Make sure you get enough sleep each night. Regular physical exercise makes you feel great, boosts your energy and helps you relax. So try to keep up regular sporting activities or at least fit in some regular exercise as often as you can.
5. Reward yourself for studying
Watch your favourite television program, spend time with your friends, walk to the park and play sport throughout the week.
6. Have variety in your study program
Study different subjects each day and do different types of work and revision in each study session.
7. Avoid interrupting your concentration
Have all the appropriate materials with you before you start a session of study to minimize distractions.
8. Test yourself on what you have studied
Ask your parents or family members to quiz you on what you have learnt, use draft questions from books, past assessments or major exam papers.
9. Don't panic at exam time
If you have followed a study routine and have been revising your class work, there should be no need to worry. Try to keep yourself calm, positive and confident.
10. Ask your teachers for guidance
Especially if you're having trouble - whether it's grasping a new concept or understanding something you learnt earlier in the year. They will be happy to help.



Ideas of Cocktail Drinks

Choosing a cocktail can be a dizzying experience. There are hundreds of variations and styles to choose from. Some people have a cocktail that they stick with all the time while others enjoy trying new things. If you are having difficulty deciding what sort of cocktail to serve at a party or dinner engagement, try some of these crowd pleasing mixes.

Martinis

The origin of martini is unknown, but there are accounts of drink dating back to 1862. This version was similar to what is considered a traditional martini with the exception of using red sweet vermouth and a cherry garnish.

Today a martini in its purest form consists of gin and dry white vermouth. The amount of vermouth is added based on taste. An olive and onion cocktail have become accepted additions

by bartenders and drink enthusiastic. These are fashionable in the night club scene and those drinks are characterised by the traditional martini glass.

Tropical

Tropical drinks have always been a favourite party beverage. They are easy to mix in large amounts in a pitcher and can be served in stylish glasses with accessories like umbrellas and fruits. This recipe can be modified by using peach schnapps and peach juice in place of the orange juice and banana schnapps.

Traditional

Traditional cocktails consist of liquors that are showcased by themselves or with minimal additions. Scotch, whisky and bourbon are examples of traditional cocktails. They are served in old fashioned or highball glasses. Often they are served straight up which is plain or on the rocks-with two or three ice cubes.

Some people prefer them with water, like a scotch and water, to make a milder cocktail. A Manhattan is a traditional mixed drink made with rye whisky and a splash of sweet vermouth, bitters and a maraschino cherry. Scotch and soda is a mixture of scotch with a splash of club soda. Bourbon is often mixed with a cola style soda to make a sweeter cocktail.



Saranya

Bsc & DHMCT 6th Sem



Slow Cooked Honeyed Apricot Lamb with Almond Couscous

Ingredients

| | |
|---------------------------|--------------------------------|
| Olive oil | - 2tbs |
| Boneless lamb leg roast | - 800gm |
| Thinly sliced onion | - 1nos |
| Carrots | - 2 nos (cut into 1 cm slices) |
| Middle Eastern seasonings | - 2 tsp |
| Crushed garlic | - 2 cloves |
| Lemon rind | - 3 strips |
| Dried apricots | - ½ cup |
| Chicken stock | - 1 ½ cup |
| Honey | - 1tbs |
| Steamed green beans | - to serve |

Almond Couscous

- 1 ½ cups couscous
- ½ cup flaked almonds, toasted
- 1 ½ boiling water
- 3 green onions thinly sliced

Method

- STEP-1 ● Heat half the oil in a large frying pan over medium high heat. Cook lamb for 5 minutes, turning, until browned all over. Transfer to bowl of slow cooker.
- STEP-2 ● Heat remaining oil in pan. Add onion & carrot. Cook, stirring for 3 minutes. Add seasoning & garlic. Cook, stirring for 1 minute or until fragrant. Transfer mixture to slow cooker. Add lemon rind, apricots, stock & honey. Season with salt & pepper.
- STEP -3 ● Cover with lid. Cook till the lamb is tender, turning halfway during cooking. Transfer lamb to a plate. Slice lamb. Spoon sauce over top.
- STEP-4 ● Meanwhile make almond couscous, place Couscous & boiling water in a heat proof bowl. Cover & set aside for 5 minutes or until liquid is absorbed. Fluff with a fork to separate grains. Add almond and onion. Season. Toss to combine. Serve lamb with beans, couscous and apricot sauce.



Riya Thomas
BSc & DHMCT 6th Sem



Travel in Style with Promotional Codes

Frequent flyers are businessmen who need to go on a business trip or those people who have got some extra money to spend to go on a vacation every now and then. Trip expenses for a businessman are handled by the company he works for, but of course even if it's a big company with a big budget for the travel, promotional codes are always a welcome help to save them on the travel expenses.

Travelers need to know what promotional codes are and learn how to use them wisely for their plane tickets and hotel reservations. These are actually marketing tools that helps promote a certain product or service and these codes could either be numeric or alphanumeric. What it usually offers are discounts for the products and services or some freebies and gifts which a customer gets after purchasing the products. So if we are a frequent traveller, we actually get to save from our plane tickets to our hotel expenses and even car rentals.

These codes would usually be offered by the airline companies themselves, hotels, car rental companies or some travel agencies who will offer travelers a package that includes their plane fare and hotel accommodations. The discounts that we may get will depend on what the company offers. Some would offer discounts based on the length of our stay in the hotels or the number of miles traveled by plane.

The question now is how does one avail of such discounts? It is actually easy to get such promos. There are several websites where we can find it. The trick here is to look for promotional codes at least several days before our planned travel. If we cannot find one, it's better to check back later to update. But we can be assured that there will be several codes offered out there because big companies are competing with each through the promotions that they can offer to their clients.

If there is a little apprehension on using these promotional codes, just because we know that nothing in life comes for free, then we should read the terms and conditions that come with each promo. As a traveler, we must also be intelligent enough to compare prices of plane tickets first as well as hotel reservations to really know that we are getting the best of our hard earned money. It will really be foolish to get discounts from promotional codes for a plane ticket that costs way much more from a plane ticket that is much cheaper but without a discount.

To travel in style does not necessarily mean staying in a 5-star hotel, renting the most expensive car, or flying first class by plane. Travelling in style is getting the most of our money by getting the nicest accommodations yet spending less and of course the most important of all is to simply have a great time!



Rony Dinoy
Programme Co-ordinator



Eco-Tourism in India



Eco tourism is the growing figure as per tourism in India. Eco tour package offers a chance to visit the ethnic and serene depth of natural habitats. Most of the nature lovers want to stay in the midst of true nature and explore every small beauty of ecological species. Eco resorts are the serene accommodation located in the heart of nature and splendor of Eco friendly areas. It helps you to keep a close eye on every tiny diversity of ecological species.

Major Eco resorts in India are:-

Shergarh Tented Camp:

This camp resort is located in Kanha National Park. It is in the middle of the forest offering a beautiful chance to watch every tiny life and wonder of forest during day and night time.

Annapara Home Stay:

Located in the green destination Wayanad, Kerala is a true destination for eco tour. This resort behaves as a gateway to true sense of nature. It is surrounded with splendid greenery and natural beauties of Kerala.

Yoga Magic:

It is an eco resort in Goa. Located on the Arjuna beach, this resort offers cool breeze atmosphere and coconuts and birds to watch.

Mountain Trail:

This resort is located in Mukteshwar in the hills and green valleys surrounded by thick and dense mountain forest of famous hill station Nainital.

Wilderness Nature Resort:

This beautiful resort is located in the lap of nested green loop of nature in Goa. The location is full of profound greenery.

The Dune Eco Beach Village:

This palm woven resort is located in Pondicherry. Rooms have the roofs of woven palm leaves and resort has the decor of wooden finishing.

Banasura Hill Resort:

This resort is located in the serene location of Wayanad, Kerala. It offers an enchanting view to waterfall, clouded green valleys and forests.

The Orchid Ecotel:

This resort is in the metro city of India, though the surroundings are not greenery and natural. The décor and lush green are set up in the premises of resort.

Akhil Alex
MBA 2nd Sem



Wildlife Tourism in INDIA

Wildlife Tourism in India gives opportunity to unravel the treasures of Indian wildlife. Indian wildlife offers some distinguished forest reserves for sighting the variety of wild animals and birds in their natural habitat. The Indian Government has taken adequate steps for the conservation and preservation of some of the highly endangered and elusive mammals.

Extensive covers of forests have been preserved in India through 80 National Parks and 441 Sanctuaries for wildlife viewing. India has an endless array of 350 species of mammals, 1200 species of birds, and various species of reptiles, amphibians and plants. Some of the best well known states for Wildlife tourism in India are Rajasthan, Kerala, West Bengal, Assam, Gujarat etc.

Rajasthan

Millions of tourists from all over the world drop to this kingly state to witness the beauty of flora & fauna and renowned wildlife treasure of Rajasthan. Ranthambhor National Park, Siriska National Park, Bharatpur National park, Corbett National Park, Keoladeo Ghana National Park etc are some of the best wildlife that offers truly the adventure of wildlife tour. Sariska wildlife park and Ranthambhor parks are well known for the tiger reserve. The awesome sight of ecological adaptation of these forests offers a wonderful sight of wild entities. Bharatpur wildlife or Keoladeo Ghana Park is the best wildlife park famous for different species of Birds. This exotic national park is also known as ornithologist's paradise as it offers birdwatchers an unlimited opportunity to catch the sight of colorful and astonishing species of birds.

Kerala

Exotic natural beauty and wildlife sanctuaries are visited by tourist from across the world. Being in this place visitors are sure to get allured with the exceptional beauty of the God's own country. Idukki National Park, Wayanad wildlife reserve, Kumarakon Bird sanctuary, Periyar National Park, Chinnar Wildlife sanctuary, Peppara wildlife sanctuary are some of the most famous wildlife parks and sanctuaries. These renowned wildlife sanctuaries offer enchanting view of different wildlife and colorful birds in their natural home. Tourist can explore the beauty and adventure of wildlife enjoying the unique houseboat tour of Kerala.

West Bengal

No visitors coming to India will ever forget the visit to Sundarban Forest of west Bengal. This delta region of West Bengal is famous for Royal Bengal tigers and these Royal Bengal tigers are the national animal of India.

Assam

Kaziranga wildlife sanctuary is famous for its one horned rhinoceroses and its exotic flora and fauna. This wildlife sanctuary is also a world heritage and visitors from all over the world come here to view this fully armed animal.

Madhya Pradesh

Gir wildlife sanctuary is no exception. It is famous for its white tigers and different mammals like elephants, panthers, bears and thousands of colorful birds.



Karnataka

Bannerghatta National Park is located in the southern outskirts of Bangalore (Bengaluru), extending over an area of 104 sq.kms. This National Park is home for elephants, tigers, wild pigs, panthers, bears, sambar, spotted deer, black buck and lots more birds and animals.

Andhra Pradesh

Kawal Wildlife Sanctuary, located in Adilabad District where we get chance to see various types of animals and birds like Indian Bison, Cheetah, Sambar, Barking Deer, Sloth Bear, Panther and Tiger, and for reptiles like Python, Crocodile, Star Tortoise, Monitor Lizard, Cobra etc.

Tamil Nadu

Vedanthangal Bird Sanctuary is located in the Kanchipuram District of Tamil Nadu where we can see various types of domestic and migrated birds like Grey Heron, Cormorant, Egrets, Darter, Open-billed Stork, Spoonbill, White Ibis, Grebes, Night Herons and Grey Pelican, garganey teals, shovellers, pintails, stilts and sandpipers. The Mukkurthi Wildlife Sanctuary is located on the high altitude of the Nilgiri Hills, 40 kms away from Udagamandalam (Ooty). Some of the animals found here are Sambar, Barking deer, Nilgiri Tahr, Nilgiri marten, Otter, Jungle cat, Jackal. Another major attraction is the Mudumalai Wildlife Sanctuary which is located at the tri-junction of the three southern states of Tamilnadu, Kerala, and Karnataka. Here you get chance to see over 200 species of birds from 48 families and many animals like Asian elephant, Tiger, Leopard, Gaur, Hyena, Jackal, Sloth Bear, Sambar, Chital, Muntjac, Mouse Deer, Wild Boar, Stripe-necked Mongoose, Nilgiri Tahr, Porcupine, Giant Flying Squirrel, Bonner Macaque, Barking Deer. It is one of the richest bird areas in South India.

Uttarakhand

Jim Corbett National Park is the oldest and largest national park of India, situated in Nainital district of Uttarakhand. It is famous for holding high density of tigers and is famously called the "Tiger Country".

Some of the wildlife tourism activities in India are Elephant safari, Jungle Safari, Tiger safari, Bird watching and Wildlife Photography. Eco- Tourism is the latest addition to wild life tourism in India.

Jobin George
MBA 2nd Sem



Akhil Sebastian
AD 2nd Sem



What is Friendship

Friendship is a gift,
Unwrap and spread it.
Friendship is a sweet dream,
Wake up and realize it.
Friendship is a lucky coin,
Keep it and never spend it.
Friendship is your favourite book,
To be read again and again.
Friendship is a song,
Not to be destroyed but admired.
Friendship is a poem,
Write one and remember it.
It's after all dedication
And this goes for you and your friend!

Managerial Competencies for the Organisation

In the modern business world managers have to possess different competencies. The basic competencies required are technical skill, human skills and conceptual skills. Technical skills say about proficiency in a certain specialized area such as engineering, computer, accounting or manufacturing. Human skills are the ability to interact effectively with other people and conceptual skills stands for the formulation of ideas, conceptualization about abstract and complex situations.

In a broad point of view managerial competencies can be classified like this.

- Appraising people on their performance
- Maintaining discipline- mentoring and counselling
- Organising and listing
- Setting goals and establishing standards
- Analytical thinking
- Proper communication
- Getting unbiased information
- Problem identification and solving
- Decision making and risk elimination
- Planning and scheduling work
- Training coaching and delegating
- Time management and prioritizing

Appraising people on their performance

Managing performance means keeping employees focus on the right goals and helping them to accomplish their job successfully. To be effective, an on the job manager of the employees, need to know what they are expected to achieve. Performance management includes the process of identifying employee's goals merging them with the organisation's goals and setting performance standards.

Maintaining discipline –mentoring and counselling

Disciplining employees is considered to be the most difficult managerial skill to master. It is the process of putting employees into a perfect system. Counselling is seen as more personal. It helps in assisting the employees in creating standards and goals for achievement.

Organising and listening

Organising ability is to define and grouping the activity of the enterprise and establishing the authority relationships among

them. In performing the organisation function the manager differentiates and integrates the activities of his organisation. Good listening skills in managers can improve worker productivity and satisfaction. The challenge is how to become a good listener and train employees to be competent listeners as well.

Setting goals and establishing standards

Organisations both public and private are created to fulfil a purpose or mission. Ultimately it is up to managers, supervisors, and employees to produce the goods, service or results to accomplish the organisation's mission. It is by setting goals and standards that individuals in the organisation are able to do this.

Analytical thinking

A manager who thinks clearly and analytically can separate fact from assumption knowing when to verify assumptions and draws logical conclusions based on the evidence. The ability to act according to the need of the situation is essential for managers.

Proper communication

Communicating in proper manner at the proper time is a pre- requisite for a manager. Information can be in the form of face to face interactions, in writing, via the telephone or through email and other electronic media .Communication



breakdowns continue to be one of the greatest sources of problems in today's business environment. Most of the managers have never been trained in how to explain things clearly, simply and effectively. Yet the command of the spoken and written, plays an extremely important part in being successful.

Getting unbiased information

The decision we make, the goals we set, the problems we solve and the actions we take are based on the information we have of the situation. Often we gather our information from the people around us, our employees, customers, management. Thus it is essential that we learn to plan our communication, probe for information and react to information in a manner that encourages the sharing of ideas and elicits clear unbiased useful information.

Problem identification and solving.

Identifying the exact problem and root cause will help the manager to solve the problem easily at his decision making table. It can adopt brain storming or creative problem solving techniques.

Decision making and risk elimination

Our lives are filled with decisions. Every day we make hundreds of decisions. Some are almost automatic, such as deciding to close the door after you. Some involve no risk

at all such as the decisions that affect our ability to reach organisational objective and that reflect our ability to manage. Decision making is concerned with future events and the minimizing of risk associated with them. But most of the decisions can be made in a matter of seconds by an efficient manager.

Planning and scheduling work

There are many reasons why managers avoid planning. Whether you manage repetitive activities or one time projects, your success in meeting your goals depends heavily on your ability to plan and schedule work. In today's fast moving world the work we do is changing more and more rapidly. Planning skills are becoming even more critical for successful performance. In fact planning and scheduling skills have been called 'survival skills' for managers and team leaders.

Training, coaching and delegating

The most important factor contributing the development of a manager is the informal training and coaching they received from their own manager. There is no question that supervisors bear special responsibility for training and developing their employees. Supervisors accomplish this primarily through on the job or informal training, coaching and delegation of work to their employees.

Time management and prioritising

Time is the most important thing of everyone's life. Once passed it can't be retrieved. Unlike other resources, time can't be stretched or compressed, stored or held in reserve or put aside for a rainy day. Time must be used as it comes, second by second and minute by minute.

Effective managers know the value of time and the precious worth of every minute. The key to effective time management is spending most of your time on activities that will make a difference; activities that will achieve significant result and will contribute to the growth and survival of the organisation or department and are linked to the organisation's mission, goals and strategic objectives.

Pratheesh Thomas

Sr. Lecturer – Management Studies



Kalaripayattu

Kalaripayattu is the oldest existing martial art form, dating back more than 2000 years and said to be the forerunner of popularly known Chinese martial arts, as the Buddhist monk Bodhidharma took this knowledge from India to China. The practice of Kalaripayattu is said to originate from the Dhanur Vedic texts encompassing all fighting arts and described by the Vishnu Purana as one of the eighteen traditional branches of knowledge. Kalaris are the schools where training in this martial art form is imparted by Gurukals or masters.

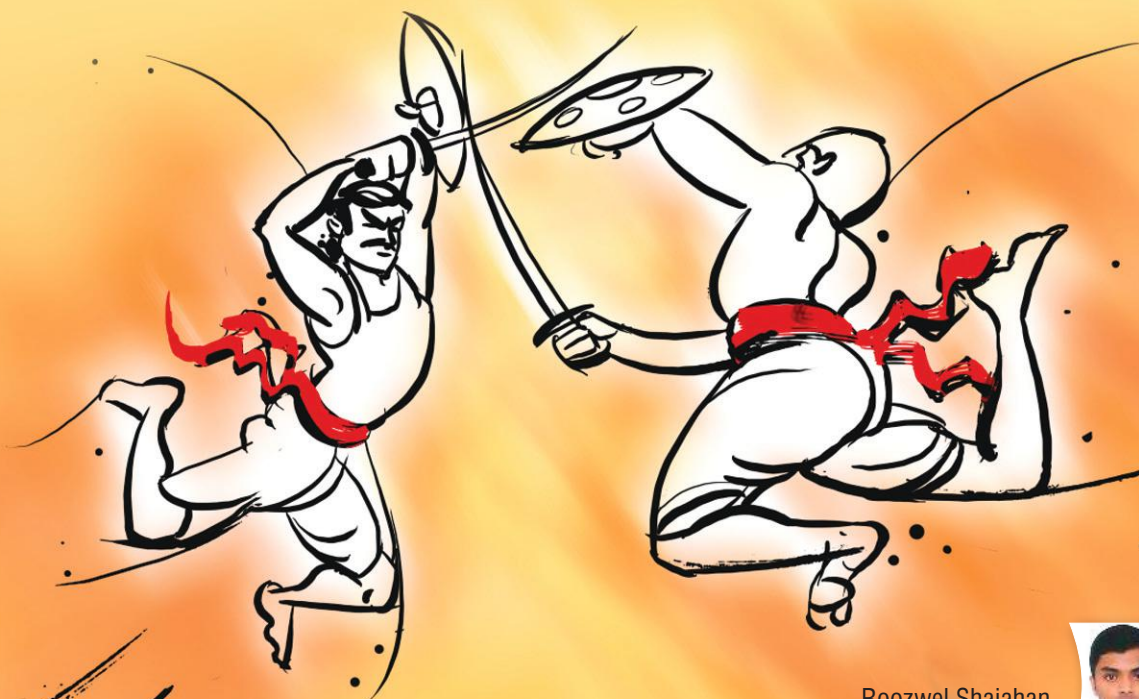
This martial art form is indigenous to the Southern Indian state of Kerala which, legend has it, was created by the warrior saint Parasurama, an incarnation of Lord Vishnu, by throwing his axe into the sea which receded till the point where it fell. Parasurama then established forty-two kalaris and taught twenty-one masters of these kalaris to protect the land he created.

Kalaripayattu is a traditional psycho-physiological discipline emanating from Kerala's unique mytho-historical heritage as

well as a scientific system of physical culture training. There are two distinct traditions in Kalaripayattu-the Northern and the Southern schools. In the Northern tradition the emphasis is laid on progressing from body exercises to combat with weapons and last of all to unarmed combat.

In the Southern tradition the patron saint of Kalaripayattu is the sage Agastya whose strength and powers of meditation are legendary. It is said that when the Lord Shiva married the Goddess Parvati at Kailasa in the North, all gods and goddesses went to attend the wedding and with this shift in weight the world tilted, so much so, that Agastya was sent to the South to restore the balance.

Lord Rama, legend has it, was mentored by Agastya to acquire the weapons, which defeated the demon king Ravana. In the southern tradition the emphasis is primarily on footwork, movement and the ability to strike at vital points or 'marmas' in the opponents body of which 108 points are considered lethally vulnerable.



Roowzel Shajahan
BHM 6th Sem



Kerala Holidays



Sited on the southwestern tip of India alongside the azure Arabian Sea, Kerala is a beautiful state and one of the most sought after holiday destinations of India. It attracts vacationers from all over the world with its unique geographical and cultural features. It presents a beautiful land which is fondly known as the God's Own Country. Tourists get captivated with lush landscapes, gorgeous greenery, amiable ambiance, lovely lakes, beautiful beaches, breathtaking backwaters, mind-blowing mountains, heavenly hill stations, deserving destinations, gripping geography, charming culture and many more. Beach tourism, backwater tourism, cultural tourism, monsoon tourism, medical tourism, heritage tourism, etc are some of popular tourism options available in Kerala.

Palm fringed beaches – This charming state has some of the finest beaches in the world like Kovalam, Fort Kochi, Varkala, Poovar, Beypore, Mararikulam, Cherai, Alleppey, etc. Beaches are exceptionally beautiful and endowed with copious nature beauty. Fringed by swaying palm coconut trees, beaches here are very ideal for vacations of all kinds. Families, honeymooners and fun lovers from all over the world have wonderful opportunity to indulge in several beach activities and water sports like swimming, bathing, sunbathing, relaxing, sunset watching; etc

Historical sites – The state has treasured many historical sites to offer its visitors. Fort Kochi and the Portuguese buildings in Kochi, the imposing laterite Fort Bekal overlooking the glittering cerulean water of the majestic Arabian Sea, the terrific Padmanabhapuram Palace – a large magnificent palace built in wood, the magnificent Poonjar Palace in Kottayam, the St Angelo Fort and the Thalasseri Fort in Kannur are a few to name.

Backwaters – This gorgeous land of India is very admired by vacationers and tourists for its peaceful expanses of charming backwaters. Alleppey, Kumarakom, Fort Kochi, Kuttanad, Kollam, Kozhikode, etc are some of admired backwater destinations here. The most excellent way to relish the charm of backwaters is a luxury houseboat which is a unique experience of lifetime.

Hill Stations - Picturesque hill stations like Munnar, Wayanad, Ponmudi, Echo Point, Rajamalai, Peermede, Mattupetty, etc. are known for fantastic nature beauty and refreshing air. They are also home to exotic wildlife – rich flora and fauna.

Linta Paul
AD 4th Sem



Meditation

I have often come across those who seek help for being anxious, tense, worried or those who are unable to control their anger. In such situations Meditation is the simple, fast and the best way to reduce stress. Spending even a few minutes in meditation can restore our calm and inner peace. Anyone can practice meditation. It's simple and inexpensive, and it doesn't require any special equipment.

Understanding meditation

Meditation has been practiced for thousands of years. It was originally meant to help deepen understanding of the sacred and mystical forces of life. These days, meditation is considered a type of mind-body complementary medicine. It produces a deep state of relaxation and a tranquil mind. During meditation, we focus our attention and eliminate the stream of jumbled thoughts that may be crowding our mind and causing stress. This process results in enhanced physical and emotional well-being.

Ways to Meditate are:

Guided meditation: Sometimes called guided imagery or visualization, with this method of meditation we form mental images of places or situations we find relaxing. We try to use as many senses as possible, such as smells, sights, sounds and textures. We may be led through this process by a guide or teacher.

Yoga: We perform a series of postures and controlled breathing exercises to promote a more flexible body and a calm mind. As we move through poses that require balance and concentration, we're encouraged to focus less on our busy day and more on the moment.

Breathe deeply: This technique is good for beginners because breathing is a natural function. Focus all attention on your breathing. Concentrate on feeling and listening as you inhale and exhale through your nostrils. Breathe deeply and slowly. When your attention wanders, gently return the focus to your breathing.

Scan your body. When using this technique, focus attention on different parts of your body. Become aware of your body's various sensations, whether that's pain, tension, warmth or relaxation. Combine body scanning with breathing exercises and imagine breathing heat or relaxation into and out of different parts of your body.

Repeat a mantra. You can create your own mantra, whether it's religious or secular.



Examples of religious mantras include the Jesus Prayer in the Christian tradition or the Om mantra of Hinduism, Buddhism and other Eastern religions.

Walk & meditate. Combining a walk with meditation is an efficient and healthy way to relax. This technique can be used anywhere we're walking — in a tranquil forest, on a city sidewalk or at the mall. When using this method, slow down the pace of walking so that we can focus on each movement of our legs or feet. Don't focus on a particular destination. Concentrate on the legs and feet, repeating action words in your mind such as lifting, moving and placing as we lift each foot, move the leg forward and place the foot on the ground.

Engage in prayer. Prayer is the best known and most widely practiced example of meditation. Spoken and written prayers are found in most faith traditions. We can pray using our own words or read prayers written by others.

Read and reflect. Many people report that they benefit from reading poems or sacred texts, and taking a few moments to quietly reflect on their meaning. We also can listen to sacred music, spoken words or any music we find relaxing or inspiring. We may want to write our reflections in a journal or discuss them with a friend or spiritual leader.

Focus our love and gratitude. In this type of meditation, attention is focussed on a sacred object or being, weaving feelings of love and gratitude into our thoughts. We can also close your eyes and use our imagination or gaze at representations of the object.

Building our meditation skills

We should not judge our meditation skills, which may only increase our stress. Meditation takes practice. It's common for mind to wander during meditation, no matter how long we've been practicing meditation. If we're meditating to calm our mind and our attention wanders, slowly return to the object, sensation or movement we're focusing on.

Experiment, and find out what types of meditation work best and what we enjoy doing. Adapt meditation to our needs at the moment. Remember, there's no right way or wrong way to meditate. What matters is that meditation helps us with stress reduction and feeling better overall.

Nima Ravindran
Lecturer & Counselor



Laughter the Best Medicine

Laughter is an essential ingredient needed for one to make life happy. Without laughter life becomes extremely boring. Laughter is the foundation of friendship. It is a lesson in which every truly successful person excels. In scientific terms laughter is produced when you are emotionally happy. Some scientist believe that laughter can cure mental illness as well as sleeping problems. There are even clubs and association formed for this reason, an unusual but highly efficient way of relieving stress and relaxing.

When you see people who are laughing aloud, you start to laugh along with them without even knowing the reason for their laughter. This is because when you see someone happy your brain gets the signals automatically to respond to their behaviour. The fact is laughter is as infectious as sadness.

"Laugh and the world will laugh with you, cry and you cry alone". This familiar line tells that when someone is happy everyone wants to share that happiness with you. If you are laughing, they feel like laughing with you. So it is a chain reaction.

On the other hand when you are forever despairing and complaining with a long face, the world shows no interest in you. Laughter is a way of enjoying every moment of life and the world will readily join to share that moment with you.

Nijin Mathew
AD 2nd Sem



The Art of Sushi

Prominent in Japanese cuisine, Sushi is a food consisting of cooked vinegared rice combined with various toppings or fillings, most commonly seafood, that include meat, vegetables, mushrooms, or eggs. Sushi can be topped with raw, cooked, or marinated ingredients. Sushi has become increasingly popular as chefs have invented many variations that incorporate newer ingredients and sauces together with traditional Japanese ingredients. The Art of Sushi has three main points: Color & Texture, Flavors, and Presentation.

Color & Texture Color and texture are crucial to a good piece of sushi. A balance between soft, chewy, and crunchy gives the rolls, character and depth. Contrasting colors makes the sushi appear vibrant and interesting.

Flavors Sushi is traditionally simple, utilizing a few complimentary flavors that stand on their own without overpowering each other. Its simplicity is quite enjoyable. Sweet, sour, tangy, spicy, salty are just a few of the characteristics found in a majority of rolls made today.

Presentation Presentation is the key in enjoying sushi. Traditionally, sushi is served in a minimalist Japanese plate as not to take away from the qualities of this cuisine. Each piece is intricately presented along with garnishments to create a piece of art.

Sushi Etiquette While not a requirement, sushi etiquette can help expand your knowledge of a different culture and add to your next sushi endeavor. Here are a few guidelines to keep in mind while eating sushi.



Do's

- Use chopsticks or your fingers to pick up sushi.
- Pour a small amount of soy sauce into the sauce dish and dip the side with fish into it.
- Place the entire portion of sushi into your mouth so the side with fish touches your tongue.
- Use the blunt back end of the chopsticks to pick up sushi if sharing a plate. These ends are not used for eating.

Don'ts

- Rub your chopsticks together.
- Bite the sushi and put the rest on your plate. Sushi should normally be eaten whole.
- Eat ginger with the sushi itself. Ginger is used between different types of sushi to cleanse your palate.
- Fully dunk the sushi into the soy sauce. The rice should not be dipped as it will fall apart.
- Put wasabi into the soy sauce. Wasabi should be placed directly onto the sushi if being used.

The History

The origin of sushi is believed to have been during the second century A.D. in southeast Asia because of the need to keep meat fresh without refrigeration. The cleaned meat would be wrapped in rice to preserve its freshness. The idea spread through China and then into Japan where fish was a main staple. At the end of the Edo period, there was a need for a food that could be consumed on the go. A fast food version was invented. The non fermented version could be eaten with hands or chopsticks. It was a convenient food that could be eaten at a roadside or in a theater. The internationally cuisine known today as "sushi" was born.

Japanese sushi is part food, part art form. In Japanese culture, becoming a sushi chef requires up to ten years of training. Training may begin at the age of fifteen, where they spend the first few years learning to wash, boil, and prepare sushi rice. Overtime they learn how to select the freshest fish and how to prepare it. Techniques for making and presenting sushi are learned as they work alongside the master chef. For the Japanese, it is an honor to become a sushi chef.

Sushi has become increasingly popular in North America and around the world. As a result variations of sushi such as the California Roll and Mexican Roll have become common in the West but are rarely found in Japan.

P K Harikrishnan
MBA 4th Sem



Alcohol Kills or Helps

Important Points on Positive Effects of Alcohol:

The lowest death rate from all causes comes from the group who consumes 1 to 2 drinks each day.

1 to 2 drinks per day for women and 2 to 4 for men significantly reduced the rate of mortality in a study of 1,015,835 people. Those who drink alcohol moderately are shown to live longer than those who do not drink at all, or those who drink too much.

A study at Harvard concluded that risk from all types of death was over 20% greater for men who did not drink alcohol compared to men who did.

A study of 88,000 people found that moderate drinkers were 27% less likely to die during a ten year period. The main diseases it guarded against were heart disease, cancer and respiratory disease.

A 14 year study of 3,000 residents in Australia found that those who did not drink were twice as likely as moderate drinkers to enter a nursing home.

Alcohol consumption in low quantities is good for the heart. By consuming alcohol in moderate quantities it may improve one's long-term health.

Alcohol in Cooking

In general, the main reason any alcoholic beverage is used in a recipe is to impart flavour.

After all, the finest extracts with the most intense flavours are alcohol-based, particularly Vanilla.

The alcohol is an essential component to achieve a desired chemical reaction in a dish.

Alcohol causes many foods to release flavours that cannot be experienced without the alcohol interaction.

Beer contains yeast which Leavens breads and batters.

Some alcoholic beverages can help break down tough fibres via Marinades.

Other dishes use alcoholic content to provide entertainment, such as Flambé and flaming dishes.

Alcohol as Medicine

Ethyl alcohol, also commonly referred to as ethanol, is a colourless liquid that has many uses. Aside from being the most common type of alcohol found in alcoholic beverages and certain recreational drugs, it is often used in medicine as an antidote to combat the effects of other types of drugs or alcohol.

Early medical uses of this alcohol were primarily for Pain relief in the form of liquors. This was before the use of anaesthesia, and these methods were effective because of alcohol's intoxicating and sometimes numbing effects on the body.

This use is well known and often conjures images of war with physicians giving patients a shot of whiskey before performing surgery or removing limbs injured in battle.

Physicians also used to prescribe ethyl alcohol as a form of antidepressant, due to its effects on the brain.



N. Kumaravelu
Head – F & B Services



Time Management

Generally, time management refers to the development of processes and tools that increase efficiency and productivity. In business, time management has morphed into everything from methodologies such as Enterprise Resource Planning through consultant services such as Professional Organizers.

When we think of time management, however, we tend to think of personal time management, loosely defined as managing our time to waste less time on doing the things we have to do so we have more time to do the things we want to do.

Time management is a set of principles, practices, skills, tools, and systems working together to help you get more value out of your time with the aim of improving the quality of your life. The important point is that time management is not necessarily about getting lots of stuff done, because much more important than that is making sure that you are working on the right things, the things that truly need to be done.

INTRODUCTION

Smart time managers know that there is much more to do than anyone could possibly accomplish. So instead of trying to do it all, smart time managers are very picky about how they spend their time.

Some of the recent general arguments related to “time” and “management” point out that the term “time management” is misleading and that the concept should actually imply that it is “the management of our own activities, to make sure that they are accomplished within the available or allocated time, which is an unmanageable continuous resource”.

If you become a good time manager, you’ll not only get a lot more done in less time, but you’ll feel more relaxed, focused and in control of your life. Developing time management skills is a journey that will guide you in organizing, prioritizing, and succeeding in your studies in the context of competing activities of friends, work, family, etc.



TIME MANAGEMENT STRATEGIES

Weekly reviews and updates are also an important strategy. Each week, like a Sunday night, review your assignments, your notes, and your calendar. Be mindful that as deadlines and exams approach, your weekly routine must adapt to them!

Prioritize your assignments

When studying, get in the habit of beginning with the most difficult subject or task. You'll be fresh, and have more energy to take them on when you are at your best. For more difficult courses of study, try to be flexible: for example, build in "reaction time" when you can get feedback on assignments before they are due.

Postpone unnecessary activities until the work is done!

Postpone tasks or routines that can be put off until your organization work is finished. This can be the most difficult challenge of time management. As learners we always meet unexpected opportunities that look appealing, and then result in poor performance on a production, or in preparation for a task. Distracting activities will be more enjoyable later without the pressure of the production hanging over your head. Think in terms of pride of accomplishment. Instead of saying "no" learn to say "later".

Use your free time wisely

Think of times when you can study "bits" as when walking, riding the bus, etc. Perhaps you've got music to listen to for your course in music appreciation, or drills in language learning? If you are walking or biking to school, when best to listen? Perhaps you are in a line waiting? Perfect for routine tasks like flash cards, or if you can concentrate, to read or review a chapter. The bottom line is to put your time to good use.

Review notes and readings just before class

This may prompt a question or two about something you don't quite understand, to ask about in class, or after. It also demonstrates to your teacher that you are interested and have prepared.

Review lecture notes just after class

Then review lecture material immediately after class. The first 24 hours are critical. Forgetting is greatest within 24 hours without review!

Review your ten applications above. Select one, and develop a new study habit. Try something you have a good chance of following through and accomplishing. Nothing succeeds like a first successful try! Develop criteria for adjusting your schedule to meet both your academic and non-academic needs

Effective aids

Create a simple "To Do" list

This simple program will help you identify a few items, the reason for doing them, a timeline for getting them done, and then printing this simple list and posting it for reminders.

Long term planner

Use a monthly chart so that you can plan ahead. Long term planners will also serve as a reminder to constructively plan time for you.

Prioritize your list

Prioritizing your to-do list helps you focus and spend more of your time on the things that really matter to you. Rate your tasks into categories using the ABCD prioritization system.

Learn to say no

Many people become overloaded with too much work because they over commit; they say yes when they really should be saying no. Learn to say no to low priority requests and you will free up time to spend on things that are more important.

Conclusion

The important point is that time management is not necessarily about getting lots of stuff done, because much more important than that is making sure that you are working on the right things, the things that truly need to be done. Time management is sometimes difficult for some people to manage. Some seem unable to correctly estimate how much time they will need to complete a task in a sufficient time. They choose to focus and spend their time doing a few vital projects that will really make a difference, rather than spending all their time doing many trivial things that don't really matter all that much.

Sony Stephen

Lecturer - Management studies



MCC

Food of Ancient India

Food in ancient India comprised those food items that were effortlessly obtainable from nature. The Vedic literature throws considerable light on the food and drink habits of the people of the ancient societies, their garments and ornaments. Among the food grains, the Rig Veda repeatedly mentions barley, particularly fried barley. Of frequent occurrence is the word 'anna' which may not essentially mean rice; it denotes food in general. Dhanya has also been mentioned, saktu (pulverised grain) was commonly used. Ksirapakva anna, apupa (cake) appear to have been delicacies and crushed grain, mixed with curd, was also relished. Puroddsa (a kind of cake) was used in sacrificial offerings.

In the Vedic texts, among drinks are mentioned wine and somarasa; the latter was, perhaps, used by the upper classes, particularly in sacrifices. Dadhimantha perhaps means liquefied curd or clarified butter; milk (ksira), curd (dahi) and ghee had also been mentioned. The Vedic texts also mention the usage of the meat of bulls, horses, buffaloes and even of dogs is proved. Madhu (honey) appears to have been used as an article of food in this age. A preparation of fried rice, called laja, is mentioned. The Veda also testifies to the wide prevalence of drinking wine. In the age of Brahmanas, rice and wheat appear to have been the staple food.

Different products of barley and rice, mentioned in the Aitareya are dhana, karambha, parivdpa, puroddsa and payasyd. These were mainly fried barley; cooked with butter, powder of dhana fried with butter, parched rice fried in butter, rice-cake, mixture of curd and milk. Milk and various milk products that were used include clarified butter, curdled milk, dadhi (curd), karambha (porridge), ghrta (unmelted butter), navanita (cream or fresh butter), sdnndyya (mixture of curd and milk), mixture of milk and sotna, cam (milk, curd, honey, butter etc. mixed together), sara (thickened surface of milk), etc. In the ancient times, meat was not only eaten, but was also regarded as the best kind of food. The meat of barren cows and sterile ox, goat and sheep was a delicacy. From the Shatapatha Brahmana and Aitareya the vogue of beef-eating is definite; it used to be served to a king or other highly respectable guests. Some of the appliances and utensils, connected with the preparation of food, are mentioned in certain Brahmanas; for example mortar and pestle, winnowing



basket, pot, and utensils made of bell-metal. The Shatapatha Brahmana mentions oven and the mode of making it. The oven appears to have been made of a mixture of clay, sand of gravel, stone and iron dust. Udumbara (sacrificial fig), jujube and berries are some of the edible fruits mentioned in the Brahmanas. Shatapatha Brahmana mentions sugarcane. Aitareya Upanishad mentions shoots of Banyan trees and fruits of fig. Among the drinks are mentioned soma, sura, honey, milk and fruit-juice. Soma appears to have been confined to the priestly class. Surd or spirituous liquor is condemned in Shatapatha Brahmana. It is specifically prohibited for Brahmanas. The Taittiriya Upanishad, however, mentions sura as the best; it is extracted from certain herbs or fermented from rice. Parisrut appears to have been semi-fermented liquor condemned for Brahmanas in Shatapatha Brahmana. In the Kalpasutra the use of various food grains in ancient societies, namely rice, barley, wheat, millet, sesame and pulses have been found. Salt and sugar appear to have been added to food for adding to the taste. Among the condiments, Pippali (long pepper) and marica (black pepper) are mentioned. Two kinds of cakes, made of ground corn, are mentioned. Of these puroddsa was offered chiefly in sacrifices and apupa was generally eaten by the people. Among the preparations of rice are mentioned odana (cooked with water) and payasa or ksiraudana (cooked with milk), sthdlipdka (rice or barley cooked with milk or water) appears to have been a special dish meant for ceremonial occasions. An inquisitive practice was that certain articles, including a preparation of ground rice, barley or sugarcane-juice, were offered to serpents. Karambha seems to have



been a popular food; it may mean a sort of gruel made with flour and curd or a sort of porridge prepared with unhusked, parched and kneaded barley grains. Of the fruits, mango seems to have been common; because Apastamba Dhamasutra mentions it as a familiar example. Other fruits mentioned in the Sutras are kharjura (dates), variety of jujube called Badara, Karkandhu and Kuvala.

Among utensils, mention is made, in the Sutras, of those made of metal, wood, stone and clay. Among the metals in common use were, perhaps, bell-metal, copper and iron. Gold and silver utensils also are mentioned, but these seem to have been confined to the well-to-do class, particularly for use in certain expensive Srauta rites. Cooking pots, pitchers and plates of earth appear to have been popular. Baudhayana Shrauta Sutra refers to leather-bags used for storing ghee, oil, honey and grains. The Sutras bear clear testimony to the vogue of meat-eating in the society. Meat, both roasted on spits and cooked in pots, appears to have been in use. It was an essential element in madhuparka offered to distinguished guests.

The Dharma sutras shed considerable light on the meat permitted and prohibited in that age. As regards bird-meat, the Dharma sutras mention many birds permitted or prohibited. Also prohibited are the aquatic creatures called porpoise, nakra, kulira, cefa and gavaya. Of the vegetables and juicy substances, prohibited are karanja (red garlic),

kisalaya (sprouts), kydku (mushroom), lasuna (garlic), nirydsa (substances exuding from trees; etc. The drinks that appear to have been in vogue in the age of Sutras, besides milk are Takra (butter-milk mixed with water) and Mantha (a preparation of dry barley meal stirred in milk, curd, water or melted butter). As regards intoxicating drinks, surd is the commonest. Other such drinks are madhu and maireya.

Surd appears to have been a very popular drink, especially at marriage and certain other rites. Female dancers drinking wine are mentioned in certain ancient literary texts. Surd-drinking is prohibited in Dharma sutras for the twice-born, particularly Brahmanas drinking it intentionally.

In the Ramayana it has been mentioned that the Aryans were accustomed to both vegetarian and non-vegetarian food. The vanaras (monkeys) were used to vegetarian food alone, their food having been fruits, roots and leaves. The Raksasas were carnivorous. The Aryan people mainly used rice, barley, wheat and pulses. Boiled rice appears to have been the most popular food. Refined rice, mixed with curd and milk, was a favourite dish. Among milk products, curd, curd mixed with sugar and ghee was used. Meat-eating appears to have been widely prevalent both among the Aryans and the non-Aryans. So far as drinking wine is concerned, the Ramayana condemns the practice particularly among the Brahmanas. Wine appears to have been of two main varieties, namely distilled and natural. Among other drinks are mentioned honey and madhuparka, the latter being an admixture of curd, ghee, honey, sugar and water.

From certain references in the Mahabharata sesamum appears to have been used as food. Milk and milk products like curd, ghee had been highly spoken of. Of the sweets, cakes (apilpa), and sugarcane-juice (i.e. molasses) are mentioned. Fruits, even some wild varieties, were eaten by people. As regards meat-eating, the Mahabharata allows it at some places while condemning it at others. The meat of birds also appears to have been edible; their species, however, have not been mentioned. Further, from certain references fish appears to have been used as food. But overall ancient Indians were practicing most of vegetarian cuisine.

Various literary sources talk about the different food habits of the people in ancient India. But it can be concluded that Indians lived long only because of their ancient food practices.

Madhan Kumar K
Lecturer - Food Production

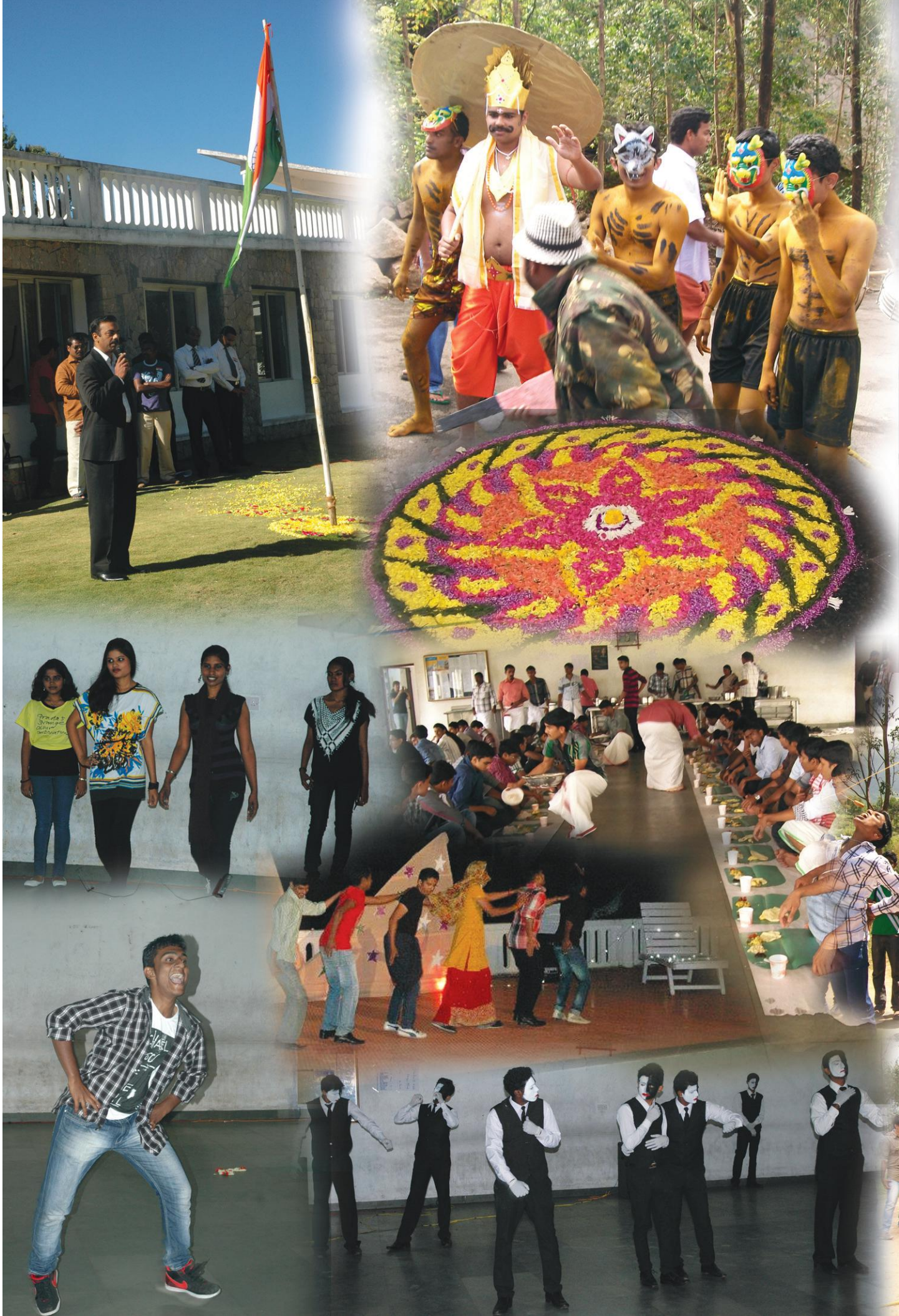




The Achiever' Guild











Make the Most of Job Fairs

Job fairs are gaining popularity again. These fairs bring companies offering jobs and candidates vying for the same- all under one roof. Not only can job hunters meet numerous employers at one go, but also enjoy other free or low cost services like resume appraisal, career counseling, seminars etc...

A job or career fair can open the door to a world of promising job prospectus. But most candidates return with nothing but some free pens and t-shirts in tow!

Disappointment looms large as there are serpentine queues just for registering to attend.

Then they are greeted by overcrowded rooms filled with employer booths which again have lengthy lines of eager applicants. Job hunters spend the whole day waiting in queues only to be told to visit the company website and apply for jobs online!

Here are a few tips on how to make a day at a job fair more valuable for you:

Home Work

Carefully choose targeted job fairs based on industry, function or companies as they will attract smaller crowds. Pursue the career fair website well in advance and study the participating companies and their job openings. This will help you to short list the appropriate queues to stand in based on your ambition and capability, study the goals, trends and

events concerning the companies that you are interested in. If possible, pre- register online with your resume to beat the crowd on the day. Signing up in advance can also let recruiters know who you are on paper before you meet them face- to- face.

Dress the Part

Dress in conservative business attire and ensure a professional appearance. Update your resume and carry several copies with you. Arrive early so that you can contact the recruiters when they are fresh and not overwhelmed, annoyed or tired with crowds later.

Being punctual may even give you a chance to speak to a knowledgeable representative before the crowds start burning the aisles.

Right Expectations

Do not expect to spend quality time with recruiters discussing your job application, company or career aspiration.

Understand that the companies are there to offer information about general career opportunities and very few offer specific details on current openings, let alone spare time to discuss applicant skills set or needs. It is your chance to understand what companies are looking for and compare various job opportunities and pursue those opportunities.



Luxury Hotels In India



India has one of the most unusual luxury hotel landscapes in the world. Brands such as Oberoi, Taj and ITC Luxury Collection rank among the world's best. ITC Maurya has been the preferred abode for three American presidents including Barack Obama. This segment is currently dominated by Indian companies, and in the next couple of years foreign brands like W and Conrad will announce new openings. Some of the hotels that get the highest ratings in the world include Oberoi Udaivilas Udaipur, Oberoi Amarvilas Agra, Taj Lake Palace Udaipur and Oberoi Rajvilas Jaipur.

What defines luxury? There is no agreed definition about luxury. It is an experience of the senses. For some, luxury results from a condition of abundance or great ease and comfort in an expensive environment. Staying at a luxury hotel has become more affordable for a wider segment of younger, increasingly aspirational and indulgent consumers. To meet this demand the hotel companies are developing more exclusive and expensive experiences. The younger guest profile is driving a new type of diversified contemporary luxury accommodations with more informal lifestyle. Spas have become an essential luxury experience during the stay. These hotels hold a certain mystique that invites their guests to continually return, no matter what the cost is.

The training provided in Munnar Catering College prepare the cadets for a career in the hotel industry including the luxury hotels. As experts in their field, the cadets have great advantage over others in getting hired into this ever growing market. These hotels invest a lot on their training program to bring the new hires oriented with the highest level of service. Cadets once trained should be able to manage their guests' experience so that they are having a memorable stay. Unlike products that cannot be differentiated from several of the same brand, each individual of the hotel profession has the opportunity to provide unique service. And, the quality of that service is what ultimately spells success.

Make the Right Impression

Shake hands, be assertive and introduce yourself to recruiters when you reach the table. Be enthusiastic and interested in the company and their job opportunities. Smile, make eye contact and remain calm to make a positive impression. Be polite friendly, yet professional.

Elevator Pitch

Job recruiters spare no more than 2-5 minutes per applicant. Some may just hand out list of open position or direct you to the corporate website.

Therefore, it pays to develop a 30 seconds commercial summarizing your skills, strengths, needs and goals. But be prepared to discuss your objectives, accomplishments and industry trends in detail or even give an on- the-spot interview!

After meeting each recruiter, jot down summary of the conversation, recruiter suggestion, etc..... Note down the contact details as well.

Network

Job fair is not just about companies and recruiter. It's a valuable opportunities to hobnob with other job hunters and build contacts for the future.

Mingling with the crowd can help you unearth new opportunities as well.

Follow-Up

Do not forget to write or e-mail a thank-you letter to each company you meet with highlighting your qualification, interest in the job and appreciation for their consideration.

This will help you to distinguish yourself from the sea of participant's in such events. Follow up the letter with a phone call after few days.

Therefore, making the right moves will give you a leg up in the battle for jobs. Chances are high that the attending recruiters will remember you, encourage you to apply and may be even invite you for an interview.

M R Suresh
Librarian



Shiju Joseph
Lecturer – Management Studies



10

World Top

Longest rivers

1. Nile (Africa)
2. Amazon (South Africa)
3. Mississippi – Missouri (North America)
4. Chang Jiang (Yangtze)
5. Ob- Irtysh (Asia)
6. Huang HO (Asia)
7. Yenesei (Asia)
8. Parana (South America)
9. Irtysh (Russia)
10. Zaire (Congo)

Lakes

1. Caspian Sea (Asia)
2. Superior (North America)
3. Victoria (Africa)
4. Huron (North America)
5. Michigan (North America)
6. Aral Sea (Asia)
7. Tanganyika (Africa)
8. Baikal (Asia)
9. Great Bear (North America)
10. Nyasa, Malawi Mozambique-Tanzania

Waterfalls

1. Kerepakupai Meru (Venezuela)
2. Tugela (South Africa)
3. Utigard (Norway)
4. Mongefossen (Norway)
5. Yosemite (USA)
6. Ostre Mardola Foss (Norway)
7. Tyssertrengane (Norway)
8. Cuquenán (Venezuela)
9. Sutherland (New Zealand)
10. Kjelfossen (Norway)

Islands

1. Greenland
2. New Guinea
3. Borneo
4. Madagascar
5. Baffin
6. Sumatra
7. Honshu
8. Great Britain
9. Victoria
10. Ellesmere

Countries (Area)

1. Russia
2. Canada
3. USA
4. China
5. Brazil
6. Australia
7. India
8. Argentina
9. Kazakhstan
10. Algeria

Active Volcanoes

1. Guallatiri (Chile)
2. Laascar (Chile)
3. Cotopaxi (Ecuador)
4. Tupungatit (Chile)
5. Popocatepeto (Mexico)
6. Ruiz (Colombia)
7. Sangay (Ecuador)
8. Guagua Pichincha (Ecuador)
9. Purace (Colombia)
10. Kliuchevskoi (Russia)

Forests

1. Russia
2. Canada
3. Brazil
4. USA
5. Zaire
6. Australia
7. China
8. Indonesia
9. Peru
10. India

Desserts

1. Sahara (Africa)
2. Australia (Australia)
3. Arabia (Asia)
4. Gobi (Asia)
5. Kalahari (Africa)
6. Turkestan (Asia)
7. Takla Makan (Asia)
8. Namib (Africa)
9. Sonoran (North America)
10. Thar (Asia)

Rail network

1. USA
2. Russia
3. Canada
4. India
5. China
6. Germany
7. Australia
8. France
9. Argentina
10. Brazil

Highest peaks

1. Everest (Nepal)
2. K2 (India)
3. Kanchenjunga (India)
4. Lhotse (Nepal)
5. Makalu 1 (Nepal)
6. Dhaulagiri 1 (Nepal)
7. Manaslu 1 (Nepal)
8. Cho Oyu (Nepal)
9. Nanga Parbat (India)
10. Annapurna 1 (Nepal)

Jeffin Rajan
AD 2nd Sem



Mille-feuille

The mille-feuille cream slice, custard slice, also known as the Napoleon, is a pastry of French origin. "Mille" means "a thousand," and "feuille" means leaf or sheet.

Traditionally, a mille-feuille is made up of three layers of puff pastry (pâte feuilletée), alternating with two layers of pastry cream (crème pâtissière), but sometimes whipped cream, or jam are substituted. The top pastry layer is dusted with confectioner's sugar, and sometimes cocoa, or pulverized seeds (e.g. roasted almonds). Alternatively the top is glazed with icing or fondant in alternating white (icing) and brown (chocolate) stripes, and combed. Today, there is also savoury mille-feuille, with cheese and spinach or other savoury fillings.

Strawberry Millefeuille

Ingredients:

- 1 sheet puff pastry (1/2 package), thawed according to package instructions and unfolded
- 1 egg, lightly beaten
- 1 1/2 cups thinly sliced strawberries
- Juice of 1/2 lemon
- 1 Tbs. granulated sugar
- 1 cup heavy cream
- Confectioners' sugar for dusting

Directions:

- Preheat an oven to 375°F.
- On a lightly floured board, roll out the pastry sheet to 1/4-inch thickness. Cut in half lengthwise. Transfer the 2 rectangles to a rimmed baking sheet. Prick them evenly all over with a fork and brush with the beaten egg. Bake until the pastry is puffed and golden, about 20 minutes.
- Meanwhile, in a bowl, stir together the strawberries, lemon juice and sugar. Set aside.
- In another bowl, using a whisk, whip the cream until soft peaks form.
- Using a serrated knife, slice 1 rectangle horizontally to create 2 layers. Use the uncut rectangle as the base. Top with half of the whipped cream and one-third of the strawberries. Repeat with the remaining ingredients to create 2 more layers, finishing with just strawberries. Dust with confectioners' sugar just before serving. Serves Six. Enjoy It!!!



MS Ashika Raj
Dual 2nd Sem



To Achieve Desires

Many feel that they can achieve more; they feel that something is missing in their lives. There are many ways to achieve a desired outcome.

Reverse the “Do, have, Be” order. Most of us try to Do something (say some work) in order to have something (say that is to earn money), so that we can be something (say that to be happy) By reversing the order and operating out of a state of happiness, joy, peace of mind, confidence or whatever resource you feel beneficial, you will do your work with more harmony and thus will have or achieve with ease and comfort, As a result, the achievement will be much faster and more enjoyable.

Just imagine how your work will be different if you will smile and act generally happy. It might even open doors to you that would have otherwise remained shut. Many young people have no opportunity to cultivate these values. Even if they have it, they don't recognise it as a fine or exceptional quality. Everyone must be self disciplined, self motivated, Trust worthy and a person of word.

If one has all these qualities they do not have opportunity to demonstrate them. Even when you demonstrate them; others do not consider it as your fine qualities. But in interviews and recruitment test, these qualities are evaluated in a realistic on the spot manner through Psychological tests and questions based to test the abilities required to be a team player. Without

the analytical skills a knowledge worker cannot make head or tail of raw data. The overemphasis on communication skills and personality skills development in the curriculum as a pre- requisite for placements and training will not serve the purpose anymore.

Primary requirement of job is to be able to analyse situations and take decisions. Communication abilities alone do not make a good candidate. That is why most of the companies insist on good logical thinking abilities for every candidate. Students need to read news papers and start having opinion on the issues. The opinions are generated by looking at the relevance of the information, slowly the thought process sets in and there come the analytical abilities along with the thoughts. We are seldom encouraged to ask questions. Questioning is what encourages the thought process. We need to understand that and question many processes and things that we read in professional courses.

Colleges need to develop an environment conducive for the students to question, experiment and learn. New Generation Colleges need to have a close look at their methods of teaching. As for the students they need to observe things more purposely and develop the ability to question. To ask meaningful questions, the basics need to be in place and attention to details, is necessary. Lifelong learning and emphasis on thinking skills should advance hospitality professionals.

R Baskaran
Head – Front office



Economy Lodging - Always in Transition



Since its inception, the economy segment of the lodging industry has undergone a continual process of transition. Although most owners, operators and lenders take a “stick to the basics” approach to economy lodging, a problem arises when one attempts to define just what “the basics” are.

There are essentially two schools of thought when it comes to defining the basics. In the first, they revolve around price/value, guest satisfaction and market position; in the second, they focus on minimum amenities, minimum services and Spartan physical facilities. Although profitability is the goal of both approaches and both tend to focus on occupancy, the former group additionally recognizes that average daily rate (ADR) plays a role in the room-revenue formula.

These two approaches create a dynamic tension in the economy segment. This tension contributes to the excellent price/value that economy-hotel guests enjoy.

Enhancing guests’ perception of value vs. cost

As amenities and services are added, room rates must rise—but not beyond perceived value nor out of balance with the competitive market. Here is where the tension tightens. As soon as a new developer perceives an opening in the market and can obtain a secondary or tertiary site in a decent location, a new budget hotel appears on the scene. In response, management of the moderately priced hotel nearby moves to reposition it as an economy property by lowering rates. These two events create a market situation that’s viewed as either highly competitive or overbuilt.

New amenities and services added to economy/limited-service properties to make them more competitive usually are inspired by their full-service big brothers. The constraints to adding new amenities are cost, staff and available land (or its marginal cost). As a result, pools, hot tubs, and well-equipped exercise rooms have become almost commonplace in economy properties. Complimentary continental breakfasts, rather than just coffee were adopted years ago from the all-suite model. Executive centres have appeared, complete with Internet access, fax machines, and copiers. Lobbies featuring couches, coffee tables and side chairs have replaced utilitarian entryways. When economy-hotel guests enter their room today, they expect to find Internet access, hair dryers, easy chairs, desks with large work surfaces, and



remote-control cable TV with free movie channels.

More profitability from investors' perspective

Clearly, a significant number of investors believe that economy/limited-service hotels are more profitable than their full-service counterparts. All the statistics over the years support this premise as it relates to profit before income taxes as a percentage of sales. This is because the rooms department of any hotel, which is its very reason for existing, has the highest profit margin. Not only do the other revenue departments in full-service hotels have lower margins, but they also add undistributed expenses disproportional to their departmental margins. The question then becomes one of whether they add significantly to occupancy and ADR (which is, after all, the reason extra facilities and amenities are included in a full-service hotel). It stands to reason, then, that operational profits as measured in cash flow are higher in full-service hotels, while the percentages are higher in economy/limited-service lodging properties.

However, this leads to another question: Is return on investment (ROI), another measure of profitability, greater in economy/limited-service hotels than in full-service hotels? Some investors are likely to accept lower returns on economy/limited-service lodging investments compared with full-service hotels because the risk is significantly lower. The primary reason for this is that the capital required for building one medium-size, mid-price, full-service hotel could build three or four economy/limited-service properties in various locations. Thus, the risk is spread over more markets. The higher profit margins on sales would seem to imply that the economy/limited-service lodging hotel would have a higher degree of resiliency in down markets and quicker recovery as demand returns. The minimum staffing levels and other semi-fixed expenses necessary to maintain these hotels' service levels clearly set a very low floor on how much expense-cutting an operator can achieve once the variable expenses and value-added amenities have been cut in a depressed market. Because of the limited cash circulating through these properties, managers tend to be very conservative in their decisions regarding discretionary expense items, particularly in marketing and employee benefits.

Speaking of employees, labour costs in economy/limited-service lodging properties appear, on the surface, to be very low. With few exceptions, employee turnover is very high and is always blamed on local market conditions. The fact is that the typical manager has not been trained to check references,

interview properly and effectively orient and train new employees. Often, the environment is such that the manager hires a "warm body" in hopes that the new employee will work out and the manager's own work load be reduced. The cycle, however, goes on as the new employee often becomes disenchanted and leaves. The hidden costs in poor efficiency and quality of work resulting from this system are obvious to all — and could be corrected by more emphasis being placed on proper recruiting, interviewing, hiring and training procedures.

As for marketing, economy/limited-service hotels tend to focus on room rate and location. Due to the low payroll budgets, sales representatives are virtually unheard of in the segment — managers are expected to shoulder the burden of the direct-sales effort. Unfortunately, the typical economy-hotel manager defines "management" as getting reports done, hosting, and holding payroll to a minimum by working at the front desk for an inordinate amount of time. Competent training of staff, inspecting, civic involvement and quality sales calls are not commonly found in these properties.

Keeping the 'Big Picture' in sight

The key factor in being a successful developer or operator of an economy hotel is simply this: Paying careful attention to every detail of development and day-to-day management without losing sight of the big picture. But just what is "the big picture"? It's a continually, evolving collage that includes ever-changing guest preferences, shifts in the local competitive environment, and the dynamics of the local area's economy and how it impacts demand for hotel rooms. This last piece of the big picture is probably where the least amount of support is available to the manager from either the owner or the franchisor. As a result, the economy/limited-service lodging operator typically reacts to, rather than plans for, change.

But perhaps the most important piece of the economy-segment big picture is this: It will always be a people business, whether the people are guests or employees. And whatever your definition of "sticking to the basics" might be, in the economy segment it should always start with taking care of people.



Vignesh R Nair
Bsc & DHMCT 4th Sem

Fun with Figures

$$\begin{aligned} 37 \times 3 &= 111 \\ 37 \times 6 &= 222 \\ 37 \times 9 &= 333 \\ 37 \times 12 &= 444 \\ 37 \times 15 &= 555 \\ 37 \times 18 &= 666 \\ 37 \times 21 &= 777 \\ 37 \times 24 &= 888 \\ 37 \times 27 &= 999 \end{aligned}$$

$$\begin{aligned} 9 \times 9 + 7 &= 88 \\ 9 \times 98 + 6 &= 888 \\ 9 \times 987 + 5 &= 8888 \\ 9 \times 9876 + 4 &= 88888 \\ 9 \times 98765 + 3 &= 888888 \\ 9 \times 987654 + 2 &= 8888888 \\ 9 \times 9876543 + 1 &= 88888888 \\ 9 \times 98765432 + 0 &= 888888888 \end{aligned}$$

$$\begin{aligned} 1 \times 9 + 2 &= 11 \\ 12 \times 9 + 3 &= 111 \\ 123 \times 9 + 4 &= 1111 \\ 1234 \times 9 + 5 &= 11111 \\ 12345 \times 9 + 6 &= 111111 \\ 123456 \times 9 + 7 &= 1111111 \\ 1234567 \times 9 + 8 &= 11111111 \\ 12345678 \times 9 + 9 &= 111111111 \\ 123456789 \times 9 + 10 &= 1111111111 \end{aligned}$$



Tenin Mathew
BHM 2nd Sem



Yesterday

Yesterday, I thought I was not given any attention.

But today, I realize, there is someone above

Who has always been watching me!

Yesterday, I felt like a free bird with no problems to fly.

But today, I realize there is no person in this world

Without any problems in life.

Yesterday, I felt, there was an excess of something

In my life and it was nothing but time.

But today, I realize, the excess time was just the

Time given to me to get ready for the present.

Yesterday was something like a dream.

And today is what I have to work.

On to make my dreams come true.



Nidhin Vijayan
AD 2nd Sem



Pursuit of Greatness

How
Do You
Define
Greatness?



Are you unhappy when others are succeeding?
Does your success seem dependant on someone else's failure?

Are some people born destined for greatness and others for mediocrity? Is great success and achievement determined by Genetics and inborn talent?

The simple answer is "no". Greatness can be attained by everyone. We all have the potential to be great. Any man can be great if he makes up his mind to be the best person he can possibly be and to do what he does, the best way he can possibly do it.

When it comes to succeeding in life there are basic mindsets that people tend to have. These are the win/lose mentality, the lose/lose mentality and the win/win mentality.

- People with win/lose mentality will be those that compare themselves to other people all the time. They believe that in order for them to succeed others must fail. To them success is relative.
- People with lose/lose mentality believe that they can never achieve anything worthwhile so why let others do so. They try to keep other people in the sinking boat that they are in. Negativity is the order of the day for them.
- Dreamers who are achievers have the win/win mentality. Not only do they know that they are capable of and will succeed but they realise that their success depends on other people's success.

Cultivate it

It is often said that the greatest people are always those that help others. Learn to be happy about other's success and look forward to your own success. Do not judge yourself based on what others have achieved. Depending on what you want in life, their success could be failure to you or vice versa. But it should not matter to you either way.

Life is not a race against other people. It is a one man race. We determine the destination, the route, the time limits and the prize. We are all running a different race. How do we compete with someone who is not in the same track as we are?

Envy and jealousy are habits we must always be weary of and stay clear of. Like other bad habits they will only rob us of our energy, creativity, clarity of mind and enthusiasm for life.

Simple things like reading, working and consistent practise will make all the difference and help us attain greatness. It's just too demanding. But striking, liberating news is that victory isn't reserved for a pre dominant few. It is available to everyone. Vincent Van Gogh said, "Great things are not done by impulse, but by a series of small things brought together"

Noble G John
AD 2nd sem



10 Best Discipline Strategies for Good Behavior



1. **Pay off correct behavior, not misbehavior.**

Reinforce polite requests, not whining, teasing and tantrums. Reinforce calm discussions, not arguments and power struggles.

2. **Think before you talk.**

Say what you mean. Mean what you say. Reward yourself for being consistent.

3. **Expect good behavior from the youth.**

The youth must know what you expect from them and what they can expect from you. When they can predict how you will behave in reaction to them, they will make better behavioral choices themselves.

4. **The youth believe what you tell them.**

Coach the youth on ways to behave appropriately. Teach them that effort is essential. Use plenty of encouragement. When you encourage them, they will see that you have faith and confidence in them, and will have it in them.

5. **Once you recognize a misbehavior pattern, establish a plan.**

Tell them the rules in advance and be specific and reasonable. Using charts or contracts, spotlight success and provide support and encouragement.

6. **Use punishments that teach decision-making and accountability.**

Children survive reasonable punishments, such as restriction and time-outs. Do not punish when you are angry.

7. **Begin teaching responsibility and decision-making when the children are young.**

This will prepare them for the real world. Remember, children need limits, structure, ground rules and consistency. Children will see these qualities as an expression of your love and concern.

8. **Focus on the positive qualities**

Always see the positives in them and love them regardless of their behavior.

9. **Teach to seek self-reward**

It's essential that the youth feels good about doing the right thing.

10. **Provide a healthy and pleasant family climate.**

Emphasize each other's strengths and accept one another's weaknesses.

Niju Pulimoottil
Warden



Cyber Terrorism

Until recently, terrorism has been associated with physical acts of violence and crime; for example killings, bombings, kidnapping, destruction of property, etc. Starting in the twentieth century the increasing advent of technology, and more specifically systems controlled by computers, has seen a new form of criminal activity that has often combined destruction of property with financial crime, propaganda, economic warfare and possibly physical harm to innocent human lives. Cyber-terrorism is relatively “young” in its evolution and has been associated with individuals, terrorist groups and state actors (i.e., countries).

Viruses, Malware and Trojans

Computer viruses have been around almost as long as networked computers have existed. “Creeper” is credited as being the first virus that infected DEC machines on the ARPANET (predecessor of the Internet) in the 1970s. Today viruses, adware, malware and Trojans may be considered as a nuisance by most everyday computer users. They are often used by criminals to either steal personal information or turn unsuspecting computers into zombie bots, used to generate spam or conduct distributed denial of service (DDoS) attacks. Methods of deployment include infected application files, infected documents, virus attachments in emails, infected USB keys/thumb drives and “drive by infections” where a website is hacked to inject malicious code to the computers of those visiting it. This realm of computer viruses, root kits and Trojans is not limited to hackers and criminal organizations - governments and their associated agencies have also been implicated in designing and deploying sophisticated systems to conduct espionage against other states. Stuxnet, Dugu and Flame are just some examples that may have involved state actors, both in their design, deployment and targets, and certainly do blur the line between cyber terrorism and cyber warfare.

Networked Infrastructure

Electrical grids, the banking system, water distribution, traffic management, communication systems, air traffic control, mass transit, military systems, etc. all tend to operate in some sort of a networked fashion. Connectivity in this case does not imply that these systems are openly connected to the Internet and may use private networks (physical or virtual).

The problems occur when we consider that security is often compromised for the sake of convenience and corners are cut. In some cases many implementations tend to piggyback off the existing shared infrastructure believing that it can be secured fully. Hackers and cyber terrorists are able to find these vulnerabilities and exploit them to access core systems which can be destructive to this networked infrastructure. Therefore security of this infrastructure is much harder than expected and leads to vulnerabilities that can only be countered by constant vigilance and expert personnel - a cost that is often overlooked.

Terrorist Propaganda

The Internet has also proven to be a great venue for terrorist groups to spread their propaganda. Websites extolling terrorist views started cropping up almost as soon as the Internet started on its ascent as a revolutionary medium for communication. This is problematic but those that try to use this as an excuse to censor online content and discussions do miss the point that this is also a great eye opener to the majority of the people that do not subscribe to such views. It exposes terrorists to law enforcement agencies, the media and the public. Networked infrastructure and websites, though they may be “secured” by passwords, encryption or other more sophisticated tactics will always be vulnerable and help in exposing terrorist agendas.

Criminal elements

Cybercrime and cyber terrorism do often intersect in that one can be used to fund the other (either in its virtual or physical form). Criminal organizations indulging in sophisticated cybercrime activities are associated with spam, identity theft, bank fraud and other nefarious activities. The funds and expertise they gain from their cybercrime sprees allow them to expand their operations, often making them cyber mercenaries available to the highest bidder - be they terrorist groups, countries or other criminals.

Karthik Michael
MBA 2nd Sem



Konni – Land of Tuskers

Konni is a hilly town in the Pathanamthita district of Kerala which is somewhat situated entirely on the vegetated western slopes of Western Ghats. It is an important centre for plantation crops like rubber, pepper, coffee and ginger. Konni has been prominent as a heaven of wild elephants providing most suitable eco system conditions and almost undistributed habitats. The area is nourished by a number of small and medium sized water bodies and thus accommodating an amazing diversity of flora and fauna. Teak is a common tree species in the forest of this region. Large tracts on the banks of Achenkovil River have been converted into teak plantations. Konni Teak has earned its name in the timber market world over.

This forested village has a long and rich history of man – forest interface. The forests repository of rich biodiversity was constituted into konni Reserve forest by the Maharaja of Travancore way back in 1897. It also has a long history of elephant capturing which started in konni forest division in 1810. Konni elephant cage and the accompanying eco tourism program are in progress. Pit system was used for capturing elephants long ago. It is famous for the elephant training centre since ancient times. The elephants were captured from the dense forest of western Ghats/sahyadri and then tamed and trained for work by the elephant trainers. The prime attraction here is the huge cages of wood built to house the elephants. Visitors can get a close look at these elephants and can observe and understand a lot about their behaviour especially that of baby elephants.

The elephant capturing was officially stopped in 1977 by Government circular though it was actually stopped many years prior to that. Presently this eco tourism centre is a major tourist attraction. It houses a history museum as well. It functions as an elephants welfare centre. The elephants calves estranged from the herd and found lost in the forest are bought here and are provided with medical facilities and proper care. This centre is maintained as a zero waste destination so many tourist including foreigners are visiting this place.

Ananthakrishnan S
AD 2nd Sem



Good Friends !!!

Friendship is heart of life
It's is a Relation
We keep in our Mind
Friendship is sweet when
It's new and true.

Friend is like the Air
Sometimes Silent
but always around me

Heartbeats are Countless
Dreams are endless
Memories are Timeless and
A Friend is Priceless

Good Friends are those who
Care without hesitation
Who remember without Limitation
Who give without Expectation
Who Love even without Communication

You are always there for me,
I knew I could count on you
You gave me advice and encouragement
Whenever I didn't know what to do.....

This friendship we share
Is so precious to me
I hope it grows and flourishes
And lasts unto Infinity.....



Joji Mathew
MBA 2nd Sem



Still Miss You!

I walked through
 The same maze of passages
 Which are still echoing
 With the silent tread of your feet.
 Wondering why my pace
 Had so slowed down
 Puzzled...

I stopped and looked around
 I heard something!
 Someone's laughs, someone's cry.
 I looked behind me
 To find no one there
 I thought it was you,
 But it was only your shadow,
 The shadow you left with me,
 The shadow of your memories,
 The shadow that follows me around
 Watches me when I break down.

I rushed past
 The same beautiful garden

Where you smiled amongst roses
 Where the wind whispered your name
 Wondering why my pace
 Had so slowed down
 Puzzled....

I turned and looked around
 I see someone
 Standing under "that" tree
 Someone squinting his eyes
 To keep out the glare of the sun
 Someone smiling warmly,
 Greeting me a welcome.
 I started towards that tree,
 Ablaze in autumn colors
 But stopped short
 To find no one there
 The tree standing majestically
 Seemed to sympathize with me
 It knows, it feels
 With what troubles I deal,
 That your shadow follows me around
 Watches me when I break down.

I'm lying on the grass
 Watching an early evening moon,



I see your face shining,
 from amongst the stars
 Wondering why my thoughts
 had been abruptly put out,
 I quickly sit up
 To again look and turn around
 what had I heard?
 A twig crushed?
 A leaf crunched?
 Surprised I shake my head
 To see the wind playing tricks on me
 A gloom sets on my heart
 I realize that you "did" depart
 But what can I do
 When I know,
 That your shadow follows me around,
 Watches me when I break down.

I was standing on a beach, watching
 Waves and breaking tide on the sea-shore,
 I watched the setting sun,
 In a trance that, that place had spun,
 Wondering why my thoughts
 Had been abruptly put out
 Puzzled...

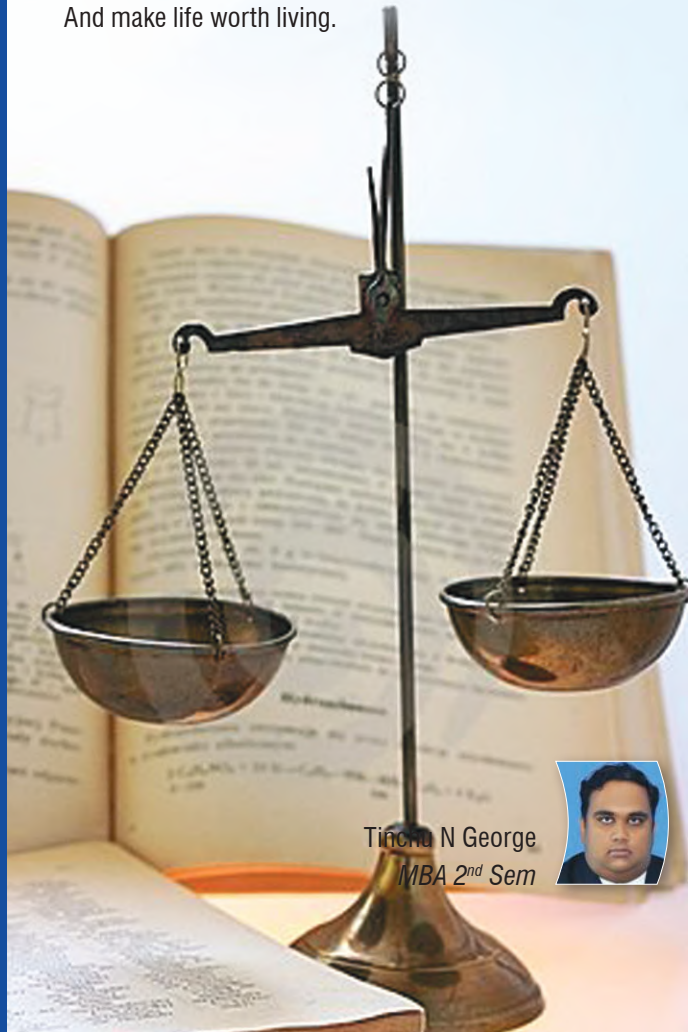
I just turned myself around,
 I had seen your profile beside me
 Complimenting the beautiful scene
 Then what had gone wrong?
 Was it only a dream?
 Surprised I shake my head
 To break the magic memories had spun
 Where the sea and waves
 Meet the horizon
 I see some birds disappearing
 Did you go with them.....?
 The setting sun reminds me
 Of my fate,
 I sighed, I cried
 Whispered my sorrow to the wind and the tide,
 I can't get rid of memories
 My foolish perceptions & fantasies and that
 That your shadow follows me around
 "Never" comforts me when I break down...

Ms Sadhana Krishnamurthy
 Lecturer- Bakery



Knowing the Worth...

You will know the value of good,
 When your hard work fails.
 You will know the value of mother,
 When you become an orphan.
 You will know the value of happiness,
 When you experience pain.
 You will know the value of oxygen,
 When you drown in water.
 You will know the value of advice,
 When you are on the wrong way.
 You will know the value of school life,
 When you step out into the world.
 You will know the value of love,
 When someone hates you.
 You will know the value of life,
 Only when you are on the death bed.
 Even a stone is a valuable diamond,
 If you know the true value.
 So value every moment of your life,
 And make life worth living.



Tinoda N George
 MBA 2nd Sem



Administration... a Review

A secretary or administrator provides both clerical and administrative support to professionals, either as part of a team or individually. The role plays a vital part in the administration and smooth-running of businesses throughout industry. Secretaries/administrators are involved with the coordination and implementation of office procedures and frequently have responsibility for specific projects and tasks and, in some cases, oversee and supervise the work of junior staff.

Secretarial/administrative work has changed significantly over the years, and the role varies greatly depending on the sector, the size of the employer and levels of responsibility. Most work involves both written and oral communication, word processing and typing, and requires relevant skills such as IT, organisational and presentation skills, as well as the ability to multi-task and work well under pressure, often juggling several tasks at once. Within specialist sectors such as law, many secretaries/administrators are required to have relevant, high-level qualifications and/or previous experience. The role can often overlap with that of a personal assistant.

Typical work activities

Common tasks for the majority of secretaries/administrators include word processing, audio and copy typing, letter writing, dealing with telephone and email enquiries, creating and maintaining filing systems, keeping diaries, arranging meetings/appointments and organising travel for staff.

Depending on the sector, the role may also include many of the following:

- Using a variety of software packages, such as Microsoft Word, Outlook, PowerPoint, Excel, Access, etc., to produce correspondence and documents and maintain presentations, records, spreadsheets and databases;
- Devising and maintaining office systems;
- Booking rooms and conference facilities;
- Using content management systems to maintain and update websites and internal databases;
- Attending meetings, taking minutes and keeping notes;
- Invoicing;
- Managing and maintaining budgets;
- Liaising with staff in other departments and with external contacts;
- Ordering and maintaining stationery and equipment supplies;
- Sorting and distributing incoming post and organizing and sending outgoing post;
- Liaising with colleagues and external contacts to book travel and accommodation;
- Organising and storing paperwork, documents and computer-based information;
- Photocopying and printing various documents, sometimes on behalf of other colleagues.

Other duties may include:

- Recruiting, training and supervising junior staff and delegating work as required;
- Manipulating complex statistical data;
- Arranging both in-house and external events.



Sojy Mathews
Administrative Secretary





Top 10 Hospitality Industry Trends for 2013

The upcoming year is projected to be a better and brighter one for the hospitality industry. The landscape is evolving quickly as new technology demands that hotels become more social and engaging in their marketing efforts, travelers are looking for the best value propositions, and consumer demand is pushing for hotels to make concerted efforts on property upgrades and improvements. The new factors driving the market in 2013 are:

1. Hoteliers will invest in reinvigorating properties to take advantage of the market.
After years of delaying capital expenditures, hotel companies are betting that now is the best opportunity to renovate their properties. In 2013, we'll see even more hotels renovating lobbies, restaurants, bars and fitness centers, as well as replacing beds, TVs, and more. Hotel sales, an absolute outcome of an improved market, will spur even more renovations since sale contracts always contain a provision requiring the new owner to upgrade the property.
2. There will be little to no new development on the debt or equity side.
This is good news for most, but bad news for the developers who genuinely have enviable sites in great markets. Despite that, optimism reigns. A great deal can, and will, get done.
3. Online booking will continue to (modestly) grow.
The number of travelers booking and researching online

is still growing. More than 114 million people will research travel online this year, while 94 million will actually book reservations. While more than 50 percent of travel bookings are made on the Internet, the online travel market has matured and we can expect modest growth and stabilization.

4. There will be more mobile bookings and research.
More and more travelers will be turning to their mobile devices to not only research lodging and travel options, but to book and communicate room preferences directly with the hotel. Mobile channel booking has increased four-fold between 2008 and 2010. Google is projecting that mobile will overtake PCs as the most common Web-access device by 2013. With travelers adopting smartphones and tablets at such a rapid pace, it's crucial for hoteliers to optimize their website for mobile usage to capture potential mobile transactions.
5. Demand and average rate are up in most markets, but not equally distributed. The top markets and those that were really battered at the height of the recession have seen the most bounce by and large. Many secondary and tertiary markets have not seen a strong recovery to date.
6. Revenue management will make the art of managing a hotel more of a science. Revenue management has morphed from the days it was first introduced by the airline industry in the 1970s to being a complex science today. Managers have always lowered prices to stimulate



sales when demand is weak and have raised prices during peak demand periods. Hotels are now able to update prices for all future arrival dates to match market demands each day, via advanced market intelligence applications.

7. Proliferation of distribution channel management will largely impact pricing. More than ever, it will be vital for hotel owners and operators to stay on top of the distribution landscape that is expanding. Beyond simple awareness of the different mediums available to sell hotel rooms, hoteliers must know the costs of the variety of distribution channels and the returns expected from each. Hoteliers must preserve rate parity and their brand by utilizing the most cost-effective distribution channels, instead of using desperate measures to sell inventory.
8. Brands will put more money into deals to expand market share.
The brands are at war for the development deals that have a chance to get financed. Whether its key money, mezzanine debt or equity, seasoned developers will have their way with the brands as they fight for share of the new builds.
9. Prepare for growth.
However, know where we are in the game. We are in the second inning of the industry with the peak in 2016... use caution from 2017 and beyond. These next five years will see hotel values with annualized double digit growth. Demand will stabilize in 2013 but rates will grow beyond the rate of inflation. That means profits and values improve markedly.
10. Social media will continue to transform connections with travelers.
By 2016, half of the travel industry will be using social media as a way of generating revenue and bookings. Currently more than one-fifth (22 percent) use social media as a revenue generating tool with a further 27 percent planning to do so over the next five years. Hotels can no longer afford to linger over adding social media to their marketing mix. It's now a necessary element of traffic-driving success.

Sreelaj N Varghesese
MBA 4th Sem



Celebrate Love!!!



It has always been a mystery that although love is one of the most spoken and most written words of all times, it is still one of the most unexplained mysteries of a human emotion. How love can bring you happiness and pain at the same time. How love can make you sane and crazy at the same time. How love can change you and how love can make you accept the things you were not used to. Why is love so compelling and yet often so painful? Why is it that something as wonderful as LOVE can also bring us to our knees? Falling into love, falling out of love, hurting or being hurt by the people we love, or longing for love – why is it that can love can hurt so much? Love is fragile. One day it is there, the next day it may be gone, like the wind. We cannot grasp the wind in our fist. We can only enjoy and appreciate it while it is there. EARN from each experience. Go through the dark night, and you will reach a beautiful sunrise. It is only in the womb of the dark night that the sun evolves. It is only through the dark night that the morning comes.

Love is food for the soul. There's nothing like being in love. Minutes seem to creep and fly at the same time. Music cries out to us alone, and the full moon winks our way. Long after other memories fade, the recollection of love lingers. It's pure magic. Or at least that's what we like to tell ourselves. Do everything. Love as much as you can. It may hurt but it helps us grow. Give all you have...you may be poor but you will be content. Always forgive....your heart can not afford not to. Teach what you know and learn what you don't. Stay open to all.

Good-byes will always hurt, pictures will never replace having been there, memories good and bad will bring tears, and words can never replace feelings.

But in spite of all this, Laugh as much as you breathe and "love as long as you live.".....

Emin P Tom
MBA 2nd Sem



Made in India

The history of alcohol is deep rooted in India and in some epics like “The Mahabharata”, we have a mention of the “sura paniyam”, which means a liquid that can potentially make the drinker unconscious. India had the particular vision towards making good spirits with natural products and that too which had good medical effects. Each kingdom in Indian history had their ways and culture and had their own ways to make the spirits which they used to have because of its health benefits and for the fighting skills.

Alcohol spirits available within the borders of India:-
Two major products are considered: -
INDIAN BEER & INDIAN LIQUOR

INDIAN BEER It came to India during the British rule as it was mostly consumed by them. The first brewery in India was set up in Kasauli, in the Himalayan Mountains, near Shimla, in the late 1820s by the Englishman Edward Dyer. Dyer’s brewery produced Asia’s first beer, called Lion. The brewery was soon shifted to nearby Solan (close to the British summer capital Shimla), as there was an abundant supply of fresh spring water there. The Kasauli brewery site was converted to a distillery which still operates. Dyer set up more breweries at Shimla, Murree, Rawalpindi and Mandalay. Lion is still a known product in north part of India.

In various parts of north-eastern India, traditional rice beer is quite popular. Several festivals feature this nutritious, quite intoxicating, drink as part of the celebrations. The rice is fermented in vats that are sometimes buried underground. Elephants are known to attack villages, with the primary agenda of drinking from these vats.

Handia Handia (Also hadia, handiya or hadiya) is a rice beer commonly made by the indigenous people in Bihar, Jharkhand, Orissa, Madhya Pradesh and Chhattisgarh states of India. Its alcoholic effect is normal and it is made on traditional days. Locals out there still love to consume it in times of occasions. The making involves the use of ranu tablets, which is essentially a combination of about 20-25

herbs and acts as ferment. The ranu tablets are then mixed with boiled rice and left to ferment. The drink is generally ready within a week. It is served cool and has lower alcoholic strength than other Indian country liquors.

Chuak: Chuak is the traditional Tripuri rice-beer. It is made by fermenting rice in water. It’s usually drunk on social occasions of any Tripuri ceremony as a ritual. Chuak is offered to village elders on any occasion or celebration in a traditional Tripuri family.

INDIAN LIQUOR:-

Sonti: Sonti is an Indian rice-based alcoholic beverage that is similar to wine in its alcohol content and use. Sonti is made by steaming rice.

FENNY The word feni is derived from the Sanskrit word phena (“froth”); when the liquor is shaken in a bottle or poured in a glass some froth is formed. Fenny or feni is a spirit made from either coconut or the juice of the cashew apple, made in the Indian state of Goa. Fenny is classified as ‘country liquor’, and therefore not sold outside the state of Goa.

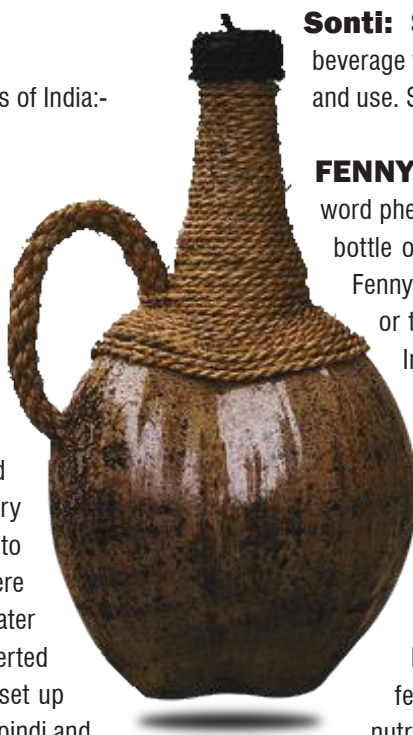
Neera In parts of India, the unfermented sap is called neera and is refrigerated, stored and distributed by semi-government agencies. A little lime is added to the sap to prevent it from fermenting. Neera is said to contain many nutrients including potash.

Toddy Palm wine also called kallu, is an alcoholic beverage created from the sap of various species of palm tree such as the Palmyra, date palms and coconut palms.

Toddy is consumed in various parts of Asia other than India too. If it is consumed accordingly a good nutrient content is been acquired by the body. It has various culinary uses as well.

Conclusion Indian alcohols are a part of history. As we remember our history, these alcohol factors have also been passed to us from generation to generation. Changes took place in making and consuming these alcohols. Alcohol makes way to create history and still it continues in India ...

Ajith Jacob Thomas
MBA 4th Sem



My Guiding Light....

As we all know, other than our own trials and errors made to succeed in life, there are some other forcing factors or people behind our works who guide and motivate us in various ways to achieve success. There can be no hierarchy of these people giving a ladder who stands where. All of them become important in different ways at different places, wherefrom we can gain good ethics, guidelines, knowledge and motivation.

YES! They are none other than Matha, Pitha, Guru and God, Family and Friends.

Right from the beginning when one grows in his mother's womb, the person is taken care of by the mother. She is the person who makes sure to the child what is good and what is wrong. The mother is the only person who can help in building a good base for anyone in building up the character and in knowing good ethics and behavior from her.

When it comes to a father, sometimes they don't show their closeness to their children in public. But they make sure to tell them how to get on to a good path. When a person choses a way of leading life by his own choice, the father becomes one notable person who tells the positive and negative factors of that choice. When one fails in a point, the father is the person who shows the place where he has gone wrong, so that he gains success next time.

The Guru or the teacher is another important person in anybody's life. He gives the people basic knowledge and other various factors which they apply in their everyday life. The ways have changed right from the days of Gurukul to these modern days of schools of Science, Technology and Management. In ancient days the shishyas or the students were responsible for all types of necessities and work completion of a Guru. This method of teaching has changed to an entirely different method where it has been customized to the requirement of the student according to the level and

type of education they need. But the Guru has always been and will remain as the source of knowledge of any work which one has to apply in their later stages as a profession. The ways of improving students' knowledge is always done in coordination with their parents. At various stages of life different teachers come across, who are important to take us to the next level.

God is another factor who is important and is accepted as a belief. Right from the beginning of one's life he is taught to pray and believe in god. God therefore is accepted as a beleif. God is known as a creator, protector, and destroyer. God as is also known as a provider of knowledge, wealth, food, place for living, transport all other various basic necessities of life. We have some group who are atheists, who have no belief for god. When we think why a person is taught to believe in God, it should be as a motivating factor to gain success; sadly some people who strongly believe in god fail at times because they did not complete the job which has to be done at the right time in the right way. When the people who do not believe in god succeed correctly, that is because of their self-appreciation and self confidence. They believe in themselves. Thus God is a belief and a Motivational element.

Thus Matha, Pitha, Guru and God make us know the good ethics, give the correct guidelines, provide the required knowledge and motivate to success. At all times Mother, Father, Guru, God are combined factors to success. All these combined factors work by their real presence, and Coordination with each other within my family as friends.

Therefore I treat Mom, Dad, Teacher and my inner belief to success as good as MYSELF and MY FRIENDS.

Sendan puliyadi
Lecturer – F & B Service



Harms of Smoking and Health Benefits of Quitting

Tobacco smoke contains chemicals that are harmful to both smokers and nonsmokers. Breathing even a little tobacco smoke can be harmful. Of the more than 7,000 chemicals in tobacco smoke; at least 250 are known to be harmful, including hydrogen cyanide, carbon monoxide, and ammonia. Among the 250 known harmful chemicals in tobacco smoke, at least 69 can cause cancer.

Smoking is addictive

Nicotine is a drug that is naturally present in the tobacco plant and is primarily responsible for a person's addiction to tobacco products, including cigarettes. During smoking, nicotine enters the lungs and is absorbed quickly into the bloodstream and travels to the brain in a matter of seconds. Nicotine causes addiction to cigarettes and other tobacco products that is similar to the addiction produced by using drugs such as heroin and cocaine

Cigarettes, cigars, and other tobacco products vary widely in their content of nicotine, cancer-causing substances, and other toxicants. There is no safe tobacco product. In addition to regular cigarettes and cigars, other forms of tobacco include smokeless tobacco (also called chewing tobacco, snuff, and snus), pipes, hookahs (water pipes), bidis, and kreteks. Although most research has focused on the harms of cigarette smoking, all forms of tobacco are harmful. These products may also cause heart attacks, mouth problems, and other diseases.

The immediate benefits of quitting smoking

The immediate health benefits of quitting smoking are substantial:

- ◆ Heart rate and blood pressure, which are abnormally high while smoking, begin to return to normal.
- ◆ Within a few hours, the level of carbon monoxide in the blood begins to decline. (Carbon monoxide reduces the blood's ability to carry oxygen.)
- ◆ Within a few weeks, people who quit smoking have improved circulation, produce less phlegm, and don't

cough or wheeze as often.

- ◆ Within several months of quitting, people can expect substantial improvements in lung function
- ◆ In addition, people who quit smoking will have an improved sense of smell and food will taste better.

The long-term benefits of quitting smoking

Quitting smoking reduces the risk of cancer and other diseases, such as heart disease and COPD, caused by smoking. People who quit smoking, regardless of their age, are less likely than those who continue to smoke to die from smoking-related illness.

Quitting at age 30: Studies have shown that smokers who at about age 30, reduce their chance of dying prematurely from smoking-related diseases by more than 90 percent.

Quitting at age 50: People who quit at about age 50 reduce their risk of dying prematurely by 50 percent, compared with those who continue to smoke.

Quitting at age 60: Even people who quit at about age 60 or older live longer than those who continue to smoke

Quitting smoking lowers the risk of cancer

Quitting smoking reduces the risk of developing and dying from cancer. However, it takes a number of years after quitting for the risk of cancer to start to decline. This benefit increases the longer a person remains smoke free.

The risk of premature death and the chance of developing cancer from smoking cigarettes depend on many factors, including the number of years person smokes, the number of cigarettes he or she smokes per day, the age at which he or she began smoking, and whether or not he or she was already ill at the time of quitting. For people who have already developed cancer, quitting smoking reduces the risk of developing a second cancer.

Rahul S Ravi
BHM 4th sem



Home Sweet Home

Home Sweet Home,
Roam around the World,
But back to home,
Home sweet home.

It's something special,
There's nothing parallel,
Rich or Poor no matter,
Its Home, that's all matters.

Keep the Lord as head,
And in his path go ahead,
No fear to miss your tread,
All is right when he leds!!!



Evin Varghese
AD 2nd Sem



The Tiger Cave

There is no tiger in the Tiger's Cave. It is all about sea, sand and sculptures. Boulders emerge out of the sandy shores to look up at the sky. Tiger Cave is 5 km before Mahabalipuram on the East Coast Road from Chennai. Built by the Pallava kings, rock-cut caves stand here amidst a canopy of casuarina trees on the sandy shores overlooking the sea. Tiger's Cave is actually a rock-cut cave temple dedicated to goddess Durga and is crowned with several heads of the mythical creature, Yali, which looks like a lion or a tiger. While one side of the cave is crowded with heads, the other is carved into a single ferocious head of a Yali. Built by Narasimhavarman I in the 7th century, Tiger's Cave is actually a porch or a mantapa from where the king perhaps gave audience. The mandapam is like an open-air theatre and, even today, it is one of the venues of the Mahabalipuram Festival.

It is the excavation site of an ancient brick temple that probably dates back 2,000 years. It was a temple dedicated to Muruga, from the Tamil Sangam age, built between the first century BC and 2nd century AD - probably one of the oldest temples discovered so far in Tamil Nadu. The tsunami in 2004 had exposed a rock with inscriptions in Tamil from the Pallava period of 8th century that spoke about a Muruga temple here maintained by some people. It raised the curiosity of ASI archaeologists and eventually led to the excavation.

In Mahabalipuram, more excavations were carried out and the sea returned a bit of its treasures. We wonder if there are many more temples hidden beneath the ocean floor. Lost in our imagination, we delve into the depths of the past as we walk towards the sea shore. History may be written by kings, but the waves have probably rewritten it and over again with every tsunami taking away a portion of it.

Jills Mathew
AD 4th Sem



How to Think Positively

What does it mean to think positively?

Quite often when we're going through a challenging time, or we're just plain miserable, we invariably get the advice to just "think positively!"

Sometimes it's difficult to figure out exactly what that means. Does it mean to deny our pain or discomfort?

Should we pretend everything is alright?

Perhaps, at times, we would prefer to wallow. Surely there must be some merit in wallowing. Indeed there may be, (time heals most wounds) however, at some point we have to pick ourselves up and move on.

In order to do so, we must change our mindset or attitude from a non-productive one, into one that is positive and progressive.

Negative feelings and circumstances do exist and often serve as an indication that something is not working or needs to be attended to. In such cases we must employ positive thinking and use it as a strategy for interpreting everything that happens to us in a useful, constructive way in order to make our lives work. Of course, it doesn't mean denying pain and discomfort. It means making sense of them and using what we can to strengthen our resolve and build resilience muscle.

Tips on Developing a Positive Thinking Mindset

- Accept that we are here to grow and evolve. Life doesn't always go smoothly. Not everything is meant to be a joyride or exercise in pleasure. Life's lessons can be difficult, but are more so if we approach them with avoidance and apprehension. If we see them as opportunities to become stronger, wiser and more resilient, we are thinking positively and productively.
- Learn to turn lemons into lemonade. Look for the lessons to be learned in every situation. Instead of feeling sorry for ourselves when things don't go our way, we should do what we can to make the best of it. We can learn to avoid falling in the same traps, making the same mistakes and by doing so, be the better for it.
- Believe in our self. Know that we have what it takes to succeed. Our dreams and goals are an indication where our talents lie and where our true potential is. Needless to say, we must develop our inherent gifts; however, recognize that we have a unique contribution to make. We are one of a kind.



- Acquire perseverance. When we possess a positive thinking mindset we never give up. We pursue our dreams, our goals and objectives with everything we have got and we should not settle for anything less. That's not to say we won't have roadblocks and various setbacks along the way. It just means that we shouldn't let anything stop us.
- Look for inspiration and support. Read about and study the triumphs of others. Many successful people have gone through challenging circumstances to get where they are. Learning about their trials and tribulations can motivate and inspire us to achieve what we desire to achieve. To help stay positive and focused, garner support from family and friends.

Benefits of Thinking Positively

There are a wide range of health benefits linked to thinking positively. Here are some of them:

- Better overall psychological health
- Lower rates of depression
- Longer life expectancy
- Lower stress levels
- Increased resistance to the common cold
- Better stress management and coping skills
- Lower risk of heart disease and related death
- Increased physical well-being

Ultimately, thinking positively doesn't mean being unrealistic or deluded. It means dealing with life and life's challenges as they are. It means willing to do the work necessary to get on with the business of living fully, with everything it entails. So the next time a well-meaning person tells us to think positively, just smile back confidently and let them know that it's part of your everyday, productive mindset.

THINK
POSITIVE

Bindhu Shibu
Lecturer - Accounts



The Good Old Me



Some people have the innate ability,
To maintain an appearance of civility.
But me, oh no, I would blow my top,
And rant and range and roar and hop.

Yet there are some, who never show,
Their temper just about to blow.
They are cool and calm and step aside,
When others take them for a ride.

I stare with wonder, wide eyed
As they, with ease, their temper hide
While I in pain, exasperation
Try to curb my irritation..!

They never seem to raise their voice
Throw tantrums, scream or make a voice
They only smile when others jeer
You will never see them make or sneer

You tease, they quit
You laugh, they are quite
You punch, you poke, you pinch, they are quite
Now that's not human, more robotics.

If all were like that, it would be chaotic..!
Some times I think I would be nice
If I could control my explosive voice
But then again I am glad to be
The good old me..!

A Prathik Nair
AD 2nd Sem



9 Healthy Habits

Habit 1: **Be good to yourself**

It is said we are born alone, we live alone and we die alone. So, love the one you are with, make every moment count. Most people don't know themselves very well and many do not even like themselves. We are only using our physical bodies. Love yourself, but not egoistically. Be like the sun, which shines its light and warmth on all life, without any bias. Love everything as all things are made by god.

Habit 2: **Meditation: Relax! Relax! Relax**

Stress constricts the circulation in the bowels, the organs and glandular function. This constriction leads to discomfort and tissue weakness including constipation, back pain, adrenal gland and kidney weaknesses, anxieties, heart problems and poor food digestion to name a few possible condition.

Meditation is one of our greatest tools for relaxation. It allows relaxing every muscle and cell in the body. As the body relaxes, this also relaxes the mind and emotions, which are the main cause of stress in the first place. Meditation is simple, fun and with practise can be done anywhere, at any time

Habit 3: **Exercise**

If we lived in much earlier times we might have been wanderers and gatherers, walking and collecting food for survival. But now physical inactivity has set in. Many forms of exercises can be done such as walking, swimming, rebounding, stretching, yoga, aerobic exercises to name a few. Anyone in almost any condition can be beneficial. Exercise is essential for becoming healthy.

Habit 4: **Deep Breathing**

The air we breathe is the life force for our physical body. Without it we could die. God created a natural cycle whereby

we breathe in oxygen, carbon, hydrogen and nitrogen from plants and we exhale which is the essential breath or physical life force for plant life.

Deep breathing energises the system increasing circulation and lymph flow. Deep breathing also clears the mind and settles the emotions, allowing us to feel more at peace with ourselves and with nature.

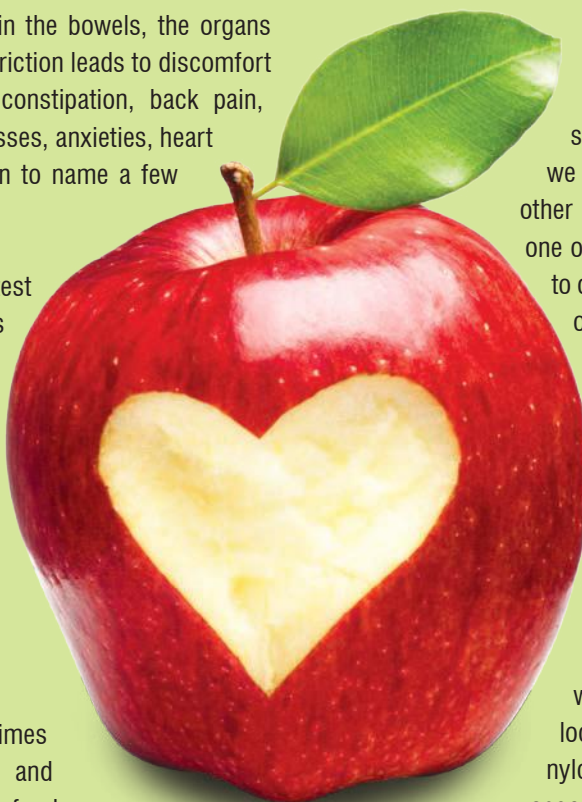
Habit 5: **Dry Skin Brushing**

We eliminate up to two pounds of metabolic wastes and toxins per day through our skin. It is our largest eliminating organ. When the layers of our skin becomes of acids and toxins we develop skin rashes, pimples and other conditions. Skin care should be one of our top priorities. It is important to clean the skin everyday with a bath or preferably a shower.

Another great way to enhance skin health is through dry skin brushing. This removes old and dead skin and promotes circulation and lymph flow, allowing the skin to breathe much better. All we need is a long handle vegetable fibre brush, which is generally available at local health food store. Don't use nylon bristle brush for the skin. Try to spend sometime in the fresh air with as few clothes on as possible. Let your skin breathe.

Habit 6: **Saunas and Steam Baths:**

Sweating plays an essential role in daily detoxification. The skin, called the 3rd kidney eliminates as much waste as our lungs, kidneys and bowels. The skin is the largest eliminative organ. Steam bath and saunas make the skin to sweat and are extremely beneficial, especially when using various essential oils.



Habit 7: **Slant Boarding**

A slant board is simply a board that is fixed at 45 degree angle. By lying down with our head lower than our feet we can improve cerebral circulation and increase lymphatic flow in the lower extremities. After years of living upright, gravity can take its toll on our body. We develop poor cerebral circulation in our legs and feet. Our skin and organs begin to sag and prolapsed, restricting proper function. The slant board is a great way to return good blood flow to the brain. This can also help our internal organs in relieving some of the pressure put on them.

Habit 8: **Colour Therapy**

All living beings, in one way or another, look to the sun for its energy and healing. Sunlight offers full spectrum colour healing and each individual's ray of colour presents a unique energy for healing the body. Each colour has its own special effect upon the tissue.

Remember to maintain balance in using the sun, however. The sun is acidic in nature and too much is just as bad as not enough. Most people are acidic as it is. That is why many don't like the sun or burn too easily. The more alkaline you become, the more you will enjoy the sun and its healing powers. Enjoy God and Nature. Bathe in its energies, they are all around and following through us.

Habit 9: **Foot and Reflexology**

Acid crystals and cellular wastes build up under the nerves ending in our feet. Since these nerve endings reflex all through our body, these acids and toxins can have a devastating effect in related areas. The nerve that feeds the heart, for example ends in our hand and feet. If acid crystals or a toxic build – up affect the ending of this nerve, it can lead to heart palpitations, high blood pressure, chest pain etc. This is true with all our organs and glands as the nerves that feed them also end in our hands and feet. Rubbing the bottoms of our feet and the palms of our hands on a daily basis will break up these crystals and toxic accumulation, relieving the symptoms.

Reflexology is an incredible science. This is another simple science that can save much suffering. Follow this for a happy and long life.

Milan Mathew
BHM 4th Sem



Power of Optimism

Believe in yourself, don't be afraid,
Do the hard work; don't worry about the grade,
If you want to succeed, always move ahead,
Never look behind, or you will fail instead

Have self- confidence, think positive,
You will have to be tough, if you want to live.
Don't be scared of problems, take life to be a game,
Your good qualities will bring you wealth and fame.

Nothing is impossible; just use your brain,
Once it's on track, it's as fast as a train
So if you don't succeed, try anew,
If you face the sun, shadows fall behind you.

Optimism is a vital ingredient for a life that is creative, productive and enjoyable. It can be defined as the ability to expect the best outcome from any circumstance. It means having hope and a strong belief and confidence to deal with a situation.

Jobin Thomas
AD 2nd Sem



Latest Trends in Cooking



Our society's growing consciousness about the impact of our actions on the planet's health and well-being is being felt in the kitchen. Increasingly, the trend in recipes and cooking revolves around finding ingredients that are produced locally. Home cooks are recognizing that fruit and vegetables grown in other states and other countries gobble up energy to package and transport them to market. This leaves a big carbon footprint - a consequence that a growing number of families wish to avoid

As a result, shoppers are seeking out fresh food and produce that is locally grown. For some, this means regularly visiting farmer's markets; for others, it means inquiring about the source of fresh food at the grocery store. Many others have the desire to take steps toward finding recipes and cooking with fresh produce and other ingredients, but aren't sure where to begin.

Thank goodness for the Internet! For those ready to take the first steps, there is an abundance of information available on the Web. Armed with this information, shoppers can learn how to buy fresh produce, discover the types of produce that are in season, read articles about fresh food, and find recipes to prepare everything from delectable fresh fish, seafood and meat dishes to delicious vegetable courses and dessert treats.

Moreover, home cooks are discovering that cooking with locally grown fresh foods opens the door to a world of cuisines - literally. Today's recipes and cooking trends put a global twist on fresh ingredients. If you're in the mood for Asian food, for example, you don't have to dine out. Instead, you can use the Web to research Asian food culture and find recipes that are easy

to make at home. Likewise, resources for French food, German food, Italian food, and Mexican food are only a few mouse clicks away.

Vegetarians and those who are health-conscious are truly embracing these recipes and cooking trends. In the past several years, natural and organic foods have been finding their way onto grocery store shelves and stores that specialize in fresh and natural foods are now a staple in virtually every city. Whether you adhere to a raw food diet or are simply trying to cut back on butter or sugar, you can more easily find the foods that you need.

At its best, cooking is an adventure. It's fun to experiment with different herbs and spices, and to prepare your favorite foods in a new way. Combining local, fresh foods with global recipes and cooking techniques is a great way to keep your cuisine interesting and tasty.

No one would argue that eating only locally grown foods can be a challenge. After all, it would be difficult to find fresh fish and seafood if you live in the desert, or unearth a source for locally churned butter if you live in a fishing village. Just keep in mind that perfection needn't be the goal; even incremental changes in the way we think and shop will help the planet. And, with the plethora of information about recipes and cooking that is available on the Web, putting a global twist on local ingredients can put the adventure back in dining!



Pinkymol S
BHM 5th Sem





Family



Family is very important part of our everyday life. It helps us in improving our personality. It also helps us in shaping our life. It teaches us the value of love, affection, care, truthfulness and self-confidence and provides us tools and suggestions which are necessary to get success in life.

Family is a place where we can be ourselves. It is a place where we are accepted for what we are. This is where we are completely tension free and everyone is there to help us. Family encourages us when we are surrounded by problems. It helps us survive through tough times and bring joy and happiness into life.

Decency is very important in the communication of daily life. It helps us make strong relationship with others and makes us come across as a very gentle, intelligent and likable person. Everyone loves to be in a company of such person. Family helps bring decency into our life which is necessary to lead a happy life.

One of the most important aims of our life is to build a successful and highly rewarding career. Our families help us in creating a strong future. It gives us valuable suggestions about different career prospective. It not only guides us in choosing the best but also financially helps us to cover the expenses of education. Thus it helps us in making a good future.

Today, most people don't realize the importance of family. They prefer to spend most of their time with their friends. But when they are surrounded by problems, it was their family that helped them get rid of problems. At the time, when even our best friends refuse to help us, it was our family that came to help us. So it is very important for each and every individual to give importance to their families above anything else and enjoy spending time with family members.

A family is a miniature replica of the society in itself. Its importance lies in the fact, that it cements a nation or a society together by providing it a past, a present and a future. In a world of turmoil and uncertainty, it is more important than ever to make our families the centre of our lives and the top of our priorities.

Bismi Asees
AD 2nd Sem



The Feelings ...

Today.....

Today I cried but only for a little while
Scared of a future that may never be.
Today, I felt conflicted, struck in the middle
Between dreams in my heart and the reality I see.

Today I felt hopeful, but only for a little while
I remembered and then forgot how lucky I am, to be me.
Today I felt strong, but only for a little while
Then my weakness crept into the seam.

Today I felt frustrated, but only for a little while
I cannot change things I cannot control.
Today I felt angry, but only for a little while
Wondering why this life takes such a toll.

But each passing feeling is only just that
A feeling that passes and then falls flat
They can cause tremendous joy and bring on great pain
They can make us feel elated and make us feel in sane.

But today I am thankful, knowing our feelings do not
define,
They only remind me of the need for the divine
I can move through those moments when any feelings
overwhelm,
And know that these feelings are life's little hills.

God has allowed me the ability to feel
So that when we reach the peaks,
His great presence is revealed.
God's grace is sufficient; his arm of mercy is long
It is in our weakness that he makes us strong.

Vishnu S
AD 2nd Sem



Comparison of an Exam with Cricket Match

MAIDEN OVER

Inability to answer all the questions in a single paper.

BOUNCER

The question most difficult to answer.

NO BALL

Questions from out of syllabus.

RUN OUT

Failing in the exam due to lack of preparation.

FOLLOW ON

To fail in December and re appear in April.

INNING DEFEAT

Failing again in April.

L.B.W.

Failing in the exam, because the student before did not perform well.

DUCK OUT

Inability to answer not even one question.

NIGHT WATCHMAN

Students who burn oil and prepare at the 11th Hour.

RETIRED HURT

Fainting in hall on seeing the question paper.



M Pugazhendi
Catering Manager



Learn from Nature

Nature is a connecting link between the creator and man. The one who has visionary power will be surely able to identify it. It can also be said that nature is the greatest teacher. Observation of nature will help one to learn many things that would be useful in the practical life. It is said that the character of a human being is largely determined by what he sees, hears and experiences. The thousand voices and scenes in nature can contribute to your personality. One should draw inspiration from the chattering of the insects, the music of brook, the sighing of wind, the dancing of the colorful flowers, the artistic design on the sky and valley and the calmness of the meadow.

A brook that continues its march, overcoming the various obstacles, can teach us about the necessity of having patience to achieve success. A huge tree that has its beginning in a tiny seed can give you the lesson on how hard work can be helpful in life. A bee that draws honey from the flowers shows how we need to absorb good things and habits from others.

The nature can be easily compared to a huge book that contains many principles and ideas. What we need is nothing but an open mind to accept the various pieces of knowledge and inspiration. Just as a person can be inspired by a sentence or idea in a book, a scene in nature can also motivate him.

Saptarishi Hoare
BHM 4th Sem



Important Lines that Change You

Face Your Fears:

Facing fear increases your confidence.

Forgiving Someone:

Holding on to grudges takes energy-forgive someone whose faults are haunting you? In doing so you will experience a surge of relief and freedom.

Forget your Failures:

Forget your failures and learn from them. Avoid making the mistakes again but do not limit yourself by assuming that you failed before so you cannot succeed this time either. Try again, you are wiser this time around. It does not help to be trapped in the past.

Self Esteem:

Take a few minutes every day to thank and appreciate Yourself for who you are, your talents, strength and accomplishments. Smile at yourself.

Acknowledge yourself:

By knowing yourself, accepting what you are and trying to improve yourself. Life is a book in a big library, which is written by a single author, which is always recognised by its uniqueness. Life is an echo; all comes back - the good, the bad and the true. So give the world the best you have and the best will come back. Every moment brings different situations in life, sometimes successful and sometimes failure, sometimes happiness, sometimes sadness. But every situation brings along a positive scar that teaches us to react to the situations we come across in life. Learn to enjoy life and don't allow yourself to become a prisoner of the past. Remember, achievers never expose themselves but their achievements expose them. So let's do SMART WORK TO BECOME BEST IN THE FUTURE...!!

Arun Sambhu K S
AD 2nd Sem





1st AD



IInd AD July 2011



1st MBA





IInd MBA January 2011 & July 2011



Ist BHM



IInd BHM



Ist IHM



IIIrd IHM



Ist Dual





IInd Dual



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IIIrd Dual B





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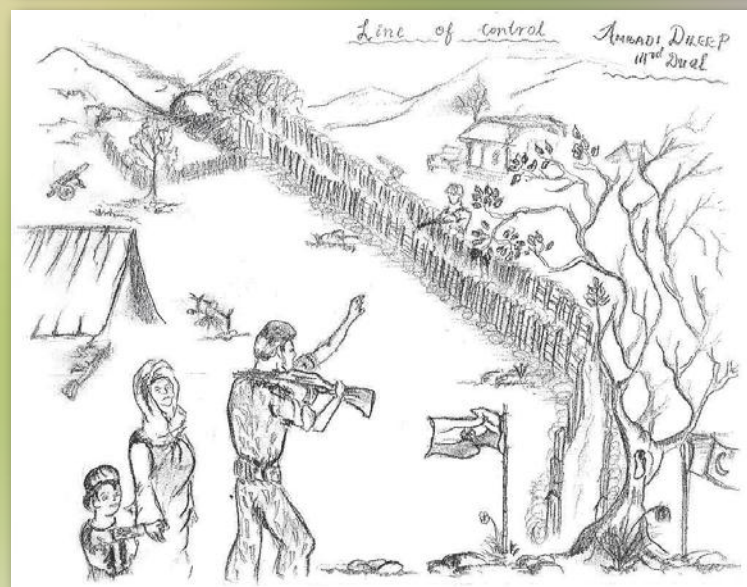
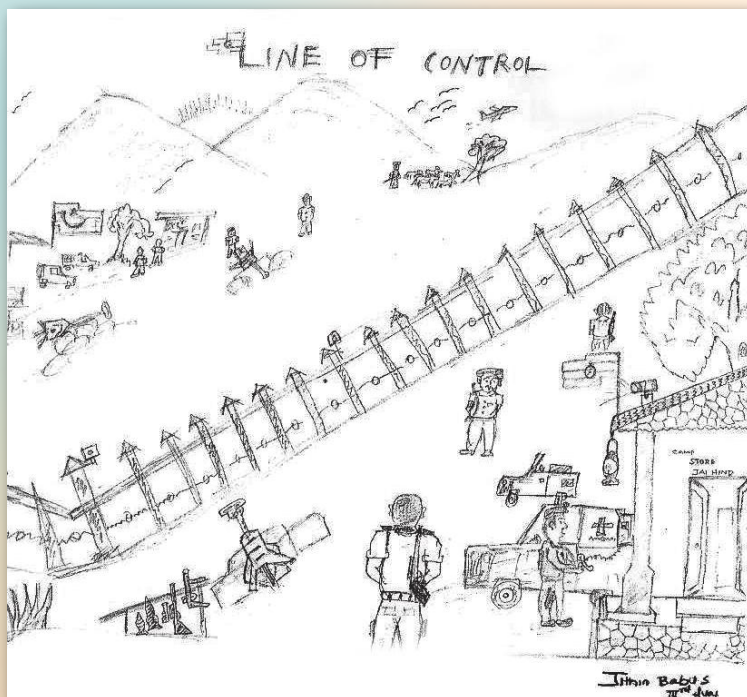
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The hospitality industry is growing at a faster rate than ever envisaged and today it has no boundaries. So high is the confidence in this industry that the only restriction is ambition. Over 250 million people around the world are estimated to be employed in this sector alone.

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HOSTEL:

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