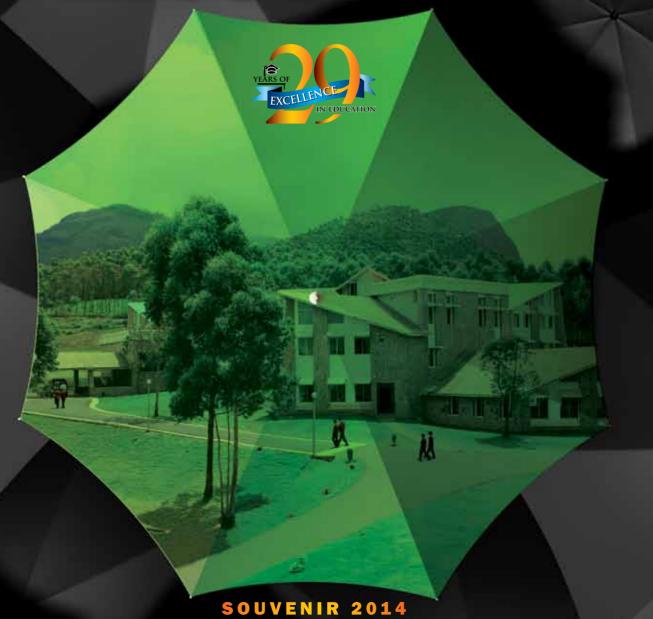
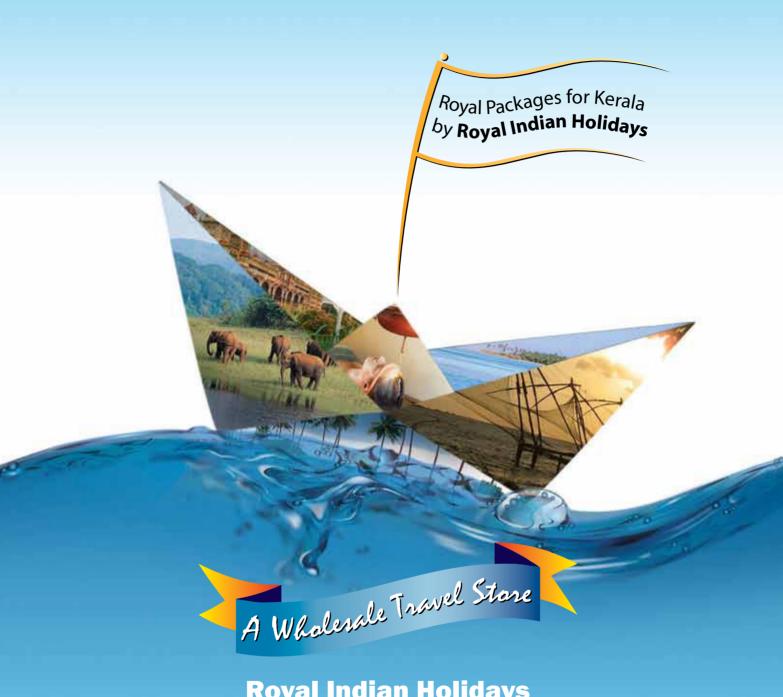


**Munnar Catering College** 

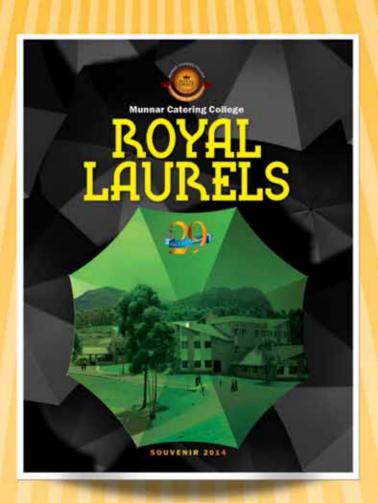
# ROYAL LAURELS





## Royal Indian Holidays (a division of Royal Indian Holdings Ltd)







Munnar Catering College
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No. 577/Pre-Sec/CM/2014

01/04/2014

#### Message

I am glad to know that Munnar Catering College as part of its 29th year of celebrations would be releasing a souvenir to mark the occasion.

I hope that the infrastructure and expertise of Munnar Catering College would continue to meet the burgeoning demand of the hospitality industry in India and that the academic excellence of the college would scale greater heights in the future.

Wishing all success.

OOMMEN CHANDY

OFFICE: SECRETARIAT, THIRUVANANTHAPURAM-695 001

PHONE-OFFICE: 2333610, 2333812, 2333197, 2332148, 2333214, 2332682, 2332184 FAX: (0471) 2333489 RESI: (0471) 2345600, 2342602 & (0481) 2351135



MINISTER FOR WELFARE OF SCHEDULED CASTES,
BACKWARD CLASSES & TOURISM
KERALA

PHONE OFFICE: 233

THIRUVANANTHAPURAM

28.03.2014



Message

I am very happy to know that the Munnar Catering College is bringing out a souvenir to commemerate its 29th anniversary celebrations.

The world of Tourism and Hospitality management faces an acute shortage of academically qualified and talented professionals. I appreciate the effort of the authorities of the Munnar Catering College is imparting professional education in hospitality sector.

I convey my sincere wishes to the management, staff and students of the MCC for the 29th anniversary celebrations of the college and for the publications of the souvenir.

Wishing all success

A.P. Anilkumar

Shri. Tissan J. Thachankary Chairman, Munnar Catering College, Chandrika Building, M.G. Road, Kochi-682011.











(भारत सरकार का एक सांविधिक निकाय) (A STATUTORY BODY OF THE GOVT, OF INDIA)

डा. क्चेरिया पी. आइजैक Dr. Kuncheria P. Isaac सदस्य सचिव Member Secretary



#### MESSAGE

I am pleased to learn that Munnar Catering College, Cochin is bringing out a souvenir reflecting the talent, vision and expectations of their aspiring students.

The ever growing hospitality, leisure and tourism industry has a great deal to offer graduates both in India and abroad, It is expected that by 2015, the Indian Hotel Industry will reach Rs 230 billion, growing at a robust CAGR of 12.2%. India will be investing approx Rs 448 billion in the hospitality industry in the next five years. India is currently ranked 12th in the Asia Pacific region and 68th overall in the list of the world's attractive destinations, according to the Travel and Tourism Competitiveness Report 2011 by the World Economic Forum (WEF) (source: Industry Insight - Indian Hotels Published by Cygnus Research: June 2011)

Hotels, restaurants and business tourism account for a couple of hundreds of billions annual turnover in India and that's before you take into account areas such as health and fitness, entertainment, and bars, clubs and pubs. Whatever area you choose, there are plenty of jobs to choose from and management opportunities galore. Hospitality-related subjects offer a wide range of study options, both specialist and generalist. Whichever you choose, a degree in hospitality management gives you an in-depth understanding of the structure and operation of the industry and its related sectors. A common thread is a focus on identifying, understanding and responding to the needs of consumers, so as to provide an excellent customer experience.

It gives me pleasure to know that Munnar Catering College has been in successful existence for the last 29 years and is striving to fill the gap in human resource requirement in India in the interdisciplinary field of hospitality management by imparting quality education and hands-on training to its students.

I wish all the best for the Souvenir!

(KP Isaac)

New Delhi April 2014

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23.01.2014

#### **MESSAGE**

I am happy that Munnar Catreing College is celebrating their 29th year of successful journey in the feld 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.

DR. J. LETHA

Idall



With globalisation gaining acceptance with more and more countries, the Hospitality Industry is truly becoming global. It is one of the fastest growing industries in the world and its diversity makes it a very interesting area to work with. No matter what part of the world, the hospitality industry is on the upswing. To support this exponential growth, India would need millions of skilled professionals and semi-skilled and unskilled workers. At the present rate of growth it is estimated that India would need 80 million hospitality professionals by 2020 to cater the burgeoning Hospitality industry.

In spite of all the developments the industry is facing many challenges in meeting diverse needs and is surrounded by many developmental and contextual issues. Professionals in the industry should be competent to address these challenges with their skills and abilities acquired through appropriate training and education. In a developing country like India, choosing to be part of the hospitality industry is truly a wise investment, as those who have obtained a Hospitality Management Degree should have no problem in securing an enviable position in this fast growing industry. A career in hospitality offers equal opportunities for both boys and girls, in many different areas in the land, air and sea .World Travel Organisation (WTO) in one of their recent reports has predicted that the hospitality industry will triple in size by the year 2020, becoming the largest industry in the world. This growth will provide many more employment opportunities for people with right qualification, sufficient training and above all a positive attitude.

While choosing Hospitality Management as a career, the aspiring student should consider the reputation of the institute and the credibility and expertise of the

management .Preference should be given for regular. face to face courses to those in part time and distance learning mode of studies .One should also consider the amount of real world experience and on the job training the institute offers as part of the studies. A school with own hotel or resort attached to it and having long association with reputed hotels in the country and abroad can offer internship to put learned practice to work. Opportunity for getting practical training and internship at reputed hotels outside the country and offer for completing part of the programme abroad is always preferred .Above all, affiliations and accreditations with regional and national bodies under the state and central government is also important .Academic credentials, industrial exposure and strength of the faculty are also to be enquired. The infrastructure facility, especially the library, laboratory and hostel facilities in addition to facilities for extracurricular activities also deserve consideration. In short, the selection of institute is equally important as the selection of the preferred course of study in Hospitality and Hotel Management.

For a professional, Hospitality Management is a very lucrative segment capable of offering a long growth oriented career. The young entrants have to come with an open mind to explore the challenging world of hospitality business. They need to be multi skilled, talented and proactive not only to stay afloat but also to stay in demand in the challenging times that lie ahead.

The above being the reality, the future professionals at Munnar Catering College can definitely be proud of their choice, as their prospects in the Hospitality and Tourism industry is fully secured.

With this assurance I wish our cadets all the very best.

TISSAN J. THACHANKARY

Chairman



am extremely happy to know that the students and faculty of Munnar Catering College are publishing yet another edition of their Annual Magazine-The ROYAL LAURELS. I am sure that it will be a true reflection of their professional and literary proficiency.

While wishing them all the very best I can say that with the increase in business and leisure travel, the Hospitality and Tourism sector is undergoing massive expansion and improvement. Young people with a drive and capacity for hard work can rise to the top positions in the industry within a very short time itself. Being a very wide field, the scope of employment in hospitality industry is very bright and the actual potential is still largely untapped. Even when the world economy shows sluggish growth with uncertain employment prospects in almost all fields, the fast growing Hospitality industry is heralding a pivotal change in career options with exciting employment opportunities for the fresher and the experienced alike.

It is true, that during early years when the Hospitality and Tourism industries were not as prominent and organized as in today, the employees had to work for extended hours with a salary and benefits not so attractive, at least in some organizations. But now the situation has totally changed as the availability of qualified professionals are much less than the souring demands. Consequently the present day employees in the industry have only specified working hours, excellent

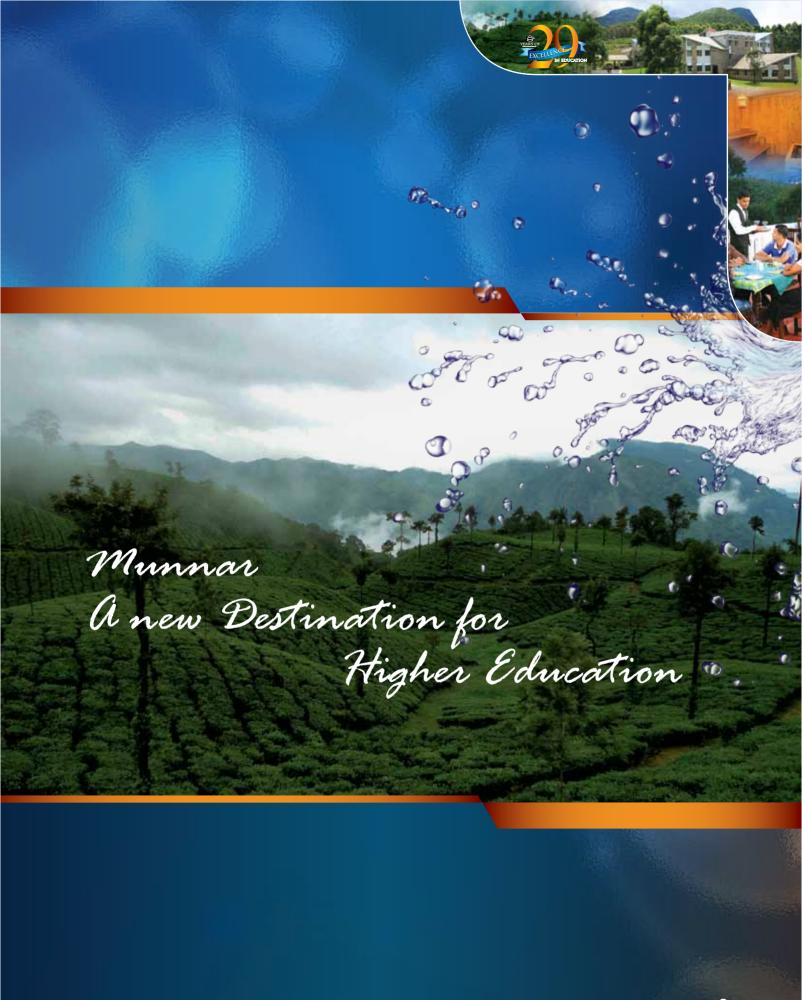
salary , perhaps much better than in other industries and incomparable benefits which other industries cannot normally offer. In almost all the jobs in this highly man power oriented industry, especially in in the fields of Hotels, Resorts, Cruise line etc. the employment benefits include free food, free furnished accommodation, free conveyance and free uniform in addition to a handsome amount as service charge which often exceed even the basic salary itself. The employment graph of this industry is continuously rising and as per estimates one job is created in every two and a half seconds in this sector alone. According to industry experts, this situation will continue at least for another 10 to 15 years and therefore the present day hospitality students and professionals will be in the crest of their fortune.

In this most favourable situation Munnar Catering College is more focussed in new system and practice in terms of teaching, training, and capacity building. The management and staff are moving ahead in the right direction to achieve excellence in every endeavour .To reap all the benefits out of this most favourable situation we have to strive hard as a united team than ever before . The future of hospitality professional is highly promising and I am sure that with the kind of training and guidance being offered, all our students will reach enviable positions in the near future glorifying their profession and our institution.

Once again wishing all the very best

MIMI TISSAN Vice Chairperson







A New Generation Arts & Science College (Residential) in the hills of Munnar.

Affiliated to M.G. University, Kottayam.

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Travel & Tourism

**B.COM** 

**Finance & Taxation** 

BA

English Literature & Communication Studies (Double Main)

**B.Sc** 

Culinary Arts & Catering Technology

#### **MOUNT ROYAL COLLEGE | INDIA**

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YEAR OF IN EDUCATION

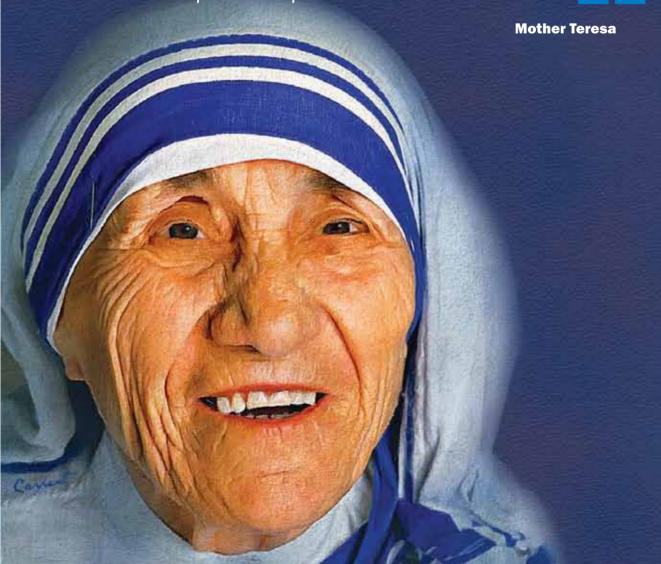
The most terrible poverty is loneliness and the feeling of being unloved.

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.



## Hello World Three Cheers To All!!!!!

Yes, We Made It.
With great pleasure we take this opportunity to celebrate & share

## "The Breaking News of the Year".

Shri. A.P.Anil Kumar, The Honorable Minister of Tourism, Govt.of Kerala, has declared Munnar Catering College, Munnar, "The Best Hotel Management & Catering Technology Institute" in Kerala for the Year 2011 -- 2012.



proud moment for all of us, to be nominated "The Best A proud moment for all of us, to be normalized including six universities, including the state of Management. ing four IHMs – under National Council of Hotel Management, Govt. of India and two schools of Hotel Management, under Kerala Govt.

Life is a journey. The path we take, what we look back on and what we look forward to --- is entirely up to us. We determine our destination. It has indeed been a long and enriching iourney of 28 vrs.

In this momentous moment, as we go down the memory lane, we would like to remember what Sir Winston Churchill once said, "You know you will never get to the end of the journey, but this, so far only adds to the joy and glory of the climb."

Our Institutions objective is best expressed through the

"God's Vision – Our Mission."

Through the years, our effort has been to Educate, Empower & Enlighten.

What would MCC be without its Cadets! Academic excellence along with co-curricular activities has been the hallmark of MCC.

As some one rightly said, 'The aim of Education is the Knowledge, not of Facts alone -- but of Values, too.

We express our gratitude to all the members of MCC family who have rendered a Yeoman's service in the past and many of them continue to support and inspire us even today - Ex-Principal's Mr. Shashi Kumar, Mr. Shankar M.R., Mr. Lavocah, Mr. Amar Rao, Mr. Sudhish Nair & Mr. Shinoy Baby -- We thank you all from the bottom of our hearts.

The present Team – The Royal Group corporate officials, the Foundation members, Administrative Secretary, the faculties, non-teaching staff members, support staff & of course The great "Warriors", associate company members, MCC city centers in Cochin and Trivandrum, Hotel Fort Munnar, associate hotel members ---

We are over-whelmed with your wholehearted support and continuous co-operation, as "We March Ahead Into A New Dawn with Renewed Vigor, Hope and Assurance of Our Best Efforts, At All Times".

With Best Wishes & Warm Regards

K. Pratap Naii **Principal** 





## **Be a Good Manager**

Managers are decision-makers. This means a manager needs to be able to make decisions with confidence. Reliability is a vital trait that any good manager should have. Today managers believe in sharing information and collective intelligence. He has a clear vision in what direction he wants the team to grow. The most important skill is you have to be able to schedule, organize and follow your own plan.

The best managers are able to make fact-based decisions. They know and accept that there is more than one way to do things. When a critical issue is discovered, they quickly and calmly diagnose the problem fully before attempting to fix it. Don't make a decision too quickly unless necessary. If one feels that I am only one who can do this task properly, the attitude soon learn that that's the quickest way to go crazy with stress.

Managers have to have the leadership skills that allow them to take others with them. They need to share the vision of what they want their organization to achieve.

A key to successful management is the relationship between the manager and his staff. Employees are the most valuable asset that any organization has. Part of being a good manager is learning to trust your team enough to delegate work to them, as well as knowing when and what to delegate. In all kind of management tasks is communicating your needs, expectations and opinions to other people.

Good managers are essential to any successful organization to maximize the value of available sources and information in terms of improved decision-making.



### **Positive Attitude**

ere are 10 strategies from my attitude tool kit to improve your attitude:

Self-Coaching Through Affirmations: Affirmations repeated several times each day, every day, serve to reprogram your subconscious with positive thinking. An affirmation is made up of words charged with power, conviction and faith. You send a positive response to your subconscious, which accepts whatever you tell it. When done properly, this triggers positive feelings that, in turn, drive action.

Self-Motivation Through Discovering Your Motives: Discover what motivates you—what incites you to take action to change your life. Basic motives include love, self-preservation, anger, financial gain and fear. Self-motivation requires enthusiasm, a positive outlook, a positive physiology (walk faster, smile, sit up), and a belief in yourself and your Godgiven potential.

The Power of Visualization: Studies of the psychology of peak performance have found that most great athletes, surgeons, engineers and artists use affirmations and visualizations either consciously or subconsciously to enhance and focus their skills. Nelson Mandela has written extensively on how visualization helped him maintain a positive attitude while being imprisoned for 27 years. "I thought continually of the day when I would walk free. I fantasized about what I would like to do," he wrote in his autobiography. Visualization works well to improve attitude.

Attitude Talk for Positive Internal Dialogue :Attitude talk is a way to override your past negative programming by erasing or replacing it with a conscious, positive internal voice that helps you face new directions. Your internal conversation—

that little voice you listen to all day long—acts like a seed in that it programs your brain and affects your behavior. Take a closer look at what you are saying to yourself.

The Power of Words—WOW :Once released to the universe, our words cannot be taken back. Learn the concept of WOW—watch our words. What we speak reflects what is already in our hearts based upon all the things we have come to believe about ourselves. If we find ourselves speaking judgmental and disparaging things about our circumstances or those around us, we know the condition of our hearts needs to change. You can create a direct path to success by what you say.

The Power in a Positive Greeting: When people ask me how I am doing, I say, "Super-fantastic." Most people enjoy working and living with others who try to live life for what it is—a beautiful gift.

Enthusiasm: Vital Tool for Staying Motivated: Enthusiasm is to attitude what breathing is to life. Enthusiasm enables you to apply your gifts more effectively. It's the burning desire that communicates commitment, determination and spirit. Enthusiasm means putting yourself in motion. It's an internal spirit that speaks through your actions from your commitment and your belief in what you are doing. It is one of the most empowering and attractive characteristics you can have.

Connecting to Your Spiritual Empowerment: The ultimate level of human need extends into the spiritual realm. Just as we feed our bodies in response to our primary need to survive physically, we need to feed our spirit because we are spiritual beings. Many people find powerful and positive motivation in their faith. I happen to be one of them.

Lighten Up Your Life with Humor: Humor is a powerful motivator. The more humor and laughter in your life, the less stress you'll have, which means more positive energy to help you put your attitude into action. There are also health benefits to lightening up.

Exercising Will Help Keep You Motivated: One of the best ways to move to a more positive and motivated frame of mind is to exercise. A regular exercise routine can provide relatively quick positive feedback in the form of weight loss, muscle development and a sense of doing something positive for yourself.

Seek your personal and professional success by using the tools in this attitude tool kit. It is no secret that life seems to reward us most when we approach the world with a positive attitude.

Sojy Mathews Administrative Secretary



## Besides being a Professional "A woman can be a wonderful Homemaker"

woman can be a wonderful home-Amaker in addition to being a successful professional. A woman has so far been only a good homemaker and now she's also proving herself by being a successful working professional. Those who have a good day planning, patience, work without any ego and complexes, assign tasks to all the members according to their abilities, capabilities and interests can be good role model to society. There are many successful working professional women that would make great homemakers. But to manage both simultaneously she definitely needs the support of family, colleagues and friends.

Today we live in a world when everything is happening and changing at a rapid pace. Our wants have become so complicated that most of us feel, doing one job isn't sufficient. In this situation, women have to work along side with men, shoulder to shoulder.

Many couples do not have a choice, which results wife working to help keep the family financially healthy. Working women can keep their family free of many financial burdens to an extent possible or even to the full. But, managing a family is not just making it so, only financially. Instead, it involves many aspects such as social, psychological, behavioral, educational, cultural, religious, etc.

Although it may be necessary for you to work outside the home, do not underestimate the importance of managing your home. Thus, Homemaking while working outside is extremely challenging, but end of the day it is so worth the effort.







## How to be a successful Food and Beverage Outlet Manager

In this competitive growing scenario holding on to our existing customers has become a real challenge and you, as a F&B manager, what do you have to do? There are very simple ideas that we can implement.

#### Now let us see what they are

- · Identify your guest (target market)
- Select the menu for your outlet according to your guest expectations.
- Menu must be cost effective for guest as well management.
- Chef must concentrate more on giving more new variety chef du jour, plat du jour, and signature menus.
- Recognize your guest (means acknowledging the presence of a guest).
- Serving food on right time with right temperature.
- · Giving personalized service to guest (which starts with re-

membering of guest name and his preferences). It will help in guest satisfaction and will help you in getting repeated guest.

- Smiling staff (staff should be genuinely concerned about the quest happiness and well being).
- More over a manager should not only follow the comment card, but should also talk to the guest directly. Guest relations should start from him, this will help him to know the guest likes and dislikes, what their thoughts are about our outlet, about food quality and variety, service and market knowledge. Sometimes guest might discuss or compare us with the competitors.

So identify your customers, ensure high quality of food, quality of service and follow up promptly customers like and dislike, these points will make you a successful outlet manager.



## **Hospitality Education**

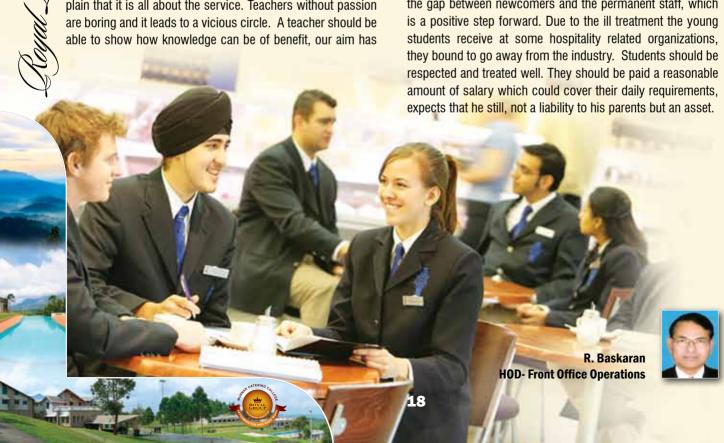
ospitality education is business education which has a great practical application. It is learning the process of conducting business at the end of the day. To understand the business of hospitality, it is important to know where the concept comes from, especially when one knows the umbrella of hospitality so huge. The term hospitality derives from the term "Hospice" which means "resting place". The business of hotels is not glamorous one, but one which needs hard work. The key to success in this industry is professionalism since it's a service oriented business, we have to be actors especially in our outward attitude. The attitude has to be right, the heart should be service oriental and willing to provide service. When service comes from the heart it immediately comes across to the customer. If your heart is not there it shows and it will never work.

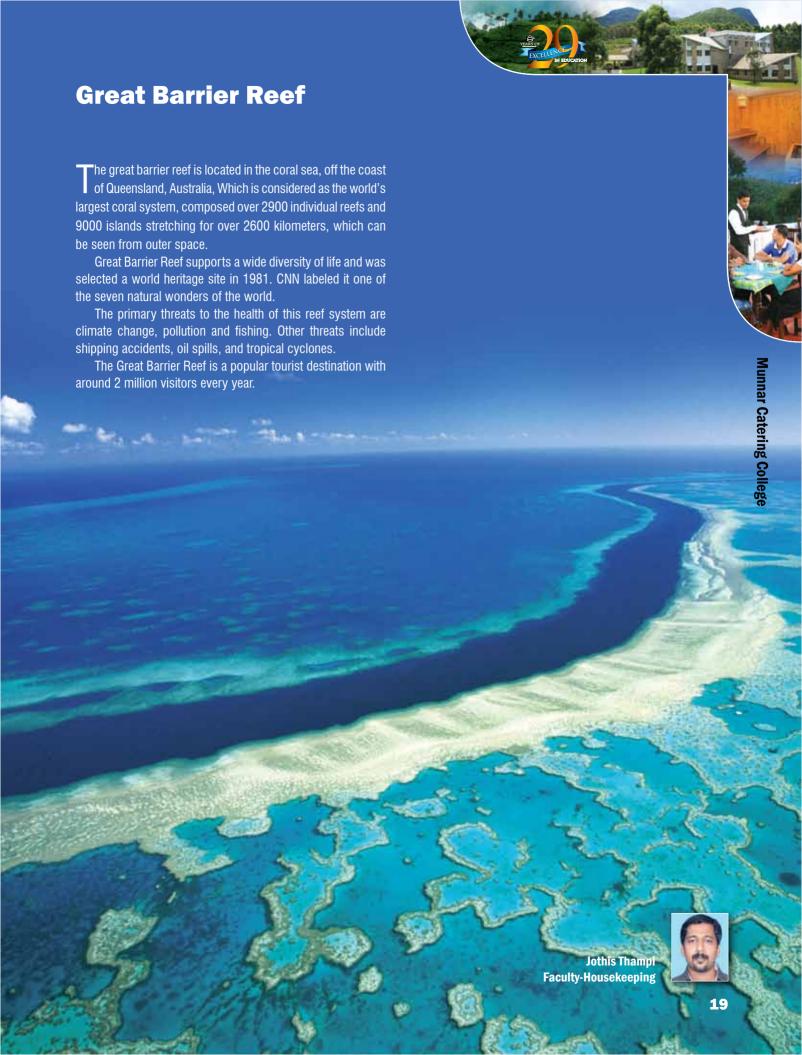
The system of education for the hotel industry is a complex one. Theory is important because it gives direction as to how to achieve a desired outcome and affects in the long run. It is a support to the practical knowledge, it needs to be applied and cannot be copied. This is where a teacher's role comes into the picture. Institutes needs right teachers, they need to be excited themselves about what they are doing to be able to enthuse the students. It is not easy to create interest in students and as educators, it is important and a necessity to excite young people, you have to activate the brains and explain that it is all about the service. Teachers without passion are boring and it leads to a vicious circle. A teacher should be able to show how knowledge can be of benefit, our aim has

always been that whatever a student learns can be applied practically.

It is also important to explain to students the BRANDS are not everything. In a big brand often students get stuck to one department and do not get to experience of other elements of business. In smaller brands there are opportunities across the board which allows a young professional to learn and experience everything and then make a decision as to what will be ideal for him or her. A mid scale hotel provides the opportunity to learn and do different things around the hotel. The problem is that today's world is an instant one, everyone wants everything Now! They need to understand the business it will take three to five years.

Hotels are looking for managers who have the right behavior, attitude and are willing to provide results. They need to take interest and be willing to learn. At the same time hotels also need to change their temperament and acknowledge that young people think differently and create opportunities for them accordingly. Institutes train people for the hotel business, but also to make businessmen and businesswomen. Nearly three quarters of the students join the hospitality industry, the rest one quarter students join their parents business, and those who need to make fast money, so they join the BPO sector, take jobs abroad, join a cruise line and aviation. Hoteliers have to be more welcoming to newcomers and not treat them as labour. Some hotels have assigned mentors to bridge the gap between newcomers and the permanent staff, which is a positive step forward. Due to the ill treatment the young students receive at some hospitality related organizations, they bound to go away from the industry. Students should be respected and treated well. They should be paid a reasonable amount of salary which could cover their daily requirements, expects that he still, not a liability to his parents but an asset.





## Why is Education So Important for Success?

Is education important to a successful career in the hospitality industry? And if so, how important is it, and why is education so important? Many readers and job seekers often ask why education is important with respect to one's career, particularly in the hospitality industry. Some people also want to know how education can impact overall quality of life, in addition to the impact education has on one's career.

Many job seekers, some who have years of experience, may not even be considered for a job, or they may be passed over for a candidate who has a degree, or more education, but has less experience. Why?

## Education is very important to both your personal and professional life, in a number of significant ways!

Depending on the level of success you're seeking to achieve, the level of education may be relative, but the bottom line is, an education of some sort is often paramount to future success. Completing increasingly advanced levels of education shows that you have a drive and commitment to learn and apply information, ideas, theories, and formulas to achieve a variety of tasks and goals.

#### **Subject Matters:**

Probably the most obvious reason education is important is to acquire the subject matter and basic knowledge needed to get by in everyday life. For example:

- English and language skills: English and language skills will
  help you to communicate your ideas more clearly. Communication skills are essential in any role whether you're
  dealing with co-workers, patients, customers, or supervisors, you will need to effectively convey your plans, ideas,
  goals, and such.
- Math and science skills: Although calculators and computers are readily accessible, you still need to learn how to do basic computations and calculations on paper or in your head. If you are calculating recipes, counting guest counts, or tallying sales, math skills are imperative for a career, and for life. Cooking, shopping, driving, and many other everyday activities require math skills as well, regardless of your career choice.

#### The more you LEARN, the more you EARN:

Have you ever noticed that the word LEARN contains the word EARN? Perhaps that is because the higher level



of education you achieve, the higher level of income you are likely to command as well.

Education is important for financial growth in the hospitality field, as with many other careers.

#### Many Employers Now Require Education for Employment:

Another primary reason education is important, is that it's become a basic requirement for so many employers, to even get your foot in the door. Many employers require college level education, even for roles which previously did not require it, such as administrative assistant positions. The fewer years of education you've completed, the fewer doors are open to you. It's that simple.

Educational requirements are a quick and easy way to narrow down the field of applicants, especially in situations where there are more applicants than jobs. When hiring from a field of candidates, employers prefer those who have completed the higher level of education.

# Why has education become so important to employers? In working with hiring managers to conduct candidate searches, it seems that the education requirement has become a barrier for entry into many careers, because education allows you to:

 Learn how to learn. School teaches you how to gather, learn, and apply knowledge. No matter what career you choose, you will need to learn procedures, information, and skills related to your job, and execute tasks based on that information and training.



- Develop interpersonal skills. School allows you to interact with other people and refine your communication skills, including those of persuasion, conflict resolution, and teamwork.
- 3. Learn time and task management. Learn how to manage projects, deadlines, and complete assignments efficiently and effectively.
- Learn from experience of others. By attending school, you are able to learn from the experience and intellect of thousands of people who have gone before you. In just a few years, through your textbooks, research, and class lessons, school gives you a consolidated overview of theories,

· Technology, math and science are key components of many hospitality roles: Hospitality careers often require knowledge and understanding of the sciences, and technology. These fields are always changing and growing with new developments and discoveries. Therefore it's imperative to have a basic understanding you can build on with continuing education throughout your career, to keep up with the latest changes and new information.

 Hospitality professionals have a huge responsibility for providing world class service for the quests. Therefore, hospitality professionals must be particularly adept and relating to other people, learning and gathering information about a guest, and applying it to the service and creating quest satisfaction.

erations of scientists, philosophers, mathematicians, historians, and other experts. While gaining your own personal work experience is helpful too, a formal education is a way to learn from centuries of others' life and work and academic experience before you.

As you can see, education is important to everyone, but education is even more important in the hospitality industry. Why?



### **Chef's I Admire**

#### **Gordon James Ramsay**

I got into this hotel industry after seeing Gordon Ramsay's HELLS KITCHEN.

Gordon Ramsay is a famous figure in the culinary world and a high profiled English chef. He is a British chef, the most celebrated and deadly in the cooking industry.

He is known for his extreme temperament, and his uncanny talent for food makes him stand apart from the rest. Ramsay initially wanted to be a football player but after having suffered from a severe football injury, he decided to rule the kitchen. At the young age of 31, he started his own restaurant called, "Restaurant Gordon Ramsay". He is the only chef to have received 10 Michelin stars in the whole of UK. Ramsay appeared in various culinary shows the most famous being the "Hell's Kitchen", "Ramsay's Kitchen Nightmare" and "MasterChef USA". He got published a number of his cookbooks which were all a bestseller. Even his autobiography, "Roasting in Hell's Kitchen" earned a huge applause. Ramsay is being greatly inspired by his mentor and a famous chef, Marco Pierre White at Harvey's in London. I am a diehard fan of his attitude. Until my hotel life ends he will be always in the 1st position in my admired chefs.

#### **Jamie Oliver**

Jamie Oliver is an English chef and a restaurateur. He is best known for his unique culinary television shows which basically focus on natural food production and cooking. He is against processed food and believes in fresh and natural ingredients. Oliver has also written a book based on the same subject. While he was young, helping his parents cook in their own restaurant called "The Cricketers", developed the interest of cooking in him. He got his first job as a pastry chef at Antonio Carluccio's Neal's Yard restaurant where he first prepared an Italian Cuisine. Later, he became well-known for specializing in Italian cuisine. He is famous for diverse International repertoire. In 1997, he appeared on a debut in a TV documentary called the "Christmas at the River Cafe" after which he was offered his own television show, "The Naked Chef" which was entitled upon him as well. His cookbooks, and TV shows became a huge success across the United Kingdom. In 2010, his book, "Jamie's 30 Minute Meal" sold more than million copies in the UK. Oliver is also awarded an MBE and his famous food show is known as the "Food Revolution"

#### **Marco Pierre White**

Marco Pierre White, a British celebrity chef, restaurateur and a television personality has made a biggest contribution to contemporary International cuisine

and regarded as the Godfather of modern cuisine. Dubbed as the first celebrity chef, he was the enfant of the UK restaurant scene. White was the youngest to have received the 3 Michelin stars at an age of 33. In 1987, he opened Harvey's in Wands Worth Common in London, where he got his first Michelin star and was awarded his second Michelin star right after, in the year 1988. After becoming the chef-patron of the restaurant at the former Hyde Park Hotel, White received his third Michelin star. White has trained the famous Gordon Ramsay and

his temperament. Working for
17 years as a chef, he
returned his Michelin stars for he realized that his career
didn't provide him
enough in his personal life. He was a judge in
the famous culinary com-

petitive show, "The Mas-

Curtis Stone and is known best for

terChef Australia: Professionals"

#### **Chef Jacob**

Jacob Sahaya Kumar Aruni (4 June 1974 – 4 November 2012), popularly known as "Chef Jacob", was an Indian celebrity chef born in Uthamapalayam, Tamil Nadu. He was known for his authentic South Indian cuisines. Jacob was a visiting chef at several leading hotels, and a consultant chef at some of the finest restaurants in India and abroad. He was also a dedicated food historian, spice collector and promoter of South Indian cooking. Aruni worked in various catering schools as faculty and went on to take an advanced degree in catering technology. Later he became head of the Department of Catering at Cherraan's Arts Science College, Kangeyam and was subsequently its principal. Before his death, he was director of the Catering Department at the Sankara College of Science and Commerce in Coimbatore

Aruni created a new Guinness World Record for the longest individual barbecue cooking marathon. He barbecued for 24 hours and five minutes, cooking a total of 485 dishes (including 150 non-vegetarian) at Radisson Temple Bay's in Chennai on 14–15 March 2010. Earlier records on barbecue were performed by some chefs, so he was the first to perform the individual barbecue event. The event was adjudicated by a committee of 3 main and 24 sub-judges chosen by the Guinness Book of World Records.

His other accolades include a felicitation from the former President Abdul Kalam for his extensive research on ancient cuisines of South India. He cooked Kongunadu food and served dignitaries at a week-long official dinner at Rashtrapathi Bhavan, the President's official residence in New Delhi. The Indian Federation of Culinary Associations (IFCA) also acknowledged his efforts, awarding him the Best Young Chef Instructor of the year 2005-2007.

He was known for wacky television stunts. He once cooked up a mutton curry on a coconut tree and in another instance whipped up a prawn dish in a boat in the middle of a river. His eponymous restaurant, "Jacob's kitchen" in Chennai, focused mainly on traditional South Indian flavors and veered away from the mundane Chettinad fare commonly found in restaurants. The restaurant opened to much critical and commercial success.

He was also popular for his TV show Aaha Enna Rusi, aired on Saturdays on Sun TV, a Tamil satellite channel every Saturday. He was an expert in authentic South Indian cuisine.

#### Sukivabashi Jiro

Sukiyabashi Jiro is a Michelin Guide 3-star sushi restaurant in Ginza, Chuo, Tokyo, Japan. It is owned and operated by sushi master Jiro Ono. A two-star branch operated by his son Takashi is located at Roppongi Hills in Minato, Tokyo.

Sukiyabashi Jiro was the subject of David Gelb's 2011 documentary film Jiro Dreams of Sushi. French chef Joël Robuchon says that the restaurant is one of his favorites in the world, and that it taught him that sushi is an art.

There was a fire at the restaurant on the morning of June 24, 2013. Firefighters said that a sushi chef had been using straw to smoke bonito, and that the straw most likely ignited after he returned it to the storeroom. The fire took about an hour to extinguish. There were no injuries.

Madhan Kumar K. Faculty-Food Production





## **Benefits of Drinking Green Tea**

reen tea has increasingly become a very popular drink worldwide because of its immensely powerful health benefits. It is extraordinarily amazing what green tea can do for your health.

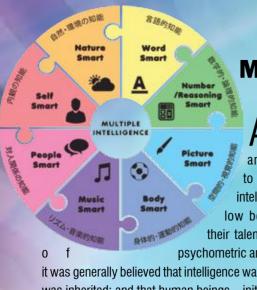
- 1. Green tea and cancer: Green tea helps to reduce the risk of cancer. The antioxidant in green tea is 100 times more effective than vitamin C and 24 times better than vitamin E. This helps your body at protecting cells from damage believed to be linked to cancer.
- 2. Green tea and heart disease: Green tea helps to prevent heart disease and stroke by lowering the level of cholesterol. Even after the heart attack it prevents cell deaths and speeds up the recovery of heart cells.

- 3. Green tea and Anti-aging: Green tea contains an antioxidant known as polyphenols which fight against free radicals. What this means, it helps you to fight against aging and promotes longevity.
- 4. Green tea and weight loss: Green tea helps with reducing your body weight. Green tea burns fat and boosts your metabolism rate naturally. It can help you burn up to 70 calories in just one day. That translates to 7 pounds in one year.
- 5. Green tea and skin: The antioxidant in green tea protects the skin from the harmful effects of free radicals, which cause wrinkling and skin aging. Green tea also helps fight against skin cancer.

- 6. Green tea and arthritis: Green tea can help to prevent and re duce the risk of rheumatoid arthritis. Green tea has benefit for your health as it protects the cartilage by blocking the enzyme that destroys cartilage.
- 7. Green tea and bones: The very key to this is high fluoride content found in green tea. It helps to keep your bones strong. If you drink green tea every day, this will help you to preserve your bone density.
- Green tea and cholesterol: Green tea can help lower cholesterol level. It also improves the ratio of good cholesterol to bad cholesterol, by reducing bad cholesterol level.
- 9. Green tea and obesity: Green tea prevents obesity by stopping the movement of glucose in fat cells. If you are on a healthy diet, exercise regularly and drink green tea, it is unlikely you'll be obese.
- Green tea and diabetes: Green tea improves lipid and glucose metabolism, prevents sharp increases in blood sugar level and balances your metabolism rate.
- 11. Green tea and Alzheimers: Green tea helps to boost your memory. And although there's no cure for Alzheimer's it helps to slow the process of reduced acetylcholine in the brain, which leads to Alzheimer's.
- 12. Green tea and Parkinson's: Antioxidants in green tea helps to prevent against cell damage in the brain which could cause Parkinson's. People drinking green tea also are less likely to progress with Parkinson's.
- 13. Green tea and liver disease: Green tea helps to prevent transplant failure in people with liver failure. Researches showed that green tea destroys harmful free radicals in fatty livers.
- 14. Green tea and high blood pressure: Green tea helps to prevent high blood pressure. Drinking green tea helps to keep your blood pressure down by repressing angiotensin, which leads to high blood pressure.
- 15. Green tea and food poisoning: Catechin found in green tea can kill bacteria which causes food poisoning and kills the toxins produced by those bacteria.

- 16. Green tea and blood sugar: Blood sugar tends to increase with age, but polyphenols and polysaccharides in green tea help lower your blood sugar level.
- 17. Green tea and immunity: Polyphenols and flavonoids found in green tea help to boost your immune system, making your health stronger in fighting against infections.
- 18. Green tea and cold and flu: Green tea prevents you from getting a cold or flu. Vitamin C in green tea helps you treat the flu and the common cold.
- 19. Green tea and asthma: Theophyline in green tea relaxes the muscles which support the bronchial tubes, reducing the severity of asthma.
- 20. Green tea and ear infection: Green tea helps with ear infection problem. For natural ear cleaning soak a cotton ball in green tea and clean the infected ear.
- 21. Green tea and herpes: Green tea increases the effectiveness of topical interferon treatment of herpes. First green tea compress is applied, and then let the skin dry before the interferon treatment
- 22. Green tea and tooth decay: Green tea destroys bacteria and viruses that cause many dental diseases. It also slows the growth of bacteria which leads to bad breath.
- Green tea and stress: L-the theanine, which is a kind of amino acids in green tea, can help to relieve stress and anxiety.
- 24. Green tea and allergies: EGCG found in green tea relieves allergies. So if you have allergies, you should really consider drinking green tea.
- 25. Green tea and HIV: Scientists in Japan have found that EGCG (Epigallocatechin Gallate) in green tea can stop HIV from binding to healthy immune cells. What this means is that green tea can help to stop the HIV virus from spreading.

Paul Rajkumar Faculty – Food Production



## **Multiple Intelligence To Be Traced**

educators, trainers, mentors and teachers have to trace the multiple intelligence of their fellow beings to bring up their talents. In the heyday psychometric and behaviorist eras.

it was generally believed that intelligence was a single entity that was inherited; and that human beings – initially a blank slate – could be trained to learn anything, provided that it was presented in an appropriate way. Nowadays increasing number of people behave precisely the opposite; that there exists a multitude of intelligences, quite independent of each other; that each intelligence has its own strength and constraints: that the mind is far from unencumbered at birth; and that it is unexpectedly difficult to teach things that go against the natural lines of force within an intelligence and its domains. Dr. Howard Gardner says this in his classic work 'Frames of mind – the concept of multiple intelligence'. There are eight different intelligences and three subsidiaries to account for a broader range of human potential in children and adults which are

#### Linguistic Intelligence ("Word Smart")

It involves sensitivity to spoken and written language. The ability to learn language and the capacity to use language to accomplish certain goals. This intelligence includes the ability to effectively use language to express oneself rhetorically or poetically; and languages as a means to remember information. Writers, poets, lawyers and speakers are among those that are seen as having high linguistic intelligence.

#### Logical - Mathematical Intelligence ("Number / **Reasoning Smart**")

It consists of the capacity to analyze problems logically, carryout mathematical operations, and investigate issues scientifically. This intelligence is most often associated with scientific and mathematical thinking.

#### Musical intelligence ("Music Smart")

This involves skill in the performance, composition, and appreciation of musical patterns. It encompasses the capacity to recognize and compose musical pitches, tones and rhythms. Musical intelligence runs in an almost structural parallel to linguistic intelligence.

#### **Bodily - Kinesthetic Intelligence ("Body Smart")**

It entails the potential of using one's whole body or parts of the body to solve problems. It is the ability to use mental

abilities to co-ordinate bodily movements.

#### **Spatial Intelligence ("Picture Smart")**

This involves the potential to recognize and use the patterns of wide space and more confined areas.

#### Interpersonal Intelligence ("People Smart")

It is concerned with the capacity to understand the intentions, motivations and desires of other people. It allows people to work effectively with others. Educators, salespeople, religious and political leaders and councilors all need a well developed interpersonal intelligence.

#### Intra-personal Intelligence ("Self Smart")

It entails the capacity to understand oneself, to appreciate one's feelings, fear and motivations. It involves having an effective working model of ourselves, and to use such information to regulate our lives.

#### Naturalist Intelligence ("Nature Smart")

This enables human beings to recognize, categorize and draw upon certain features of the environment. It combines a description of the core ability with a characterization of the role that many cultures values.

#### **Spiritual Intelligence ("Spiritual Smart")**

This is far more complex and privileged but unsubstantiated claims with regard to truth value, and the need for it to be partially identified through its effect on other people. It seems more responsible to carve out that area of spirituality closest "in spirit" to the other intelligences and then in the sympathetic manner applied to naturalist intelligence.

#### **Existential Intelligence**

It is a concern with ultimate issues is thus, the next possibility.

#### **Moral Intelligence**

This is concerned with those rules, behaviors, and attitudes that govern the sanctity of life.

The intelligences provided a new definition of human nature, cognitively speaking. Human beings are organisms who possess a basic set of intelligences and unique blend of intelligences. The theory of multiple intelligences also has strong implications for adult learning and development. Many adults find themselves in jobs that do not make optimal use of their most highly developed intelligences. It also gives adults a whole new way to look at their lives, examining potentials that they left behind in their childhood, but now have the opportunity to develop through courses, hobbies, or other programs of self-development.

> **Pratheesh Thomas** Sr. Faculty-Management Studies



### The World's Five Best Green Hotels

## 1. Tree hotel, Harads, Sweden.

Tree hotel turns typical luxury a curveball with a unique, offbeat setup in the middle of nowhere. A



few miles from a village of 500 and set in the middle of a forest, the hotel features five cabins, or rather, tree houses. Tree hotel took great pains to build these cabins into the trees without disturbing the surrounding environment and allows visitors a one-of-a-kind experience without a giant carbon footprint. The wooden floors contain no trace chemicals, and

each cabin features under floor heating, LED-lighting, combustive toilets and hydroelectric power. In addition to a guilt-free stay in a UFO or coneshaped or mirrored box cabin, visitors who pass through in the colder months can dine on the ice, snowshoe

and possibly catch a showing of the aurora borealis.

#### 2. San Camp, Kalahari Desert, Botswana

San Camp provides five-star accommodation in an oasis on the decidedly less hospitable Makgadikgadi Salt Pans. Calling the six custom-built canvas lodges tents doesn't fully define the romantic, elegant design among a surreal landscape.



Each tent is made from sustainable Zimbabwean teak, and the furniture is crafted by local artisans. Solar energy powers almost the entire

sight. Perhaps best of all, San Camp knows the value of leaving while they're ahead — the camp packs up at the end of every dry season, leaving almost no trace behind except for the same tracks that every jeep uses on the way out to reduce land disruption.

## 3. Morgan's Rock Hacienda and Eco lodge, San Juan del Sur, Nicaragua

Family owned and family and honeymooner-friendly Morgan's Rock sits in the middle of a 4,000-acre jungle and next to a mile-long private beach. Sea turtles are a year-round staple, as are howler monkeys and sloths. In addition to zip lining

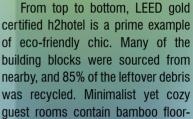
through the pristine forest or getting tipsy



on the beach, visitors can lend a hand with the daily operations by helping out at the organic farm in the morning and enjoying the fruits of their labor at the dinner table. Morgan's Rock supplements its farm-to-table meals with food from local farms and vendors, which aligns

nicely with its commitment to local education and preservation. The 15 three-sided bungalows that were constructed by a sustainable Managua-based company are an adventure in themselves, as they rest on cliff-side treetops across a suspension bridge.

#### 4. H2hotel, Healdsburg, California, United States



ing, organic sheets and towels, and glass carafes made from recycled wine bottles. Both the bar and restaurant source local food and drink for fresh and refreshing dining. Solar panels heat the pool and washrooms, and the living roof filters rainwater, some of which is then used in an art installation downstairs.

Guests can further reduce their environmental impact by using the hotel's complimentary bikes to visit the local wineries.



## 5. Chumbe Island Coral Park Eco-Bungalows, Zanzibar, Tanzania

Chumbe Island cleverly mixes rustic charm with a sort of ultra-modern Robinson Crusoe-type adventure, with open-air bungalows, crystal clear snorkeling and a heavy emphasis on environmental education. The unpopulated island only accepts a maximum of 14 guests at a time, immediately giving the place an exclusive feel. The luxury, though, comes in the form of being next to one of the last unspoiled coral reefs in Africa and at being one with nature. The park maintains a strict standard of making almost zero impact on the surrounding land. This includes solar power, composting toilets and an impressive system of filtering rainwater for the washrooms and then cycling that out to nearby plants.



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For Admission and other details contact:

Mount Royal College, Thachankary Hills, Munnar – 685618. Tel: 04868 – 249009 / 094464 27772

Email: mountroyalcollege@gmail.com

www.mountroyalcollege.net

## **Quotes that will inspire success**

The definition of success is different for everyone, whether it's personal or professional we are always looking at improving in some area of our life. We all need some inspiration from time to time. Here is a list of famous inspirational quotes that will help contribute to your success.

#### **Famous Success Quotes**

"If you don't build your dream, someone else will hire you to help them build theirs."

#### Dhirubhai Ambani

"The first step toward success is taken when you refuse to be a captive of the environment in which you first find yourself."

#### **Mark Caine**

"Whenever you find yourself on the side of the majority, it is time to pause and reflect."

#### **Mark Twain**

events; small minds discuss people."

Eleanor Roosevelt

"Great minds discuss ideas; average minds discuss

"I have not failed. I've just found 10,000 ways that won't work."

#### Thomas A. Edison

"Let him who would enjoy a good future waste none of his present."

#### Roger Babson

"Live as if you were to die tomorrow. Learn as if you were to live forever."

#### Mahatma Gandhi

"Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do."

#### Aark Tw

"The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather a lack of will."

#### Vince Lombardi

"I used to want the words 'She tried' on my tombstone. Now I want 'She did it.'"

#### **Katherine Dunham**

"Really it comes down to your philosophy. Do you want to play it safe and be good or do you want to take a chance and be great?"

#### Jimmy

"It is our choices that show what we truly are, far more than our abilities."

#### J. K Rowling

"You have to learn the rules of the game. And then you have to play better than anyone else."

Albert Einstein

"Every great dream begins with a dreamer. Always remember, you have within you the strength, the patience, and the passion to reach for the stars to change the world."

#### **Harriet Tubman**

"The successful warrior is the average man, with laser-like focus."

#### Bruce Lee

"Take up one idea. Make that one idea your life – think of it, dream of it, live on that idea. Let the brain, muscles, nerves, every part of your body, be full of that idea, and just leave every other idea alone. This is the way to success."

#### Swami Vivekananda

"Develop success from failures. Discouragement and failure are two of the surest stepping stones to success."

#### **Dale Carnegie**

"If you don't design your own life plan, chances are you'll fall into someone else's plan. And guess what they have planned for you? Not much."

#### lim Rohn

"The question isn't who is going to let me; it's who is going to stop me."

#### Ayn Rand

"Don't let the fear of losing be greater than the excitement of winning."

#### Robert Kiyosaki

"You can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future. You have to trust in something – your gut, destiny, life, karma, whatever. This approach has never let me down, and it has made all the difference in my life."

**Steve Jobs** 



## Always there a better other

t is very stupid to have a notion that we are something great in our own world. We become something in the absence of something greater or the greatest. There is always a better other (others) existing. Many a time the better other is absent or asleep. There is always a potential threat of a better other in our life.

It is not because we are great and well qualified that we are accepted and admired but it is because the absence of the better other. We become something in nothingness. No person is the ultimate in himself.

It is like, there was a country with full of handicapped people and a physically sound man becomes the king of handicapped people. Always there are people greater than us in terms of knowledge, wisdom, health and intellect.

We might be class toppers or rank holders, not because we are great it is always because of the absence of a better other, or else the better other is asleep. So we need not have so much pride for what we had achieved. We are always like a frog in the well. We think that the space we occupy is the world and what we have achieved is something great, but what we could achieve is nothing when it is compared with what we can't achieve.

American President Barak Obama seems to be a great president because better Obamas are absent or silent or yet to be born. We consider our Prime Minister Manmohan Singh as a great Prime Minister because the better Manmohans are absent or not let to be in the post of PM because of the political dramas.

Therefore, there are always better others than us. The absence or the asleep of better other gives us a chance to be something. Never we shall forget the fact that there are always better others.

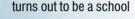
Sagin Augustine Faculty- F & B Service & Gym Instructor

30

### **Train Your Mind**

Academic achievements do not happen all of a sudden. You need consistent practice, systematic planning and unwavering focus.

The people fail to understand that mind and brain needs as much training over the years to perform at its best. It is unlikely that a student, who has remained average or poor throughout his schooling years, suddenly or college topper in the later years.



Our body has changed in response to the training it received. Exactly the same process and outcome happens at the mind level when it comes to academic achievement.

Disciplining your mind so that it is focused on your goals is crucial to your success. If your mind is not trained to focus on and achieve your goals, then you really have no chance at success. Your mind is direct link to your subconscious mind. If your mind is focused on your goals and is trained to achieve those goals, then your subconscious mind will also be focused on these goals, and will attract the situations and opportunities for you to achieve the success you want.

The young student who diligently completes home work or assignments on time learns the importance of staying focused. The systematic practice, plan and execution trains the mind to focus on the right things at the right time, excluding distractions.

The skill is carried through and is used in the future- entrance exams, board preparations, interviews etc.

The ability to focus and concentrate on the task at hand lies at the heart of productivity, not just as a student, but also in the work place.

These exercises are structured so that you do them during the day -- and train your mind while it is consciously active.

Here are certain ways that you can develop a training regime for your brain!

Read a good book: Reading a book stimulates the imagination. Reading a wide variety books is very useful of mind improving. For example: history books, geographical books, science books, general knowledge books etc.

**Big brain Academy:** Video games have a bad reputation for causing brain rot, but there are some that will actually help you strengthen your mind. It is a collection of brain teasers that tests your mentally acuity. The tests are entertaining and



Practice meditation: there are different forms of meditation. Meditation is about spending a little time alone to relax and center your thoughts

Get plenty of rest: A lake of sleep can interfere with you're assimilating new information. This means those all nighters you pulled back in college were much less effective than you thought. Your brain needs to operate at its peak performance

Exercise regularly: Exercise improves

blood flow to the brain which improves brain functioning. One study found that physical exercise actually helped to increase the volume of the brain. so, if you want a bigger, better brain then get to exercising.

**Think positive thoughts:** Positive thinking increase the effectiveness of the brain and helps to avoid things like depression. Our brain works much like a computer. Positive thinks will also help you be more mentally productive.

**Be a continual learner:** never stop being curious about our world. Seek out new experience, skills and knowledge.

Lay off the alcohol: Alcohol is of course a depressant. It slows down mental functions. The effects of alcohol on a person's cognitive ability are well documented.

**Break your routines:** Try writing with your less dominant hand. Challenge your brain by getting out of your routine and it will respond. This is a great way to get your mental juices flowing.

Work with Numbers: We have become mentally lazy. Working with and memorizing numbers is great way to get your brain back in shape.

**Speak a new tongue:** Many people agree that learning to speak a new language is powerful way to give the mind a stretch. If you've ever tried to learn even a few words, then you know this can be difficult. You have so much more mental capacity than might imagine

**Expand your Vocabulary:** Decide to learn one new word. There are several websites out there that can help you with endeavor. You will not only be expanding your mind, but you'll also be able to impress your friends and co-workers work.

These suggestions will have your brain back in tip-top shape in time.

SO TRAIN YOUR MIND EFFECTIVELY





### **What Do Guests Want in Their Room?**

What do guests want in their room? The answer is clearly going to be more than a bed with sheets that have been changed since the last guest checked out! For the purposes of this column I am going to assume you understand the minimum furniture and bathroom fixture requirements, cleanliness standards and a comfortable fresh residential (or at least noncommercial) feel to the room.

Recently (April 1998) Lodging Hospitality (LH) Associate Editor Carlo Wolff wrote an excellent short column on this subject. Apparently Lodging Hospitality which is part of Penton Publishing did a survey among travelers "culled from their Penton Executive Network, which includes readers of about three dozen business publications."

According to LH's findings business travelers favorite amenity was a newspaper at the door followed by basic cable television. Leisure travelers' first and second preferences were basic cable television followed by an iron and ironing board in the room. That surprised me as I expected people to care more about appearances when traveling on business. The iron and ironing board ranked sixth for business travelers.

What else, according to LH, was in the top five: in-room coffee maker; premium TV channels; and pay-per-view TV. The line up for leisure travelers was completed by: premium TV channels: in-room coffee maker: and pay-per-view TV.

Pay-per-view was a distant fifth according to their findings. Surprisingly, according to Wolff, dataports in the telephones were not that highly rated by either group though, obviously, business travelers rated them higher than leisure travelers.

USA Today was the "overwhelming newspaper of choice" by travelers. The Wall Street Journal (WSJ) was second. In our hotels I've found that the demand for the WSJ is a function of average daily rate and level of service. As one might expect, higher level hotels typically attract business travelers who are more in need of the information in the WSJ unless the leisure market for a particular hotel is comprised of retirees who follow the market. Hotel chains are responding to this same type of information by making, and rightfully so, USA Today a standard amenity requirement.

How can you use this information? Act on it! If you don't have these amenities in your hotel get them now. Some are obviously good for all markets. In-room coffee makers is an example of this. The cost is so minimal but the guests appreciate them and they make a great additional feature to compete with both for new guests and return guests. Newspapers can easily be delivered to the door. In small hotels with limited staff the night auditor can do it. If USA Today is not available early enough in your area use the local paper or one from a nearby metropolitan area. Who knows it may be



the home paper for a lot of your guests.

If your cash is limited, only put the iron and ironing board in the rooms you get the highest rate for. This is also true of the in-room coffee maker, though I encourage you to reach down into your pocket and get them for all rooms. If those "upgraded" rooms are about to sit empty, upgrade people to them. It will help repeat business and word-of-mouth advertising.

I mentioned earlier that these amenities are helpful in competing for new guests. Your reaction may have been to think of noting these and other amenities in advertising and that would be very important. Possibly a more important thing to do is mention them before quoting a room rate. Tell people what your price includes before quoting the price. Say something like, "Our price for that room includes a USA Today delivered to your door early in the morning, an in - room coffee maker with free coffee for you to brew fresh when you get up, and premium cable channels like CNN, ESPN and HBO. All that for only ..." and quote the room rate unapologetically. If you offer a free continental breakfast describe it in glowing but honest terms.

Sell your rooms by offering value before you offer discounts. Remember Average Daily Rate is profit.

In case you missed the Sunday May 10th Star Tribune Travel Section they had a little sidebar from Newsday quoting American Express Travel Trends Monitor. Here are some quotes on how vacationers choose their lodging: "Almost half (49%) look for a courteous staff, followed by cable TV (36%, fast check-in/checkout (33%), complimentary breakfast (32%), knowledgeable staff (18%)..." Remember the telephone inquiry and reservations call is that potential guest's only opportunity to evaluate how courteous and knowledgeable the staff is. Focus on the quality of telephone service while small hotels must keep in mind not taking attention away from people standing right there at the reception desk.

The same sidebar noted that only two percent of dissatisfied guests fill out the comment card placed in their room. Four percent never go back and 14% do nothing. That data sure doesn't give one confidence that we are totally aware of our guest's problems!

Human nature about complaining in hotels probably hasn't changed much over the years but I'm old enough to remember when direct dial in-room phones, color televisions were sought after amenities and USA Today, guest room voice mail and pay-per-view movies hadn't even been thought of.

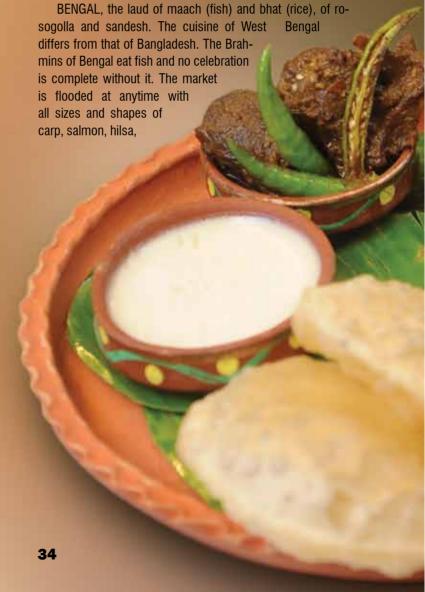


## **Bengali cuisine**

West Bengal is situated to the north of the Bay of Bengal, this state consists of people who are very proud of their motherland and mother-tongue. A distinct culinary tradition emerged in Bengal based on the availability of local ingredients. The great river systems, heat and humidity combine with the fertile soil to allow rice and an abundance of vegetables to thrive; these became the corner stones of the diet. Mangoes, bananas, coconuts, and cane sugar grew in abundance; fish, milk, and meat were plentiful; yogurt and spices such as ginger and black mustard would season the dishes.

In the 9th and 10th century, there were over 40 varieties of rice, 60 kinds of fruits and more than 120 varieties of vegetables in Bengal. Until the 12th century, spices used in Bengali cooking were limited to turmeric, ginger, mustard seed, long pepper, poppy seeds, asafoetida, and sour lemon. Long pepper was replaced first by black peppercorns brought from the west coast of India and later by the cheaper chili, which thrived in Bengali soil. Spice traders also brought cinnamon, cardamom, and cloves. Various methods of preparation were used, including frying in both shallow and deep fat. Cooking media included ghee by those who could afford it, mustard oil, still popular today in Bengal, and sesame oil.

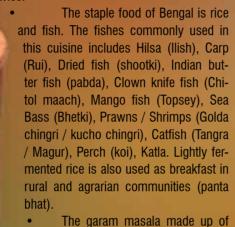
The Bengali love of sweets goes back into the Middle Ages. Sugar has been grown in Bengal and India since ancient times, as indicated by its Sanskrit name, sharkara. Texts dating back to the 12th and 13th century texts describe a number of dishes based on milk, partly thickened milk, and milk solids.



bhetki, rui, magur, prawns, koi etc which can be fried, steamed or stewed with curd.

### **CUISINE CHARACTERISTICS**

The principal medium of cooking is mustard oil. A distinct flavour is imparted to the fish dishes by frying them in mustard oil, before cooking them in the gravy. Mustard paste is also commonly used for the preparation of gravies.



Cloves (laung), Cinnamon (dalchini), Nutmeg (Jaiphal), Mace (Javitri), small and large cardamom (Elichi) etc.

- Roti, Paratha, Luchi are also common.
- The very common snacks include the "Jhal moori" various kinds of Telebhaja (Chops vegetable, egg etc, Beguni, Peyazi), kachudi, singhada, egg roll, chicken roll, puckha (puffed mini stuffed with mashed potato and dipped in tamarind water), nimkis (maida dough rice with black onion seeds shaped into triangles and deep fried), chanachur etc.

#### **Sweet Dishes**

Sweet Dishes reflect a special culinary expertise of the state and the variety is one of the largest in the global culinary spectacle. The most common ones include: Rosogolla, Sandesh (Narompak - soft or korapak - hard), Misti doi, Rabri, Mihidana, Sitabhog, Rajbhog, Kamalabhog, Kalakad, Chum chum, Jolbhora, ladycanny/ladykini, Chaler payash, Chenar payash, darbesh, Malpoa, shor bhaia, langcha etc. The two basic ingredients of Bengali sweets are sugar and milk. The milk is thickened either by boiling it down to make a thick liquid called khoa, or by curdling it with lemon juice or yogurt to produce curds, called channa. Sugar is not the only ingredient with which the sweetness is imparted in the sweets, various jaggery (gur) which includes patali gur, khejur gur (date jaggey) etc. The main body of the sweets are mostly made of coconut, til seeds, rice, rice flour, refined flour etc apart from Chenna.

### **COMMON BENGALI COOKING STYLES**

AMBAL, BHAJA, BHAPA, BHATE, BHUNA, DALNA, DOM, GHANTO, JHAL, JHOL, KALIA, KORMA, PORA, KASSA, PHORON. UNIQUENESS OF BENGALI CUISINE

An abundant land provides for an abundant table. The nature and variety of dishes found in Bengali cooking are unique even in India. Fish cookery is one of its better-known features and distinguishes it from the cooking of the landlocked regions. Bengalis prepare fish in innumerable ways - steamed or braised, or stewed with greens or other vegetables and with sauces that are mustard based or thickened with poppyseeds. You will not find these types of fish dishes elsewhere in India. Bengalis share a love of whole black mustard with South Indians, but the use of freshly ground mustard paste is unique to Bengal. All of India clamors for Bengali sweets. Although grains, beans and vegetables are used in preparing many deserts, as in other regions, the most delicious varieties are dairy-based and uniquely Bengali.

Roshan Raja II B.Sc HHA







A aron Ralston, a 27-year-old mountain sports fanatic from Colorado in the United States, found himself in dire straits\* alone in a canyon\* in the desert when a 500kg rock came crashing down the canyon to smash his right hand and trap it against the canyon wall. A terrible accident, but the situation was made all the more serious because on this occasion Aaron had failed to tell anyone where he was going. At the last minute the plans for a trip with his climbing partners had fallen through, and on the spur of the moment he decided to head out on his own to cycle up a long mountain trail, leave his bike and then walk down the Blue John canyon. No one had the slightest idea where he was.

After three days of not seeing or hearing any sign of life Aaron realised he would die there if he didn't do something drastic. The course of action was horrific, but there was no other way. He would have to amputate his right hand. Fortunately he had a small multitool knife with him and he had some straps that he could use to make a tourniquet to stop himself bleeding to death when he cut the arteries. The knife had two blades. When he tried with the larger blade he found that it was too blunt to cut the skin.

The following day he found the courage to try the shorter blade, and with that he managed to cut through the skin. Only when he had made a large hole in his arm did he realise that it was going to be impossible to use any of the little tools on his knife to cut through the bones. After another 24 hours of pain and despair the idea and the strength came to him in

a flash on the sixth day. With a final burst of energy he broke both bones in his arm and freed himself.

The ordeal was not over, though. He was still a long way from help. He had to carefully strap up his right arm and then find a way of lowering himself down a 20m drop in the canyon with a rope and only his left arm, and then walk the 10 km back to his car. Despite his ingenuity\* and all his efforts he would have bled to death if it hadn't been for a very happy coincidence: the moment he got out of the canyon into the open desert the rescue helicopter just happened to be flying overhead.

One of the doctors at the hospital recalls being impressed to see Ralston walk into the hospital on his own, in spite of his injuries and the gruelling experience of being in the desert for six days with almost nothing to eat and only a couple of litres of water. He describes the amputation as remarkable. "It's a perfect example of someone improvising in a dire situation\*," he said. "He took a small knife and was able to amputate his arm in such a way that he did not bleed to death."

Slim and pale with short reddish-brown hair, Ralston believes that his story was not simply about an isolated individual who rose to a formidable challenge. For him there was a spiritual\* dimension to the experience. In his news conference he said, "I may never fully understand the spiritual aspects of

what I experienced, but I will try. The source of the power I felt was the thoughts and prayers of many people, most of whom I will never know."

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Anandu J. Prasad III BIHM

# The Three Keys to Happiness

- 1. Something to Do. How many times have we felt unhappy with life because we simply had too much idle time? I know it has happened in my own life. When I get bored, I get down, and I only snap out of it when I start to get busy again. The thing is, we have to recognize this pattern and stay busy to keep our mood elevated. Find a hobby. Volunteer your free time. Learn to cook. Coach youth sports. There are endless possibilities for "something to do" if we take the time to look.
- 2. Something to Love. Friends and family are such an important element to our ultimate happiness. During a traveling phase at my last job I spent a number of lonely nights hundreds of miles away in a hotel room on business. I was in foreign surroundings, working in a job I didn't particularly like, in an industry I didn't believe in (credit/financial services). The one source of inspiration to get through those nights was my family. Even though my career situation has since improved, I still think of my wife and kids when I get down and can't help but smile. If you are single, you may have a best friend that always knows just how to pick you up, or make you laugh when you want to cry. Pets can even be an incredible source of companionship, there to greet you at the end of a long day. I've had pets most of my life and marvel at their willingness to love us unconditionally.

3. Something to Hope For. Everyone should have something to hope for. Something that drives them towards a goal. It's been said that if you aim for nothing, you'll hit it every time. Have something to aim for; a dream that you hold close and never let completely out of sight. When people lose hope they get complacent, and complacency often leads to a poor attitude. This self-perpetuating cycle of negativity can lead to serious depression, and ultimately harm cherished relationships. I know, I've been in a rut myself and I lost sight of the dreams I once held close. But all hope is never lost, you just may have to work a little harder temporarily to catch up and see those dreams around the next corner again.

"The only difference in a rut and a grave is six feet." If you find yourself in a rut, stop digging. Start moving in the direction of your dreams and things will begin to improve. If your goal is debt freedom, stop charging to your credit cards and start paying all you can pay on outstanding debts. Do not be overwhelmed by the distance to the finish line. If your goal is to lose weight, do not focus on how far you are from your goal weight. Instead, take it one day, one meal, one bite, one workout at a time and begin to move in the direction of your dreams.

The bottom line is we are responsible for our own happiness. Government programs, promises from elected officials, and pats on the back from bosses may offer temporary mood boosts, but ultimately happiness is a self-induced state of mind. Be responsible for your own happiness.



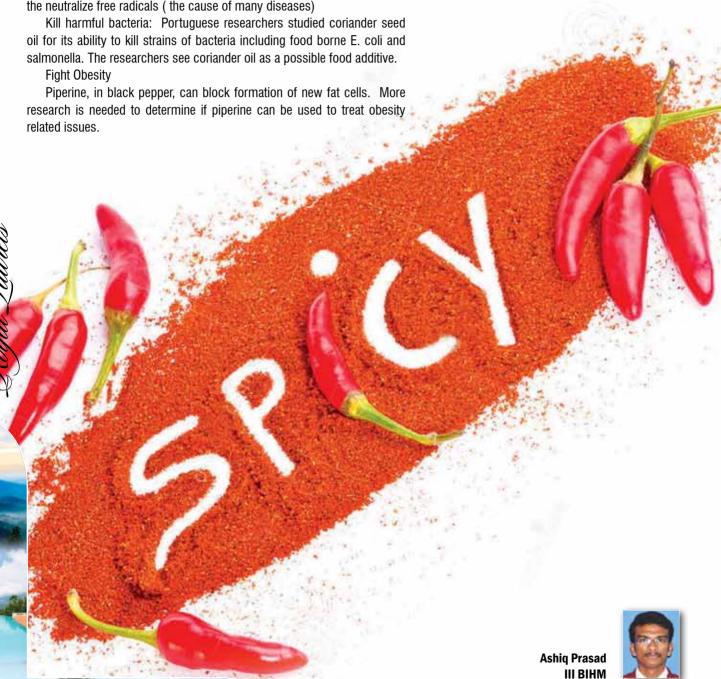


# **Healthy and Spicy**

Oothe Tendinitis: Curcumin (a yellow pigment that gives turmeric its intense colour) could reduce the pain of tendinitis, inflammation the tissue connecting muscle to bone.

Fight Breast Cancer: US Research shows that curcumin (in turmeric) and piperine (in black pepper) could help prevent breast cancer by inhibiting growth of the cells that fuel tumor growth.

Fight off diseases: Many spices are noted for their antioxidants that help the neutralize free radicals ( the cause of many diseases)



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## **Hidden benefits of chilies**

Weight loss: Extra spice can cause you to lose the flab. As per research, chilies have capsaicin, a compound that gives a thermogenic effect and thus makes the body to burn more calories after you have had the meal.

Prevents cancer: As per research, it has been found that capsaicin in chilies has the ability to kill some cancer cells. In addition, chilies may also help to battle common colds and prevent stroke and obesity.

Better heart health: Chilies are also known to reduce cardiovascular risk. They lower incidences of heart attack and stroke as hot chilies lessen damaging effects of LDL (bad cholesterol). Capsaicin is also said to help fight inflammation, which is a major factor in heart problems.

Lower blood pressure: A study has shown that a compound in chilies has the ability to lower blood pressure. It also was shown to induce blood vessels to relax.

Reduces anger levels: Spicy foods are said to boost the production of serotonin (feel-good hormones). They thus help ease depression.





## **Human Psychology Facts**

- You can't read in a dream because reading and dreaming are functions of different sides of the brain, which don't cooperate in dreams!
- We are more creative in night and least creative in afternoon!
- Over 90% of humans feel uncomfortable when TV volume is not divisible by 2 or 5!
- Your mind can sense someone staring at you even when asleep!
- Holding Objects in front of your body indicates shyness and resistance, separating yourself from others!
- By 2020, depression will be one of the leading cause of death and disability!
- People are more likely to return a lost wallet if they find a baby picture inside of it!
- People spend almost half of their waking hours daydreaming!
- On average women cry between 30-60 times a year, while men cry around 6 times!
- · Lack of sleep leads to sugar craving!

- The colour blue has a calming effect. It causes the brain to release calming hormones!
- Nearly 40% men don't feel confident while meeting a woman for first time!
- The Truman Syndrome is a condition where an individual honestly believes that his/her life is a part of a reality show!
- Studies show that men are put off by a group of loud women!
- Mageirocophobia is the intense fear of having to cook!
- People who spend a lot of time on internet are more likely to be depressed, lonely and mentally unstable!
- Inability to understand sarcasm can be an early warning sign of a brain disease!
- The time we spend dreaming helps us overcome painful experiences!
- Watching scary movies has lasting effects on children and teens, which may affect them well into the adulthood!
- Studies show that people who sleep with multiple pillows are often lonely and depressed!



# The Three MANTRAS to be a Successful HOTELIER

Every hotelier has the same set of thoughts and worries at the back of his mind. How do I stay on top? How do I continue to be a successful hotelier? How can I fight the ever growing competition? How to rise above the neighboring hotelier, who spends a lot of money on his hotel? How to hold on to the existing customers with us?

Are you wondering if it is really that simple? Here is the answer: these are very simple ideas. So simple that most of the hoteliers simply ignore them

The three mantras
Smiling staff
Guest recognition
Personalized service

### 1. Smiling staff

It is important to keep in mind that while a smiling staff is essential in a hotel, the management also has to ensure that the staff is genuinely concerned about the guest's happiness and well being. Guest is very intelligent and can easily make out the difference between a fake smile and a warm genuine smile. A smile has the power to instantly put the guest on ease, be it a room guest, or a walk-in food and beverage customer.

### 2. Guest Recognition

This is often confused with the staff remembering the names of guests and their preferences. The guest recognition actually means acknowledging the presence of a guest, recognizing that the guest has certain needs, and addressing his needs courteously. Simple things such as the staff greeting guests with a nod while they pass the corridor go a long way in winning the guests loyalty.

### 3. Personalized Service

This starts with remembering the guest's name. It's one of the sweetest feelings for a guest when a staff member addresses them by name. It makes the guest feel important. Another important thing is to remember the preferences of regular guests. During guest arrival, if a cup of green tea is served, the guest will definitely be impressed. Similarly, a guest would also feel pleased if the staff keeps in mind the things he/she dislikes.



# **Hot Tips on Temps**

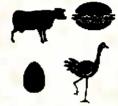
# **Proper Minimum Internal Cooking Temperatures**

for 15 seconds

Poultry; stuffing containing fish, meat or poultry; stuffed foods; wild game animals; all reheated foods; potentially hazardous food reheated in a microwave; raw animal foods cooked in a microwave

155°F





Steaks; ground meats; injected meats; eggs prepared prior to consumer order; exotic animals (ostrich, emu, etc.)

OR: 158°F for <1 sec. 150°F for 1 min. 145°F for 3 min.

145°F for 15 seconds



Whole-muscle, intact cuts of beef; pork; fish; commercially prepared game; eggs prepared for immediate individual consumer order

135°F

for 15 seconds



Fruits and vegetables cooked for hot holding: hot holding foods: commercially packaged food reheated for hot holding

130°F





Roasts (beef or pork)

OR: 131°F, 89 min. 140°F, 12 min. 133°F, 56 min. 142°F, 8 min. 135°F, 36 min. 144°F, 5 min. 136°F, 28 min. 145°F, 4 min.

138ºF, 18 min.

T. Indirajit **Faculty-Food Production** 



# Patience -The ultimate solution

I was walking

Along the road

Where there is only leaf

I thought of picking

A leaf but it flew

Away in the heavy wind

Another leaf which

Flew to me, but I

Didn't get a chance

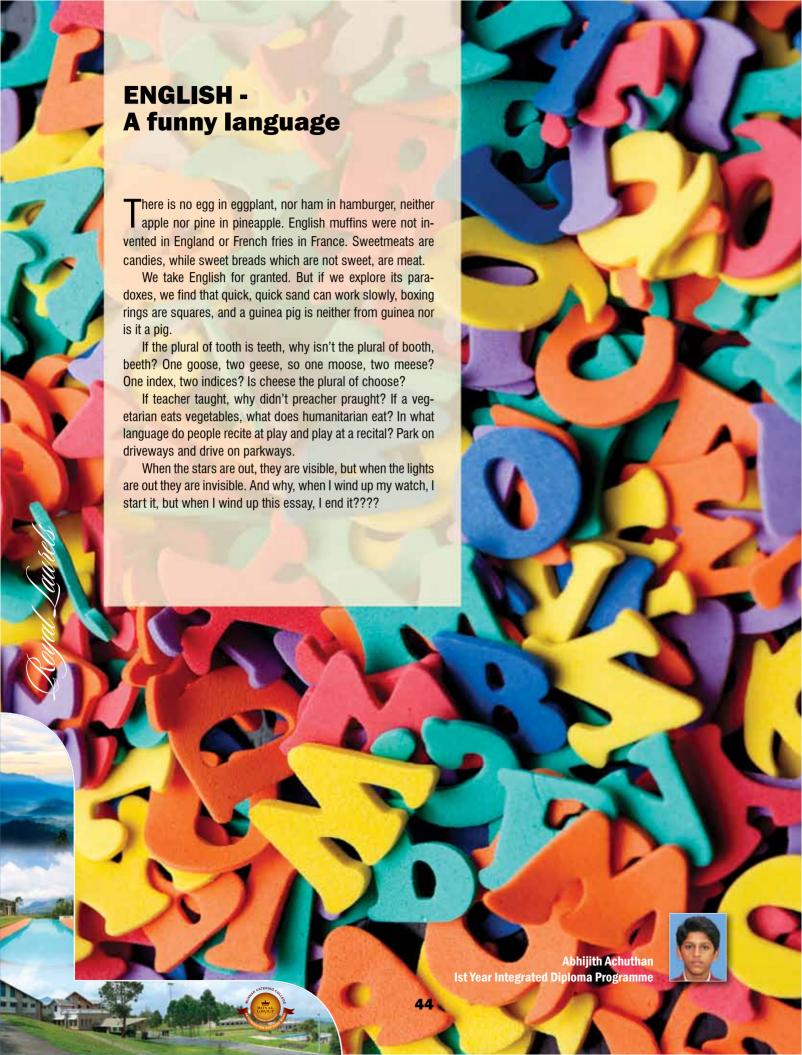
To touch it even

So, I tried and tried and tried

And, at last

I got my share...





# **5 Easy Ways to Study More Effectively**

### 1. Establish a defined study area

The most important factor in selecting a student's study area is that it is quiet and away from distractions. It can be the student's bedroom, a spare room, a den, a loft, or a bonus room in the basement or over the garage. Also, try to pull together a combination of furniture that fits his or her style. Lighting is also important. The space should be well lit without hurting the eyes.

### 2. Create affirmation signs for the home study area

Positive signs have the ability to remind a student's subconscious mind of his or her potential to learn. You and your kids can make some signs that contain affirmations such as those listed below. When you make the signs, use lots of colour (our brains love colour!).

- EVERYONE HAS THE RESOURCES TO BE SUCCESSFUL
- I BELIEVE IN MYSELF
- EVERYTHING I DO DESERVES MY BEST EFFORT
- EVERY CHALLENGE OFFERS A GIFT
- I AM UNIQUE AND VALUABLE
- I AM RESPONSIBLE FOR WHAT I CREATE
- I CAN LEARN THIS!
- LEARNING IS FUN AND NATURAL!

### 3. Provide the proper study tools

Stocking the study environment with reference books, writing materials, text books, and notes ensures maximum learning. Make this a project with your kids - get their ideas on what will work for them and help them create it. Some other ideas include adding a bulletin board where visual aids such as charts, lists, or pictures can go, putting up a book shelf to promote better organization, and using a daily planner (while there are online options, the physical presence of a planner open to the current day or week is a good reminder of the immediate priorities). Of course, if the student has access to a computer at home for research when studying, it would be best if it can be located in the study area, rather than an open, noisy part of the house that contains distractions.

### 4. Add some music to the mix

Some classical music is "brain friendly" and enhances the study environment. Baroque music helps students to focus and to access their most resourceful learning state. The music optimizes the functions of the brain that store and retrieve information. Many (most?!) children will think that their own

music is best, but try to convince them to try Baroque - they may well notice that it makes their study time easier, and want more! By the way, it works for working as well as for learning!

# 5. Use SLANT in class and the same principles when studying at home

'Slant' is an acronym that stands for techniques students can employ to manage their own state. A student's state consists of his or her thoughts, feelings, breathing and physiology (body posture).

Learning and absorbing information is a skill just like reading and writing. Here's how students can get a new SLANT on learning:

- S Sit...up in your chair in the front row or middle section of the class.
- L Lean... forward as if you are hanging on the teacher's every word.
- A Ask... questions during class, even if it's only for clarification of class notes.
- N Nod... your head to let the teacher know that you are interested.

T – Talk... to the teacher to establish a relationship with him or her.



# **Darkness beyond** the light

Nothing is true Everything is permitted We stay in darkness To serve the light In the darkness beyond Lives the demons together But we show the path Towards the light **Darkness Darkness** Everywhere..... But we keep on Giving till the glare I say no to the glare But darkness says Come along Glare keeps us sad So keep going Towards the darkness what What would you do When the darknes Comes around like A cover on closed eyes I say yes for darkness But shall we share The grounds of relations Till our eyes Close for eyes Though we see the Light around We won't go towards The light We get scared For being seen I say no to the Light, darkness Darkness everywhere.







## **Behind the walls**

The days keep coming And night keeps going But we live hard Behind the large walls We share the friendship Although its sorrow But we can see the Wind says something Come out, come out The world is heaven We want to go out But all walls around us Keeps us blocked We fall asleep at 12'oclock And at 7'oclock We hear sound Of everyone talking About you Sleeping on the top Covered with blanket And heads on the pillow Like a fish In the ocean Which tries to jump Out of the water Because it thinks Out there is beauty But the fish don't know It can't breath Like a shrimp

We try to jump Thinking that we can Reach big height But, we see the shrimp Trying to jump thinking It's odd to jump But one day The door opened And someone pushing Out to the world Saying loud return Soon with friends Calling loud Back, back, back But I see though Leaving the walls Thinking that its Beautiful out I don't know Where to go But the wall Closed after me And never open Once again So with sorrows In the paradise I kept alone In my house It's time to say Bye, bye, bye And forever i Say goodbye...



# Tourism in the modern world



### **Dream**

It was awesome the way I had my dream O'er the hills and villages Flying with my wings Like a bird in the sky With my hands Touching the clouds and Waving at all I see I'm flying thro The mystery of nature, I ponder Quite vonder I could see the dazzling sun I pursued that dazzling shine But.....all of a sudden Darkness hid my dreams I couldn't see any thing It was storming in my head When I opened my eyes I was on my bed My wing? Clouds? Oh.....! Sadly I realized It was only a dream.

# Jare to Dream

Duxy Thomas
Ist Year Integrated Diploma Programme



# Life in the new world

Think! Our life would be so nice,

As if, living in the paradise.

No more physics and no more chemistry,

We'll be busy solving life's mysteries.

The world would be made entirely of computers.

Robots will replace our tutors

Mars will be our picnic spot,

The beautiful planet that looks like a dot

Our earth will be pollution free,

And everywhere will be a tree,

Food, water, electricity of which there is a dearth,

Now in abundance will be given to all

Every human being will have peace,

All the wars will cease

Communication will be at our feet,

Corrupt politicians will be removed from their seats,

Education will be given to all....

Young or old, big or small

Our life will be full of fun

With no more sounds of charging guns

Think! Our life would be so nice

As if, living in the paradise.



**50** 



# **Keep smiling**

I arise from my dreams....

Which kept me awake

From my deep solitude....

Which gives my mind......the strength?

To express

This makes my spirits to rise to bright...

Which teach me, how to smile...

Yeah...Myself.....Myself.....

Myself is just in laugh.....

Which you want always in you.....

Just to leave yourself....

In your dreams.....

No matter who you are.....

No matter what you are....

Always keep smiling.....

USE YOUR SMILE TO CHANGE THIS WORLD THIS WORLD CHANGE CHANGE YOUR SMILE.

Moosa Nishad Ist Year Integrated Diploma Programme



## **5 Quotes**

- "Once in a while you meet someone, and soon you both discover the two of you are truley something special to each other...you share your thoughts and feeling so relaxed, so openly, and right away you know your friendship's truly meant to be."
- "If I were not a physicist, I would probably be a musician.
   I often think in music. I live my daydreams in music. I see my life in terms of music. I get most joy in life out of music."
- 3. "Before you criticize someone; you should walk a mile in their shoes. That way when you criticize them, you are a mile away from them and you have their shoes."
- 4. Sometimes I lie awake at night, and I ask, 'Where have I gone wrong?' Then a voice says to me, 'This is going to take more than one night"
- 5. "I cannot say good-bye to those whom I have grown to love, for the memories we have made will last a lifetime and never know a good-bye"

P. Nittyanandan Ist Year Integrated Diploma Programme

## What's next after this ...?

Anna Hazare, a famous social activist, went on hunger strike in front of India Gate for the 50% inclusion of social activist in the Lokpal Bill committee. All of India supported (or seemed to support) the noble cause. Thousands of SMSs were sent appealing to support Anna Hazare. Hundreds of thousands of missed calls were made on a specific number to register our support and dedication towards the cause, links and videos were shared on the internet, statuses were updated on facebook.... Even, when, Anna Hazare achieved his target, a question left alive "what's next?"

We have gone back to whatever we were doing before Anna Hazare. The real question which comes to our mind is whether this Lokpal will prove beneficial and will help in the removal of corruption from the country, or will it join the rotten bureaucracy of the nation.

Well friends, the answer to this question lies within us. It is 'we', the people of India, who constitute the system and if we want to change it, then we have to change ourselves.

We all complain about government officials, who take bribes to do any work. But have we given a thought, that it is us who give them these bribes.

We only encourage them to be corrupt and then complain that the system is corrupt. I ask the readers, how many of you have received your driving licence issued through normal procedure, i.e. not by giving bribes. I doubt that even 1 or 2 per cent of people will reply in affirmative. Why is it so, that we cannot take a little pain, go to RTO office, fill the form and other formalities and get our licence issued. Even if you are rejected once, why don't you try another time? It is because we have become a part of this system. We are ready to abuse the system at any opportunity that we get but we are not interested in doing something on our part to bring a change.

The thing which we all must understand is that we are the "system". If we are blaming it, we are blaming ourselves. So why not, instead of planning, do something on our part and contribute towards the betterment of the system.

We must remember friends, that no country or system is perfect, it has to be made so. So please think about, what you have done for the betterment of the system, before abusing it.



# Indian aviation industry: issues & challenges

ne of the fastest growing aviation industries in the world is Indian Aviation Industry. With the liberalization of the Indian aviation sector, a rapid revolution has undergone in Indian aviation industry. Primarily it was a government-owned industry, but now it is dominated by privately owned full service airlines and low cost carriers. Around 75% share of the domestic aviation market is shared by private airlines. Earlier only few people could afford air travel, but now it can be afforded by a large number of people as it has become much cheaper because of stiff competition.

Due to the increasing costs aviation industry is facing the difficulty. India's aviation sector stands up to the crisis and races against its fastest growing global competitors. Enhancement in affordability and connectivity add to the expected improvement in both passengers and cargo traffic. Large public and private investments which are supported by government initiatives in air travel infrastructure are expected to pour in.

Introduction

Indian civil aviation industry was started in the year 1912; it was the year when the first air flight between Karachi and Delhi was started by the Indian State Air Services in association with the UK based Imperial Airways. JRD Tata founded the first Indian airline -Tata Airline in 1932.

In early 1948, Government of India established a joint sector company, Air India International Ltd in association with Air India (earlier Tata Airline) with a capital of Rs 2 crore. According to Air Corporations Act, 1953 the Government nationalized nine airline companies. Indian Airlines Corporation (IAC) was established to cater to domestic air travel passengers and Air India International (AI) for international air travel passengers.

In the year 1990, open-sky policy was adopted by the government and it allowed air taxi- operators to decide their own flight schedules, cargo and passenger fares. Now Private operators were permitted to provide air transport services.

By the year 1995, numerous private airlines had ventured into the aviation business and accounted for more than 10 percent of the domestic air traffic. By this time, Indian Airlines began to lose market share to Jet Airways and Sahara. Today, Indian aviation industry is dominated by private airlines such as Deccan Airlines, GoAir, SpiceJet etc; these include low cost carriers who have made air travel affordable. In India Airline industry is plagued with several problems. Reasons are high aviation turbine fuel (ATF) prices, increasing labor costs and lack of skilled labor, rapid fleet

expansion, and strong price competition among the players. Infrastructure constraint is one of the major challenges facing by Indian aviation industry

Issues & Challenges

### **Trends in Aviation Industry**

- Consolidation in aviation sector: In aviation industries the rise in the number of alliances will help in promote the growth of aviation sector in India. Example of the Jet-Sahara merger is just the beginning. Indian aviation industry is looking forward to more consolidations.
- 2. The number of passengers traveling by air is on the rise: By 2025 passenger boarding expected to double and by the same time aircraft operations are expected to triple, the number of passengers traveling by air is on rise.
- 3. For the traveling public, price is paramount in choosing a carrier: Airfares are fully transparent to the public and travelers are choosing the lowest price option because of the Internet and round-the-clock search facility. Even business travelers, who have been less price-sensitive, are resisting fare increases. Travelers are not giving preference to brand but the only premiums they are willing to pay for are time-of –day and direct flights.
- 4. Capacity is growing without much constraint: The new aircraft have been ordered by Indian carriers for delivery in the coming period, without clear plans to retire older planes. Significant numbers of regional jets are also adding by them. Kingfisher Airlines has already ordered 5 Airbus A380 aircrafts that will operate on international routes
- 5. Cost structures will continue to handicap legacy carriers as they compete with newer airlines, as well as with overseas carriers: Great threats are being posed by the low cost carriers to legacy carriers, as a result of which they are reshuffle, their pricing policies. Apart from this, they are also facing competition from overseas players.
- 6. Oil prices are not expected to fall: Aviation Turbine Fuel (ATF) prices have been increased by 3.5 per cent, in line with the rise in international oil prices. Because of this there is a marginal increase in airfares.
- 7. Outsourcing: Private airlines are famous to hire foreign pilots, get expatriates or retired personnel from the Air Force or PSU airlines, in senior management positions. Airlines are also famous to take on contract employees such as cabin crew, ticketing and check-in agents.





# Aviation Sector Boom Reason for Boom in Aviation Industry:

- Foreign equity allowed: Without any Government approval, foreign equity up to 49 per cent and NRI (Non-Resident Indian) investment up to 100 per cent is allowable in domestic airlines.
- Low entry barriers: Nowadays, to launch an airline venture capital of \$10 million or less is enough. Private airlines are hiring foreign pilots, get expatriates or retired personnel from the Air Force or PSU airlines in senior management positions.
- 3. Attraction of foreign shores: Many private players like Jet and Sahara have gone international by starting operations, first to SAARC countries, and then to South-East Asia, the UK, and the US and many more domestic airlines too will be entitled to fly overseas by using unutilized bilateral entitlements to Indian carriers.
- 4. Rising income levels and demographic profile: As compared to the developed country standards, India's GDP (per capita) at \$3,100 is still very low but as India is shining, at least in metro cities and urban centres, where IT and BPO industries have made the young generation prosperous. Demographically, In India people in age group of 20-50

- among its 50 million strong middle class, has the highest percentage with high earning potential. It contributes the boost in domestic air travel, particularly from a low base of 18 million passengers.
- 5. Untapped potential of India's tourism: Presently India attracts 3.2 million tourists every year, while China gets 10 times the number. Due to the open sky policy Tourist arrivals in India are expected to grow exponentially.
- 6. Glamour of the airlines: An airline is as glamorous as the film-making industry. Today Airline tycoons, like J. R. D. Tata and Howard Hughes, Sir Richard Branson, Dr. Vijaya Mallya, have been idolized. Airlines have an aura of glamour around them, and high net worth individuals can always toy with the idea of owning an airline.

Sruthi S. Ist Year Integrated Diploma Programme



# India adapts a new world of Health, Relaxation and Luxury

ndia stands at the forefront of today's global spa and wellness market. Alluring domestic and international visitors alike the time honored traditions of ayurveda and yoga and high quality, affordable medical tourism.

Now poised to become the fifth largest consumer market globally by 2020. India demonstrates all the demographic advantages of an ideal market for leading international spa and wellness brands.

At present the country boasts a 350 million strong middle class, a notably large youth population(50% of which are under the age of 25)rising levels of disposable income and associated increases in overall aspirations and experimentation . As well as obesity, related health issues and health consciousness. For a country aspiring to be one of the sought after global tourists destinations. The Indian hospitality industry witnessed and 'average' year in 2013 as slowdown in Europe and other nations hurt tourists arrivals while taxations issues continued to plague the sector.

The natural calamity that struck Uttarakhand badly hurt tourism in pilgrimage locations in the state. However, considering the overall long term potential of the country, several companies went ahead with their expansions plans. Maybe 2014 is the best year for the industry.



# **Gajar Halwa Ingredients**

Odifola	0-1011
Cashew nuts	5-6
Almonds	5-6

Raisins

· Pure ghee • Milk

Carroto

· Green cardamom powder

Mawa (khoya)

• Sugar

· Silver warq

8-10 medium

10-15

3 tablespoons

2 cups

1/4 teaspoon

1 cup

3/4 cup

1 sheet

### Method

Peel, wash and grate carrots. Chop cashewnuts. Blanch almonds in half a cup of hot water for five minutes. Drain, cool, peel and slice them. Wash raisins and pat them dry. Heat pure ghee in a thick-bottomed pan, add grated carrots and sauté for five minutes. Add milk, green cardamom powder and cook on medium heat for five to six minutes or until the milk evaporates and the carrots are cooked. Stir in the grated knoya and sugar and cook for two to three minutes or till the sugar melts and mixes well, stirring continuously. Continue to cook for two minutes more. Garnish with chopped cashewnuts, sliced almonds and raisins. Decorate with silver warq. Serve hot or at room temperature.

> **Arun Paul** 1st DUAL



# Royal Caribbean - Oasis of the Seas

Experience the ship that revolutionized cruising, Oasis of the Seas®— its groundbreaking design introduced seven distinct neighborhoods built for ultimate enjoyment. Hop on a classic carousel on the Boardwalk®, then watch acrobats splash down in the AquaTheater, the first amphitheater at sea. Let imaginations soar in the Youth Zone—the largest kids' area at sea—or at the Pool & Sports Zone, where you'll find FlowRider® surf simulators and zip line views. Unwind with a stroll in Central Park®—a meandering garden lined with shops and fine restaurants—or melt away stress at VitalitySM Spa. Jazz up your evening with Tony Award®-winning Broadway hit Hairspray, or hit the Royal Promenade for memorable moments with DreamWorks® Experience characters.

# SHIP HIGHLIGHTS Rest & Relaxation

- Full-service VitalitySM Spa with thermal suite and an extensive treatment menu
- State-of-the-art Fitness Center, with classes like yoga and tai chi
- Central Park® outdoor garden with galleries, restaurants and a Coach® store
- · 4 pools including the Solarium, an adults-only retreat\*
- 10 whirlpools, two of them cantilevered whirlpools overlooking the ocean
- Concierge Club and Diamond Lounge\*\*

### **Action & Adventure**

- Two FlowRider® surf simulators
- Two rock-climbing walls, each 43 feet high
- Zip line, nine decks in the air and 82 feet across
- Full-sized basketball court
- Ice-skating rink
- Mini-golf course
- Hand-carved carousel

### **Dining Options**

- Main Dining Room with complimentary, multi-course dining for breakfast, lunch and dinner
- 14 more complimentary options including Park Café,

Windjammer Café, Solarium Bistro, and room service\*

- Casual dining and snacks at Johnny Rockets®, Cupcake Cupboard, Seafood Shack and more\*
- 150 Central Park, serves up an intimate six-course experience of leading-edge cuisine in a modern setting. Enjoy seasonally, locally-sourced menus developed by James Beard Award-winning chef Michael Schwartz.
- Experience culinary delights at any one of our Specialty restaurants where for one low cover charge you can choose any items off the menu from appetizer to dessert\* including 150 Central Park, Chops Grille steakhouse, and Giovanni's Table Italian restaurant

### **Kids & Families**

(14年) 有自由自由的 前面

- Complimentary DreamWorks® Experience memorable moments including character dining, parades, and meet & greets with favorite characters from Shrek®, Madagascar®, Kung Fu Panda® and more
- Complimentary Adventure Ocean® Youth Program
- Royal Babies & TotsSM Nursery
- Royal Babies® and Royal Tots® program
- · Teen lounge areas and disco
- H20 Zone kids' water park
- · 3D movie theater
- Family-friendly activities including games, contests, enrichment classes and lectures

### **Entertainment & Shopping**

- · Complimentary Tony Award-winning musicalHairspray
- Complimentary AquaTheater shows, ice shows and other live entertainment
- 18,000 sq. foot Casino Royale® with 464 slots and 27 tables
- Bars, lounges, and nightclubs that never have a cover, including live jazz club, karaoke bar, and comedy club
- · Parties and parades on the Royal Promenade
- Variety of name-brand, duty-free shopping in Central Park® and the Royal Promenade including Coach®, art gallery, teen and kids' shops, plus jewelry, perfumes, and apparel
- · Entertainment venues.

Kiran Johny Ist DUAL



# Trip to kolukkumalai



The 16th of October 'Bakrid' was decided for trekking to one of world's highest organic tea garden (2130m above sea level) Kolukkumalai, Munnar,

We were

ready, excited and so were our faculties Mr. Sagin, Mr. Indirajit, Mr. Jothis, Mr. Shiju and our dearest principal Mr. Pratap Nair.

We were divided into groups and each group was lead by a faculty.

First group was lead by Mr. Sagin followed by Mr. Jothis, Mr. Joseph and Mr. Indirajit with our Principal .

We started off for trekking at around 8:30 a.m from our college through stone slopes and long grasses.

It really was a tough journey . There was a mixture of emotions



amongst our group for some it was impossible, for some it was a bit tiring, some were excited and for remaining it was a thrill. Everyone had a different opinion, but there was one



thing in common a faith that is we will make it somehow. We rested in between during certain intervals and then continuing our journey.

The heights

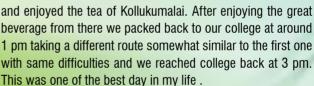
and the bushy tea gardens were proving a real problem to climb up the hills. Not only this, small creatures such as blood sucking leeches which were unseen still affected a lot from our group and steep slopes, slippery waterfalls served as icing on cake for increasing the difficulties in climbing.

Nobody had thought we would make it, but still we made it through blood suckers ,steep slopes ,slippery waterfalls, unexpected broken rocks, and bushy tea gardens . All these things added a real thrill to trekking . It was all in all around 28 kilometers of walk through the jungle and pathways. It took us

two and half hours to reach Kolukkumalai.

We reached our destination at around 11:00 am.

All were tired so we rested a bit



Thank you Munnar Catering College and all the faculty members who made this trip a real success.

A succes to experience the joy of trekking to Kolukkumalai







Important Food Safety Tips for Poultry



### **CLEAN**

- Wash hands, kitchen work surfaces, cutting boards and utensils thoroughly with soap and hot water immediately after they have been in contact with raw meat or poultry, including frozen and fresh products. Hands should be washed before handling food and between handling different food items.
- Wash cutting boards between preparing different cuts of raw meat or poultry.

#### **SEPARATE**

- Avoid cross-contaminating other foods. Separate raw meat, poultry, seafood and eggs from other foods in your grocery shopping cart, grocery bags, your kitchen and in your refrigerator.
- Use one cutting board for fresh produce and a separate one for raw meat, poultry and seafood.
- Do not rinse raw poultry in your sink it will not remove bacteria. In fact, it can spread raw juices around your sink, onto your countertops or onto ready-to-eat foods. Bacteria in raw meat and poultry can only be killed when cooked to a safe internal temperature.

### COOK

 Cook poultry thoroughly. Poultry products, including ground poultry, should always be cooked to at least 165
 F internal temperature as measured with a food thermometer; leftovers should be refrigerated no more than two hours after cooking.

- The color of cooked poultry is not a sure sign of its safety.
   Only by using a food thermometer can one accurately determine that poultry has reached a safe minimum internal temperature of 165 °F throughout the product. Be particularly careful with foods prepared for infants, older adults and persons with impaired immune systems.
- If served undercooked poultry in a restaurant, send it back to the kitchen for further cooking.

### **CHILL**

- Make poultry products the last items you select at the store. Once home, the products must be refrigerated or frozen promptly.
- After cooking, refrigerate any uneaten poultry within two hours. Leftovers will remain safe to eat for two-three days.
- Refrigerators should be set to maintain a temperature of 40 °F or below.
- Thaw frozen poultry in the refrigerator not on the countertop or in cold water.
- When barbecuing poultry outdoors, keep refrigerated until ready to cook. Do not place cooked poultry on the same plate used to transport raw chicken to the grill.
- Always marinate poultry in the refrigerator, up to two days.
   Marinade in which raw poultry has been soaking should never be used on cooked poultry, unless it is boiled first.

Vishnu V. Gopal 1st DUAL



# **Enjoy Life**

Life is very short......

So break silly rules....

Forgive quickly....

Believe slowly....

Love truly.....

Laugh loudly & never avoid anything
That makes you smile...!!!!!!

Four things never come back: the spoken words,
The wasted time,the past life & the neglected opportunity....
So think twice & Act Wise....

1 tree makes 1 lac matchsticks but, 1 matchstick can burn 1 lac trees.... Similarly 1 negative thought can burn 1000's of Dreams......So always think positive......

In the walk of life, Do not worry of people moving ahead of you......
take your own time......but,once you
are ready to run,make sure you
are the best of all....!!!!!!!



## Munnar

Country = India
State = Kerala
District = Idukki

**Area** 

Hill station 557 km2 (215 sq mi)
 Elevation 1,700 m (5,600 ft)

**Population** 

• Metro 68,205

Languages

Official Malayalam, English
 Time zone IST (UTC+5:30)
 PIN 685 612

Telephone code 04865-Vehicle registration KL-06

Munnar is a town in the southwestern state of Kerala, India. Munnar is situated around 1600 m above sea level, in the Western Ghats range of mountains and is a hill station

The name Munnar is believed to mean "three rivers", referring to the location at the confluence of the Madhurapuzha, Nallathanni and Kundaly rivers.

Munnar town is situated on the Kannan Devan Hills village in Devikulam taluk and is the largest panchayat in the Idukki district in Kerala having an area measuring nearly 557 km.

The nearest major railway stations are at Ernakulam and Aluva (approximately 140 kilometres (87 mi) by road). The nearest airport is Cochin International Airport, which is 105 kilometres (65 mi) away.

### **Geography and climate**

The region in and around Munnar varies in height from 1,450 meters (4,760 ft) to 2,695 meters (8,842 ft) above mean sea level. The temperature ranges between 5 °C (41 °F) and 25 °C (77 °F) in winter and 15 °C (59 °F) and 25 °C (77 °F) in summer. Temperatures as low as -4 °C (25 °F) have been recorded in the Sevenmallay region of Munnar. Mean maximum daily temperature is at its lowest during the monsoon months with the highest temperature being 19 °C (66 °F).

Köppen-Geiger climate classification system classifies it as subtropical highland

### Flora and fauna

Most of the native flora and fauna of Munnar have disappeared due to severe habitat fragmentation resultant from the creation of the plantations. However, some species continue to survive and thrive in several protected areas nearby, including the new Kurinjimala Sanctuary to the east, the Chinnar Wildlife Sanctuary, Manjampatti Valley and the Amaravati reserve forest of Indira Gandhi Wildlife Sanctuary to the north east, the Eravikulam National Park and Anamudi Shola National Park to the north, the Pampadum Shola National Park to the south and the proposed Palani Hills National Park to the east. These protected areas are especially known for several threatened and endemic species including Nilgiri Thar, the Grizzled Giant Squirrel, the Nilgiri Wood-pigeon, Elephant, the Gaur, the Nilgiri langur, the Sambar, and the Neelakurinji (that blossoms only once in twelve years).



# Helipad

A helicopter landing pad (helipad) is a landing area or platform for helicopters. While helicopters are able to operate on a variety of relatively flat surfaces, a fabricated helipad provides a clearly marked hard surface away from obstacles where a helicopter can land safely.



### Usage

Helipads may be located at a heliport or airport where fuel, air traffic control and service facilities for aircraft are available. However, most helipads are located remotely away from such facilities due to space and cost constraints

Some office towers maintain a helipad on their roofs in order to accommodate air taxi services. Some basic helipads are built on highrise buildings for evacuation in case of a major fire outbreak. Major police departments may use a dedicated helipad at heliports as a base for police helicopters. Large ships and oilrigs sometimes have a helipad on board (usually referred to as a helicopter deck or helideck).

### Construction

Helipads are usually constructed out of concrete and are marked with a circle and/or a letter "H", so as to be visible from the air. However, they are not always constructed out of concrete; sometimes forest fire fighters will construct a temporary helipad out of wood to receive supplies in remote areas. Rig mats may be used to build helipads. Landing pads may also be constructed in extreme conditions such as on ice.

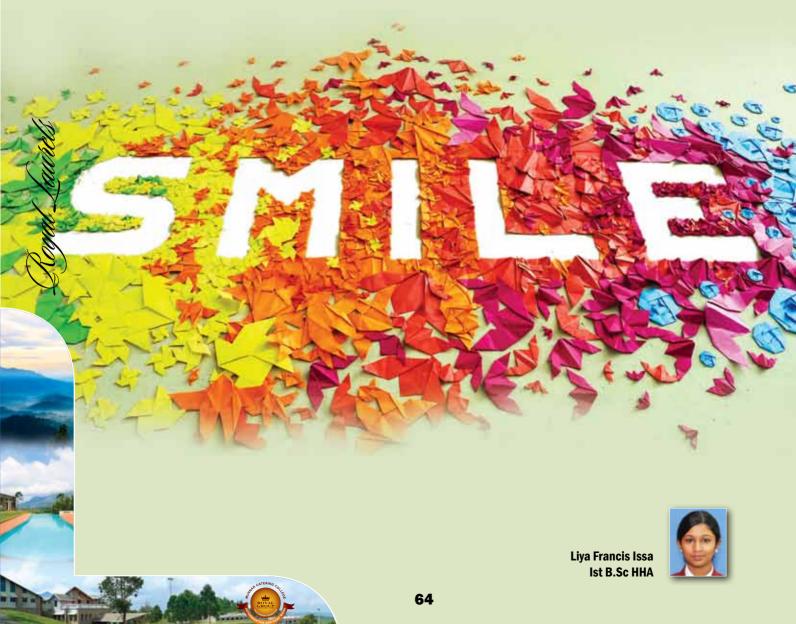
The world's highest helipad, built by India, is located on the Siachen Glacier at a height of 21,000 feet (6400 m) above sea level.





### **Smile**

Asmile is a facial expression formed by flexing the muscles hear both ends of the mouth and by flexing muscles throughout the mouth. Some smiles include contraction of the muscles at the corner of the eyes (also known as 'Duchenne' smiling). Among humans, it is an expression denoting pleasure, sociability, happiness, or amusement. This is not to be confused with a similar but usually involuntary expression of anxiety known as a grimace. Smiling is something that is understood by everyone, regardless of culture, race, or religion; it is internationally known. Cross-cultural studies have shown that smiling is a means of communication throughout the world. But there are large differences between different cultures. A smile can also be spontaneous or artificial.



Nine years of wall-gazing



Bodhidharma is said to have travelled to the northern Chinese kingdom of Wei to the Shaolin Monastery. After either being refused entry to the Shaolin temple or being ejected after a short time, he lived in a nearby cave, where he "faced a wall for nine years, not speaking for the entire time".

The biographical tradition is littered with apocryphal tales about Bodhidharma's life and circumstances. In one version of the story, he is said to have fallen asleep seven years into his nine years of wall-gazing. Becoming angry with himself, he cut off his eyelids to prevent it from happening again. According to the legend, as his eyelids hit the floor the first tea plants sprang up; and thereafter tea would provide a stimulant to help keep students of Chán awake during meditation.

The most popular account relates that Bodhidharma was admitted into the Shaolin temple after nine years in the cave and taught there for some time. However, other versions report that he "passed away, seated upright"; or that he disappeared, leaving behind the Yi Jin Jing; or that his legs atrophied after nine years of sitting, which is why Japanese Bodhidharma dolls have no legs.

### Wall-gazing

Tanlin, in the preface to Two Entrances and Four Acts, and Daoxuan, in the Further Biographies of Eminent Monks, mention a practice of Bodhidharma's termed "wall-gazing". Both Tanlin and Daoxuan associate this "wall-gazing" with "guieting"

[the] mind".

In the Two Entrances and Four Acts, traditionally attributed to Bodhidharma, the term "wall-gazing" is given as follows:

Those who turn from delusion back to reality, who meditate on walls, the absence of self and other, the oneness of mortal and sage, and who remain unmoved even by scriptures are in complete and unspoken agreement with reason".

Daoxuan states: "The merits of Mahāyāna wall-gazing are the highest".

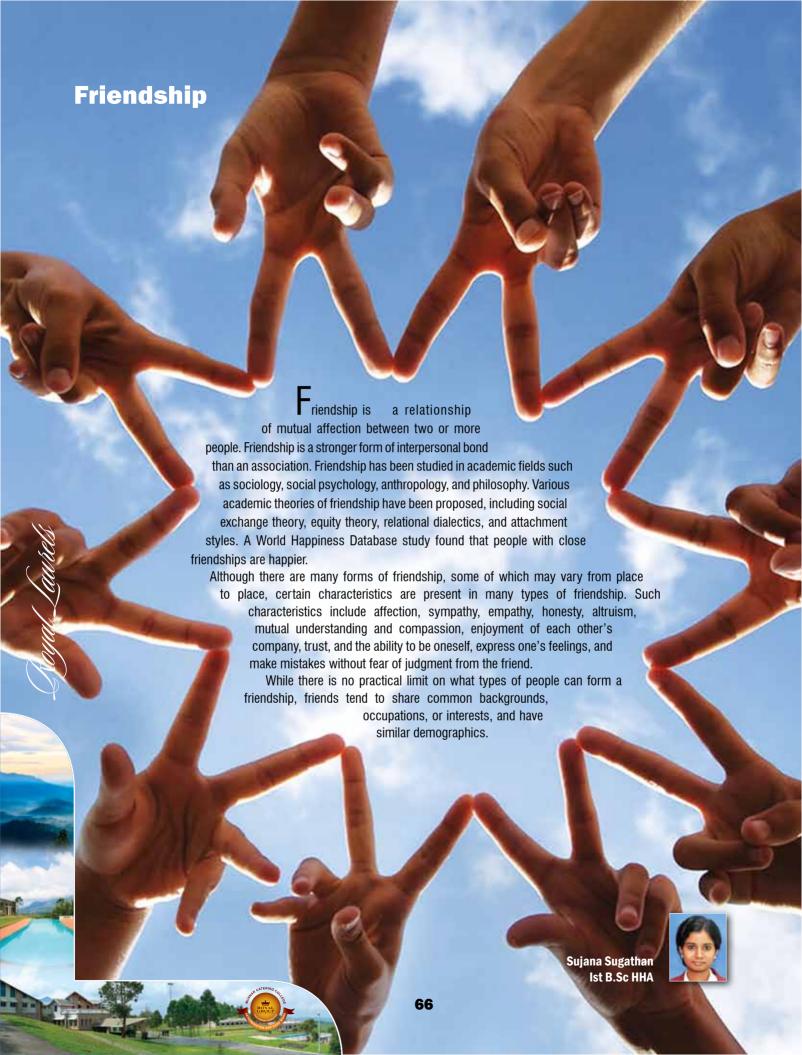
These are the first mentions in the historical record of what may be a type of meditation being ascribed to Bodhidharma.

Exactly what sort of practice Bodhidharma's "wall-gazing" was remains uncertain. Nearly all accounts have treated it either as an undefined variety of meditation, as Daoxuan and Dumoulin, or as a variety of seated meditation akin to the zazen that later became a defining characteristic of Chán. The latter interpretation is particularly common among those working from a Ch'an standpoint.

There have also, however, been interpretations of "wall-gazing" as a non-meditative phenomenon.

I am concluding my article by saying "don't just waste your time by practicing the same but try to understand the fact of how important concentration is and move forward in the right way."

K. Srinath Ist B.Sc HHA



# **Women's Empowerment**

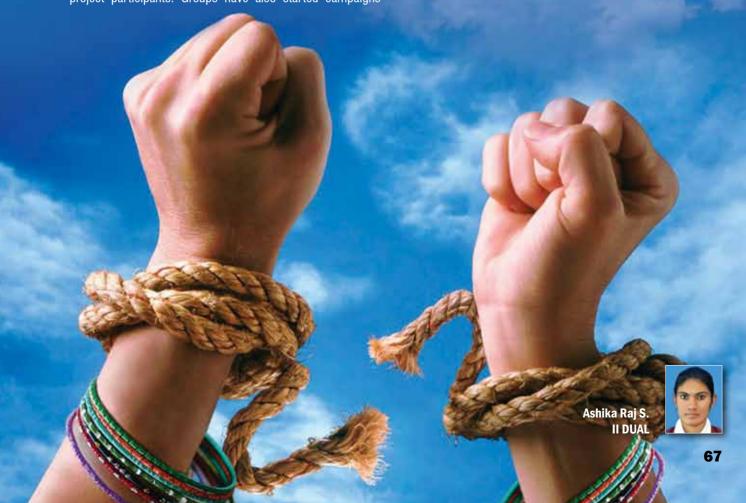
A clear vision is needed to remove the obstacles to the path of women's emancipation both from the government and women themselves. Efforts should be directed towards all round development of every Indian women by giving them their due share.

WOMEN EMPOWERMENT is the ability of women to exercise full control over one's actions. In the past, women were treated as mere house-makers. They were expected to be bound to the house, while men went out and worked. This division of labour was and is still in a few parts of the country one of the major reason because of which certain evils took birth in our society child marriage, female infanticide, women trafficking.

The government has passed many laws so as to empower the women. These rules have empowered them socially, economically, legally and politically. Not only the government but various non-governmental organisations have done a lot so as to improve the status of woman in our society. Child marriages have also been stopped.

A study by the Centre for Economic and Social Studies in Hyderabad found that child marriage has declined among project participants. Groups have also started campaigns against the trafficking of women and girl children with the support of police, the revenue administration and NGOs. In a bid to reduce child labour, new residential schools have been set up in six districts to provide quality education to girl child labourers. Over 40,000 girls are now enrolled in these schools. According to an impact evaluation, these schools have outperformed other public schools in terms of regular attendance, academic results and facilities provided to students, leading to a fall in the drop out rate from 14.8 per cent in 2001 to 4.3 per cent in 2005-2006.

All this shows that the process of gender equality and women's empowerment still has a long way to go and may even have become more difficult in the recent years. Empowerment would become more relevant when women are actually treated as equal to men. This division of labour that a women is supposed to do only household chores and the men are the only one who can earn a living for the family, has to be removed. Thus, a clear vision is needed to remove the obstacles to the path of women's emancipation both from the government and women themselves. Efforts should be directed towards all round development of each and every section of Indian women by giving them their due share.





# **India's Bakery Industry**

Bakery Industry has many regional players and only two (Parle and Britannia) are all India players. This situation has not changed for many years. Modern Food Industry which was a government of India enterprise had ventured into Modern Bread and had set up multiple production units with all India distribution net work. But post liberalization this got acquired by Hindustan Lever and those bread manufacturing units were closed down.

ITC has been in this game for some time now and their first launch of Sunfeast biscuits which is said to have acquired about 13 per cent market share in its own category. But we still cannot compare ITC with other two big players. ITC's bakery business is still small and distributed all over India but the product range and the size of the business is still not that big although holds big promise. Priya Gold brand of biscuits in UP definitely created a regional success story and have given good competition to both Parle and Britannia. The large part of the biscuit volume comes from the cheaper low margin glucose category which absorbs bulk of the overheads. After many years, Britannia was able to create Tiger brand glucose biscuits.

Britannia is a leading player in the organized biscuit market with nearly 30 percent value share with annual sales over Rs. 16 billion. The Nusli Wadia group, one of the oldest business houses in India and Groupe Danone, a French multi products food company equally share 48.5 per cent promoter holding in Britannia. There was long tussle between these two groups over the registration of Tiger brand by Danone in some overseas countries. Of late, we hear that this issue has been sorted out. Danone, of late is trying to get out of bakery business altogether by selling their stake in Britannia to General Foods.

While Britannia has the strong hold in north and east,

Parle has the dominance in south and west. Britannia manufactures biscuits, cakes, breads as well as rusk while Parle is predominantly in biscuit business. Parle G is said to be the number one in terms of volume of biscuit sold in the world. Earlier we had Kwality Biscuits in south which was acquired by Britannia. In the east K.D Paul had set up a modern biscuit plant in Kolkata which is doing reasonably well and was able to establish a few brands which have local presence.

No biscuit company can thrive in business unless it has good volume in the low margin glucose and Marie category. The volume of specialty biscuits is low and that will not give any viability. Nestle and Dabur tried that in joint venture with Israeli company producing specialty biscuits and subsequently withdrawn. Smith Kline Beechem (manufacturer of Horlickes) has been selling Horlicks biscuits for many years. This is manufactured through the third party and volume is small and therefore, distribution is also limited. Cadbury also sells Cadbury chocolate biscuits and again volume is low. Sara Lee introduced biscuits brands and after couple of years withdrawn. Even Kellogg also ventured into specialty biscuits and withdrawn. Experience is so bad that any new players will think twice before getting into specialty biscuits again.

There are many regional biscuit brands and businesses closed down. Notably amongst those are Dalmia in north belonging to the one of the Dalmia factions. Bakeman was another company which introduced many biscuit brands in India. They still exist but it is low key existence. Some of the manufacturing units are thriving only by producing for these two large players. The cake and cookies are for the small players sold through the local network of distribution. There is no big player in the cake category excepting Britannia.

Entry barrier into this category is quite high. Post liberalization we have many overseas biscuit brands sold here through the trading route. You can get brands of United Biscuits, UK in most of the leading outlets. Some of the south east Asian countries products are also sold here through local distributors.

Because of the low shelf life of bread, it is always a regional brand. In north, we have Harvest Gold doing well. For all India launch one has to set up manufacturing locations in other regions. Here again margins are low. And therefore, creating success story will not be that easy.

Bakery equipments are available locally. Also bakery ingredients manufacturing business is flourishing primarily for the reason that there are many small scale operators require technical support and these ingredients manufacturers offer total solutions to them to improve their quality. In bakery in-

dustry therefore, we have a few big and many small businesses. This was there earlier and is also there now.

Broni P.S.
II DUAL



# Difference between liquor and liqueur

KEY DIFFERENCE: Liquor is essentially an alcoholic beverage. It is also commonly known as spirit or distilled beverage. These liquors are usually produced by a method of fermenting grain, fruit, or vegetables. Liqueur, on the other hand, is essentially liquor that has been flavored with fruit, cream, herbs, spices, flowers, nuts or even cream. It may also contain added sugar or sweeteners, such as high-fructose corn syrup.

In North America and India, the term hard liquor may also be used, in order to differentiate it from un-distilled alcoholic beverage. Alcoholic beverages is a vast term, it can encompass any and all types of drinks that contains ethanol. This includes beer, wine, champagne, etc. However, liquor or hard liquor refers to alcoholic beverages that have been distilled further to increase the amount of alcohol by volume in the drink.

The process of distillation essentially gets rid of water and gives a purer spirit with higher alcohol content. These liquors are usually produced by a method of fermenting grain, fruit, or vegetables. Each different type of liquor is produced from a different source product.

### Some of the common types of liquor include:

BOLS

Bols

Blue

curaça

Brand

BOLSOLSOK

Whiskey or whisky: a type of distilled alcoholic beverage made from any form of fermented grain mash. Depending on the geographical region or type of whiskey that is being made, whiskey can be made from barley, malted barley, rye, malted rye, wheat, and corn.

Rums: distilled alcoholic beverages made from sugarcane byproducts such as molasses or sugarcane juices.

Vodka: a distilled spirit that is composed of water and ethanol. It is made by distilling juices from various fermented

substances such as grains, potatoes and sometimes sugar or fruit. The distillation from sugar and fruit are also sold as flavored vodka.

Brandy (short for brandywine): a sprit that is distilled from wine, grapes and other fruit juices.

Scotch or scotch whiskey: a type of whiskey that is processed in Scotland. It is originally made from malt barley, but during the 18th century distilleries started producing whiskies made from wheat and rye.

Tequila: a distilled spirit that is composed from the blue agave plant. The blue agave plant grows primarily around the city of Tequila, Mexico.

Liquors serve a variety of purposes today. It is present at almost every event such as a party or a get-together. It can also be served as an ice breaker on a new date or as many people claim it help drown out sorrows and other worries. Liquors have practically become a main part of our culture.

Liqueur, on the other hand, is essentially liquor that has been flavored with fruit, cream, herbs, spices, flowers, nuts or even cream. It may also contain added sugar or sweeteners, such as high-fructose corn syrup. Some liqueurs are infused with certain woods, fruits, or flowers, while other may be distilled from aromatic or flavoring agents. In parts of the United States, liqueurs may also be called cordials or schnapps.

The confusion between liqueur and liquor arises mainly due to the similar names and pronunciations, but also because liquors are now commonly available in flavors, such as apple vodka, lemon rum, coconut tequila, etc. Furthermore, the alcohol content of liqueur can range from 15% (30 proof) to 55% (110 proof). Hence, alcohol content is no help in differentiating between liqueur and liquor. So, how do you tell the difference? The general rule of thumb is liqueur has added sugar. It often has a sweet and syrup taste, whereas liquor has that alcoholic taste and may have overtones of other flavors.

Liqueurs can be sipped neat, over ice, or as part of a cocktail, which at times may include coffee or cream. Different liqueurs are frequently used to make layered concoctions, where different-colored liqueurs are pored in such a way that one floats on top of the other, creating layers. This happens as each liqueur that is chosen has a different density, which allows them to float separately. Liqueurs are also often served with or after a dessert, think cherries jubilee. They are also commonly used in cooking, and often for liquor based sauces or for braising.





# **My Beloved College**

Come! Come forward to gain something and learn, Come! Come to make something grow and earn,

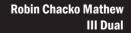
In August, opens the campus of the college Really a true devotee of it,

I praise its beauty, charm and grace. Heavenly blessed is my esteemed college, Helps us to drink drops of knowledge, Proud of it I am in its light of fame, For it has earned a good name, Good result it shows every year, Students pass the exams without fear.

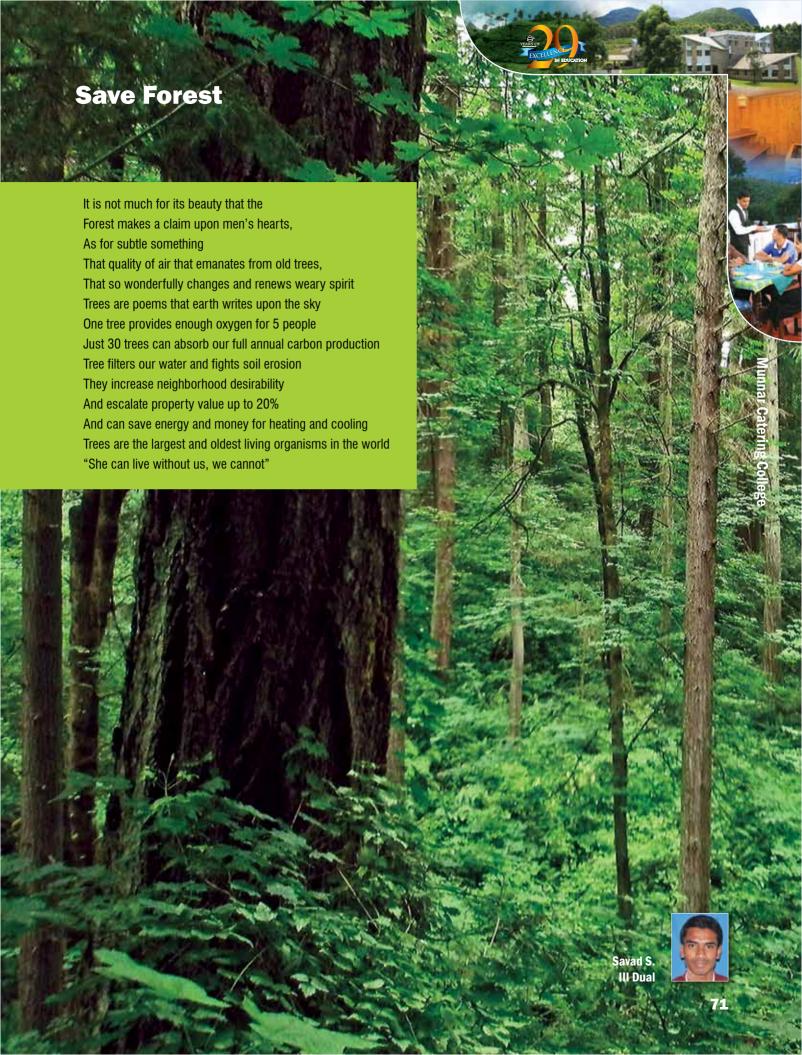
Superb it is, like true love, Gives this world a message of love. Sincere regards of mine it deserves. Blessed are those who are here. My college shines like a star. In stills a desire in everyone to emulate.

It is a golden chance for you to enter the life from its gate.









### **Top Questions asked by Interviewers**

A complete guide on how to tackle any interviews A step towards success! Normally the interviewer starts with this question.

#### Tell me something about yourself?

When such questions are asked tell the interviewers about yourself in complete details. Starting from your name, father's or mother's name, which place do you belong to, about your family background, father's and mother's profession, educational qualification, work experience, hobbies, interests, language proficiency etc.

#### Why have you chosen your career as a Hotelier?

Tell him/ her that after film industry, the hospitality industry ranks highest among the most sought after industry all over the world. It is also been considered a glamorous industry. This industry has lots of money. One can travel the world, being a part of this industry, to experience different cultures, styles of living, food habits.

## Why should I hire you for our company? What ability or skill do you have which other's don't have?

Answers like, I am a hard worker, you can trust me, I can prove what knowledge and skills I posses. This answers are very simplistic and the interviewers are not impressed with such generic answers. Think smart before you answer. Convince them that you are a good learner, keen on learning new things, especially about new techniques, skills etc.

#### Do you think delegation is a way to dump failure on

## the shoulders of a subordinate or as dynamic tool for motivating and training your team to realize their full potential?

We should see delegation as an effective management skill which allows us to use and develop skill and knowledge. My teacher always told me that cynical view of the skill is a warning sign.

### How ambitious are you? Why do you think you are ambitious?

Tell the interviewer 'YES', I do consider myself as a ambitious person, getting a job done is my first priority than my comforts.

#### Do you think this company is ambitious? Why, if yes?

Always say yes. Tell interviewers that you had read about company, and researched about the company. You are convinced that the company is growing and headed to higher success in its path.

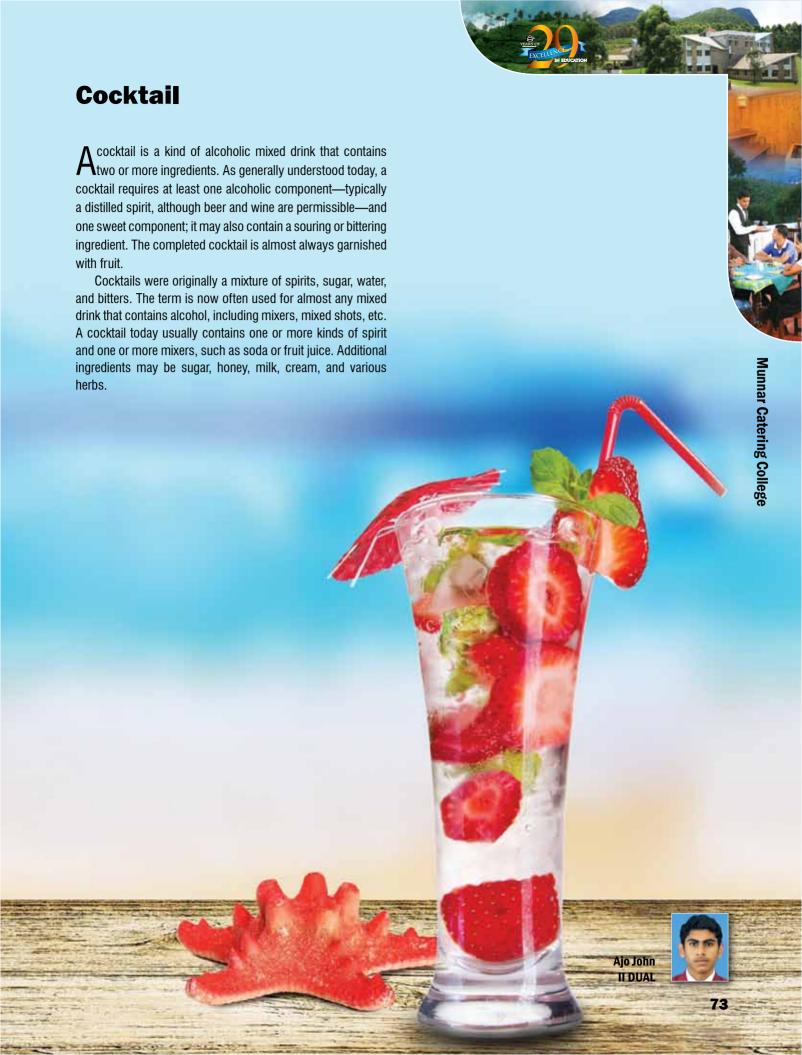
#### How long will you stay with the company?

Answer this very honestly and say the truth. Tell them that you would join them again, if you have to take a break, like study break etc.

#### How confident are you?

My father and my teachers always taught to make eye contact while talking to someone. It shows one's confidence level. One should display such confidence when sitting down for the interviews.





### **Munnar Tourism**

#### **PLACES OF INTEREST**

#### Pothamedu (6 kms from Munnar)

Manicured tea gardens, lush coffee plantations and woodshaded cardamom estates, with stretches of 'potha grass' (from which the name is derived) covered hills all combine to make this place unforgettably.

#### **Devikulam (7 kms from Munnar)**

The curative properties of the pure mineral waters of the 'Sita Devi lake' (in which Sita, wife of Rama, is believed to have bathed) is the main attraction here. Rare varieties of flora and fauna in and around Devikulam draw a lot of tourists to this place. The road to Munnar, a part of Kochi - Madurai highway, is itself a feast to the eyes.

#### Pallivasal (8 kms from Munnar)

The site of the first hydro-electric project of Kerala and the bewitching beauty of nature all around make this place a must - see spot near Munnar. Here human achievements mate with scenic beauty of the high ranges to give the visitor an unforgettable sight.

#### **Chithirapuram (10 kms from Munnar)**

The antique charm of old cottages, bungalows and courts with captivating greenery all around make this place an enchanting tourist spot. The sight of the Pallivasal hydroelectric power station on one side and undulating hills on the other side will cast a spell on the beholder.

#### Lock Heart Gap (13 kms from Munnar)

Kochi - Madurai National Highway clings precariously on a rocky slope for over 2 kms, with mist-wrapped villages 2000 ft. below on one side and vertical rocky formations on the other side. Rare wild flowers including Kurinji are abundant on either side of the gap. The cave believed to have been used by Malaikkallan, a legendary Robin-Hood - like highway robber was an interesting tourist spot till recently. This has now been broken away to widen the road.

#### Rajamala (15 kms from Munnar)

Half the world population of the Nilgiri Tahr, a rare variety of mountain goat on the verge of extinction, live in Rajamala. The abundance of tourists and the proximity of the staff employed by the forest department have made them almost tame. Kurinji flowers, which bloom all over the hills once in 12 years, draping the grassy hills, as far as the eye can see, with blue flowers, attract thousands of tourists. The proximity of Eravikulam wildlife sanctuary is also an added attraction.

#### **Echo Point (15 kms from Munnar)**

On a lake embankment, with rolling hills all around, you will find hundreds of young people, mostly students, making loved friendship calls, which are returned manifold by the surrounding hills. The lake is placid and the hills around are blanketed in green woods.

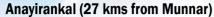
#### Vagavurai (24 kms from Munnar)

When Vaga trees (Abhizzia Lebbek) wear red flowers all over the 'varais' (hill slopes) blush with beauty. Hundreds of Vaga trees bloom simultaneously and offer an unforgettable sight. The first pepper and orange plantations in Kerala and the first mini hydel project of the state were in Vagavurai. There is also a waterfall and a meandering stream here to complete the picture.

#### **LAKES**

#### **Mattupetty (13 kms from Munnar)**

One of the largest cattle breeding projects of India, raising over hundred varieties of high yielding, the Indo-Swiss Project is the star attraction here. Though the visitors are not allowed into all the cattle sheds, there is a lot to see and learn. Besides, the Mattupetty lake and dam near by with boating facilities provided by the District Promotion Council of Idukki await the fun loving tourists. Herds of elephants can be occasionally sighted on the banks of the lake. The garden maintained by the project sports over 250 varieties of roses, 71 varieties of dianthus, several varieties of dahlias, etc.



Anayirankal lake and dam are very popular picnic spots. Herds of elephants visit the lake to quench their thirst and allow the visitors to feast upon the sight of them. The scenic beauty of the lake, the surrounding tea gardens and forests has made the place the favourite of resort owners. Several five star quality resorts have sprung up in the hill slopes over looking the lake.

#### Kundalai (28 kms from Munnar)

Cherry blossoms appearing twice a year and kurinji flowers blooming once in twelve years colour the hills and valleys around Kundalai lake. The Sethuparvati dam built in 1946 as a part of Pallivasal hydroelectric project is a sight to be hold. The serene atmosphere of the lake and its surroundings will be etched in the memory of the visitor. Pedal boats and kashmeri shikaras make the trip more enjoyable to tourist.

#### WILDLIFE

The tropical rainy forests of Kerala contain an abundance of rare ethnic flora and fauna. Though the facilities for viewing them at a safe distance are limited, it is indeed an experience to be treasured to watch elephants, tigers, etc. in their natural habitat

#### **Eravikulam (17 kms from Munnar)**

A tranquil lake reflecting grassy mountains surrounding it and frequented by rare animals form the heart of the Eravikulam National Park. Fascinating rare flowers and animals can be sighted and studied without the crowds usually found in tourist spots. Anaimudi with a height of 2695 mtrs. is a part of this park. The adventure seekers and serious students of rare species find this place most ideal for the pursuit of their interests.

#### **Chinnar (64 kms from Munnar)**

Chinnar wildlife sanctuary is a unique semi-arid tropical forest region lying contiguous to the Eravikulam national park. It is in the rain shadow region of the Western Ghats. Rare endemic flora like the critically endangered albizia lathamii and

rare fauna like the endangered giant grizzled squirrel and white bison are also often sighted. With the largest number of reptilian fauna in Kerala including the mugger crocodile and 225 recorded species of birds, it is indeed a unique biosphere area of 90.422 sq. kms. Chinnar has the unique thorny scrub forest with Xerophytic species. There is a drastic variation in the climate and vegetation, as the altitude varies from 500 to 2,400 metres within a few kilometres radius.

#### Periyar (110 kms from Munnar)

One of the largest wildlife reserves in India, the Periyar Wildlife Sanctuary at Thekkady is the most popular wildlife reserve in the country. The tiger reserve forming a part of the sanctuary is a great crowd puller. A boat ride on the placid Periyar Lake is the easiest way to sight wild animals in close proximity. Herds of wild elephants, which come to drink the water and frolic in the lake, bewitch the viewers. Bison, spotted deer, sambar, leopard, stripe necked mongoose, Malabar flying squirrel etc. are also frequently sighted.

## WATERFALLS Attukat (9 kms from Munnar)

To experience an ideal long trek amidst misty mountains, cascading waterfalls, and wooded valleys, this is the most suitable place in the high ranges. Nestling amidst rolling hills, Attukat is sure to raise your spirits.

Nyamakad (10 kms from Munnar)

Perennial waterfalls and graceful greenery make this place a popular picnic spot. It is on the way to Rajamala, the abode of the rare Nilgiri Tahrs.

#### Powerhouse Waterfalls (17 kms from Munnar)

The water from 'Sita Devi Kulam', believed to be a panacea for all ills, gushes down from the rocky heights to the vicinity of the Kochi - Madurai highway, just after the Lock Heart Gap. The waterfalls is visited by believers and non-believers in its curative properties, as the sight of the falls itself is mind-blowing. The powerhouse will not be seen as it had long ago been abandoned.





**Plating - Tips and Techniques** 

If the old adage "you eat with your eyes" is true, then the manner in which we present food is of paramount importance. There are many factors and techniques to consider in food plating that affect the overall customer experience. Using any one of them alone can enhance your food. But using them all can set you apart from your competition.

#### The Plate Itself

When plating food attractively, it's important to remember the actual plate is critical to the final presentation. Choose your plates carefully, and remember, the plate is the frame of the presentation. Today, there are many sizes, shapes, colours and patterns available. If the plate is too gaudy, it will take away from the food. Choosing the correct size of plate is also important. While food should not be crowded onto the plate, it should convey that the portion is adequate and not stingy. Most chefs now use solid white plates to better showcase the food. Some texture may be embossed on the plate to add visual interest. Also, specialty plates may be used for very specific dishes.

#### **Colourful Considerations**

Always consider colour as an important part of plate presentation. For example, white fish with a cream sauce served with boiled potato and steamed cauliflower may have a very good flavour. However, when presented on a white plate, it will seem very monotonous and plain. And that will translate into how the customer perceives the food. Always try to have a variety of colours on the plate.

People respond to certain colours more favourably than others.

Green is fresh and cool, and can be soothing

Red is passion and excitement

Black is sophisticated and elegant

Blue is a natural appetite suppressant, since it can make food look unappetizing

Colour is especially important when dealing with vegetables. Here are some tips to keep in mind when plating vegetables:

Blanching and refreshing green vegetables ensures they are fresh and vibrant when served

Always complement green vegetables with other coloured vegetables such as carrots, sweet peppers and beets Avoid clustering vegetables and arrange them more



Royal Jawrels

naturally around the plate to increase the contrast in colours

Use different cuts and shapes of vegetables to add visual interest.

#### **Playing with Texture**

Texture is critical to food presentation, as well as enjoyment. Contrasting hard and soft, smooth and coarse adds visual interest to your food, and it will enhance your customers' enjoyment of the food. Texture can be achieved by choosing foods with differing characteristics, or it can be done with different cooking methods.

For example, a crisp fried accompaniment to a smooth main will add substantially to the overall dish.

#### **Choosing the Focal Point**

When plating a dish, you should decide on a focal point. This does not necessarily have to be the centre of the plate. Focus can be achieved by varying the heights of the food. Just remember to have the highest food at the back, and don't have the lowest point at the center. The main item in the dish – usually the protein – should have prominence in the presentation. Don't plate food in such a way that the customer has to de-construct the food before eating it. Food should be presented in a natural and appealing manner.

#### **Keep Things Tidy**

Remember that neatness counts. Even the tastiest food served sloppily will not be well-received by vour customer. Food should be contained within the rim of the plate, yet it should not be crowded in the centre. Take a hard look at the plate and ask yourself if it is pleasing to the eye. Some chefs use the "spill and splatter" technique to decorate plates. This can be effective, yet it must be done with restraint and an eye to the overall presentation. It should not look sloppy and dirty.

#### **Garnish to Impress**

Garnishes and decorations can enhance

your plate presentation. Choose garnishes that are appropriate to the dish and that echo some of the ingredients. For example, using a rosemary sprig on a dish that does not contain rosemary is inappropriate.

Here are some other techniques to keep in mind when garnishing:

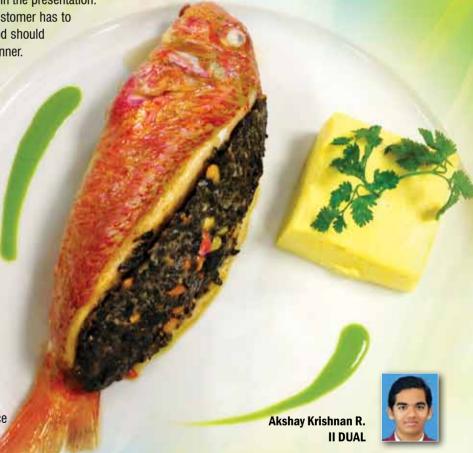
Never decorate a plate with something inedible

Always make sure the garnish is in keeping with the food and its preparation – for example, a lemon garnish with a broiled or fried fish is appropriate, but it does not belong on a fish in a cream sauce

Ensure the garnish complements and enhances the dish without being overpowering

Choose garnishes that are the correct size; they should be easy to eat without having to be moved to the side of the plate

When choosing your garnishes, remember that their purpose is to add flavour, texture and colour to each dish. And, above all, remember that the garnish should not be an afterthought. Don't get stuck in the rut of using a sprig of parsley and a lemon wedge.



























































MCC Puppy Warriors



**MCC** Warriers













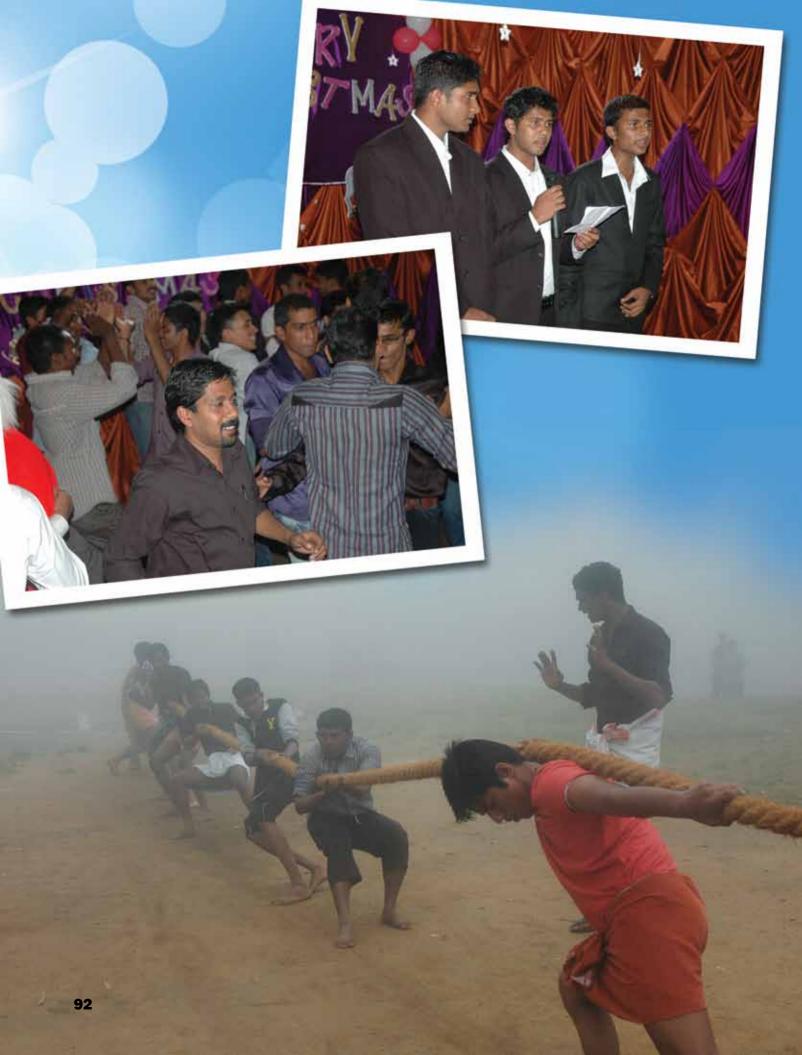
































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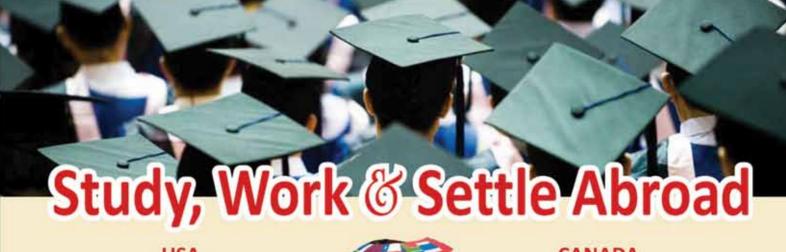




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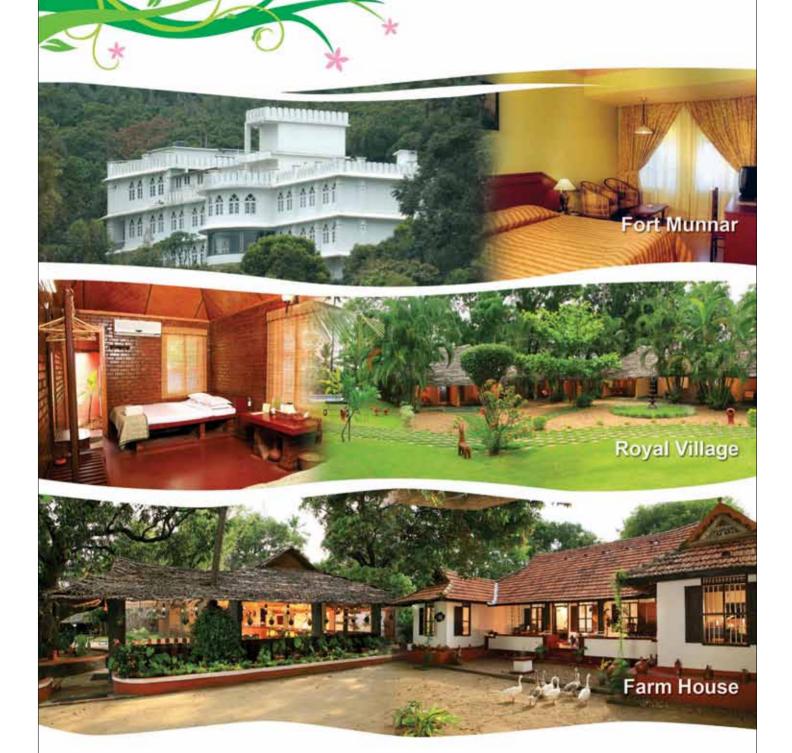




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#### **WELCOME TO EMIRATES MCC UNIVERSITY**

Munnar Catering College (MCC), the largest Hospitality Education Institute of its kind in India has realized the lack of professional institutions in UAE and nearby countries, conducting face to face full time courses in Hotel, Hospitality and Training. With tremendous opportunities for qualified professionals in this field, MCC has identified Ras Al Khaimah in UAE as an ideal location to establish a Centre of Excellence in Hospitality Education and Training, offering courses in Hospitality and Management studies.

#### **HOSPITALITY INDUSTRY**

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.

The hospitality industry is witnessing rapid and large scale growth and shall continue to do so in the coming years as well. This is a manpower intensive industry. Being a trade that encompasses industries like Aviation, Cruise lines, Entertainment, Industrial Catering, multiplexes, shopping malls, call centers and of course Hotels, Resorts and Restaurants the opportunities are pouring in with exciting career assured jobs, handsome pay packets and above all an international recognition and excellent job satisfaction

#### **FACILITIES:**

The facilities of the College include well equipped and the latest state of the art labs in the various departments of the hotel such as House Keeping, Front Office, F & B Service and F & B Production.

#### **HOSTEL:**

Accommodation is provided for both girls and boys separately. Transportation is also arranged from all parts of UAE.

Students have the option to do the 2nd year/3rd year or both the years at the International Campus of Munnar Catering College, Munnar, India (www.munnarcateringcollege.edu. in) and they also have the option to do their six months internship at reputed hotels in India.

### **Emirates MCC University**

Julphar, Ras Al Khaimah, UAE.

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