

OCTOBER 2021/ISSUE -1

MERAKI



IHM JAIPUR

**EDITION THEME -
AGRICULTURE TOURISM
A SYMBIOTIC PHENOMENON**

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Message From The Principal Desk

“The Burrow Created By A Plough Is The Dividing Line Between Civilization and Barbarism”

With this thought at the forefront we present the first first edition of our quarterly E-Magazine” Meraki”.

The theme for this edition is Tourism and Agriculture in a symbiotic relationship. It is indeed a relevant theme chosen by the editorial team in the context of sustainability, wellness and experiences. “Meraki” showcases the soulful indulgences of the entire team of I.H.M, Jaipur in creating an atmosphere where students are industry ready and faculties leave no stone unturned in setting the chord right.



Hospitality Industry plays a crucial role in the economic development of a nation. India was doing tremendously well before the Covid Pandemic hit. However, as Einstein quotes, “In the midst of difficulty lies opportunity” this is the time for upgrading the domestic tourism and channelize the avenues those needed attention.

I.H.M.Jaipur has overcome the hurdles of Covid challenges with collaborative efforts of the innovative ways of teaching and technology. They are now in spiritto welcome young talents for shaping their future in the Hospitality Industry maintaining the Covid protocols.

I appreciate the effort of the entire team in compiling this E-magazine and beautifully summarizing the life at the institute through words and pictures.

Mr. Priyadarshan Singh Lakhawat
Principal IHM Jaipur

Prelude To Meraki

Dear Readers

Sweet is the fruit of love and labour
So is our Meraki ...



Today, I sit down to pen down my thoughts as the Student Editor, the very first thing that comes to my mind is to elaborate the unique name of the college magazine i.e. Meraki which is a Modern Greek word, derived from the Turkish “Merak” (Labor of love, to do something with pleasure). Meraki means to do something with passion, with absolute devotion, with undivided attention. To publish this quarterly issue of the college magazine all the stakeholders i.e. reverend Principal sir, esteemed Faculty, Editorial Team and all those who contributed in any other form worked with absolute honesty. They even burnt midnight oils for writing articles , proofreading, designing, editing, etc. So I could think of no better name for our magazine than Meraki .

Moreover, being a part of Hospitality Industry, a hotelier puts his heart and soul into his work and leaves no stone unturned to serve his guest .However exhausted he may be, A gracious smile on the face does all the wonders and makes the guest feel cherished.

Through all the online struggles, I wish to present the glimpses of the process of "GROOMING A HOTELIER" at IHM Jaipur , a peep into the Hospitality Industry which is a booming economic sector and also is a symbiotic relationship between Agriculture and Hospitality

In the end I extend my hearty thanks to all for making this hurculian task possible .

Hope you will like and appreciate it !

Hardik Vats
(B.Sc ,3rd Year)
Student Editor



Campus Corridor



M.sc Orientation





Welcome To IHM Jaipur



Diploma in Bakery & Confectionary



Diploma in Food Production



CHEF ATUL UPADHYAY

Industry Expert /Alumni Myraid



A progressive culinary professional with over 18 years of experience, Executive Chef, Atul Upadhyay leads a dynamic team of culinary experts at the Iconic Taj Madikeri Resort & Spa, Coorg.

Prior to his current role, Chef Atul, as he is fondly known, was the Executive Sous Chef of Taj Palace, New Delhi. Known for his culinary creativity and passion for food, he cherishes regional Indian cuisines and classic European fare with equal flair.



He was the custodian of renowned restaurants; Orient Express, Masala Art, Spicy Duck and capital's favorite Capital Kitchen. Earlier he was an Executive sous chef at the idyllic Taj Lake Palace, Udaipur where he looked after the famed restaurants, Jharokha, Bhairo and Neelkamal. He has also had the privilege of working for several renowned hotels brands (Oberoi, Hyatt, Compass-to name a few) across the country and even an international luxury cruise line- "Crystal Cruises". With the profound knowledge of an array of cuisines, Chef Atul's immense diverse expertise lies in Indian, French, Mediterranean and Asian cuisines. His innate ability to recognise subtle nuances in flavours allows him to explore innovative flavour combinations. He loves to experiment and inject creativity in the kitchen at all times.

"What I endeavour to conjure every time I am cooking is what I call, the 'perfect plate' - a well-conceived dish that incorporates complementary flavours and leverages the unique textures of individual ingredients such that it carries the invisible signature of the person who created it. This to me is the greatest reward of my profession!"

During the course of his professional journey, Chef Atul has had the opportunity to witness and experience kitchens across the world, interact with global chefs and peers and mentor as well as train the new generation to become leaders of tomorrow. He has had the privilege and honour to serve the most important dignitaries and thought leaders of the world at the various global summits hosted at Taj Palace, New Delhi. For these international platforms of strategic significance, he has created conceptualised and showcased the finest of our country's rich cuisines right before Heads of States, Presidents, and Prime Ministers from across the world. Through his international visits, he has travelled with authentic cuisines to global platforms that have been attended by the most high profile dignitaries of the world.



Chef Atul's culinary repertoire ranges from the authentic to the contemporary. His nuanced understanding of regional cuisines such as Pahadi, Rajasthani, Kashmiri, Mughlai, Malabar and Konkan, makes him a Culinary Brand Ambassador for India. His innovations in the kitchen in terms of techniques, ingredients and recipe development have resulted in pioneering F&B concepts. He hopes to bring together varied experiences for an enriching tomorrow in the sphere of gastronomy.

Peptalk with Chef Atul

Q. 1 Do you see the relevancy of Hospitality colleges like ours in promoting Tourism for the country?

Ans: I believe our college to be a second home away from home; it is here where we learn about the know-how of the hospitality industry in a whole. Instilling a strong sense of responsibility in young minds, towards community is part of this holistic experience. Hence, I feel it is most relevant that our institute is taking this step forward to promote tourism for our country which entails 7.3% of total employment and also is a need for the hour due recent setback.

Q.3. Agricultural know-how is the need of the hour for hospitality students. Please comment.

Ans: Though globally we have enough food to feed everyone, there are still those who are suffering from hunger and COVID 19 is making it worse. Our food systems are failing and it is leading to food insecurities. In a country like ours where agriculture is the primary source of livelihood of 58 % of the overall population, whose absence will directly affect the hospitality industry it is of utmost importance that the students pursuing this field have at least the basic know-how of agriculture.

Q.2 What is your view on Industry-Institute interaction towards promoting national socio-economy?

Ans: The end goal of any institution is to produce skilled, competent professionals through quality education and to prepare them for immediate employment. Industries engross these knowledgeable professionals and enhance its production capabilities, which in return contribute towards the nation's socio-economy. To produce proficient graduates ready for the industry and further more promote national socio economy, it is necessary to know the requirements of the industries through industry-institute interaction.

Q.4. How do you implement your agricultural know how at your kitchen.

Ans: After thorough market research we were finally able to utilise the knowledge in agriculture in procuring fresh, pesticide free, seasonal and nutrient based and at times directly locally grown produce to help out farmers around Delhi when-ever possible. This helps in elimination of the middle man and any dilution of quality, thereafter creating a farm to fork concept.

Q.5. What strategies you suggest to maximize final product output (food and beverage) from farm to fork?

Ans: When it comes to final food product in food and beverage it all boils down to food wastage. You might have the best of raw material but the inability to process them will eventually lead to a lower yield. When we talk about farm to fork in particular this becomes much more evident as there is no compromise in quality. In my opinion all food handlers should be

- 1) Trained in identifying a particular resource.
- 2) Trained in efficient processing of the particular resource where no edible part of the resource is goes in the bin.
- 3) Engaged in creative skills of how to incorporate the now processed resource in the final product.

Q.6. Survival of Tourism Industry is directly proportional to survival of agriculture. What measures do you suggest to the tourism industry and Institutes should take to generate awareness among the stakeholders about the agricultural status of the nation.

Ans: Every generation has had its own methods of awareness, which have changed over time due to change in transportation of communication. In my opinion the goal of such awareness is to reach the young hearts and stay there for the future generation so the awareness should take place where the young one's are. And that is social media. Instagram, Facebook, Snapchat these applications have global effects and can capture a large audience, A page, a reel, a story a day can help impact many.

Q.7 Survival of Tourism Industry is directly proportional to survival of agriculture. What is your opinion on this?

Ans: Picture this, due to advancement in roadways and airways the places that were previously hard to reach are now accessible by one and all, you could choose the highest of peak, the best of hotels, the most serene of views but wait a min there's no food when you are there. There might not even be a good hotel or road way because the people who were supposed to build them are suffering from hunger. We must understand that tourism has flourished due to many a factors and to the root of all this Agriculture. In my opinion not only the survival of Tourism Industry but the survival of the entire Human Kind is directly proportional to the survival of Agriculture.

Q.8. What is your message for our students at IHM, Jaipur

Ans: I want to give them the best wishes for the time to come. You are part of great institute and taking advantage of this, enable yourself to advance the industry.



FARMER'S MAGIC

A MIDAS TOUCH TO CATERING INDUSTRY

We need food to survive and we travel to rejoice the survival. What makes sense here is that food and journey are the two banks of a river that catalyzes the dynamism of human evolution. "A farmer is a magician who created money from the mud" quotes Amit Kalantri and Pierre Bernardo say "To travel is to evolve". They carved the idea that human metamorphosis is impossible without agriculture and tourism. The two sectors knitted are like weft and warp of a fabric. The denser the weave, the stronger the nation. And whoever said the food comes from the supermarket conveniently forgets that the journey of food from fork to stomach started from farmers and farmland. tasks during the visit. Agriculture supports the Indian households, the GDP of the nation, and the future of hoteliers. With 60% of the Indian population engaged with agriculture, 18% is being contributed to India's GDP



**Mrs. Shraboni Puri,
F & B Service**

This share however keeps declining as the other areas tend to develop in the country. The sorry fact that the food handlers and the hoteliers are the first lines of defense when it comes to food. Their awakened sense of responsibility towards saving India from the agricultural crisis is paramount. Less raw materials for food leads to unemployment to the food handler. As per a report from the Environmental Research and action group, 84.7% of food waste was recorded in India. On the contrary, India broths the largest undernourished population in the world. 189.2 million people. i. e. 14% of our entire population. (India Food banking). The disruptive figures are a shout out to the fact that when the core is hit the periphery shatters. When the demand is soaring high, the supply is disturbed, the wastage uncontrolled. The prices of the food grains go beyond control. The cost of living mounts up. We compromise with health, nutrition, quality leading to a sub-standard sense of living. The farmers who have broken roof overhead pray for rain for their crops. The irresponsible behavior of the secondary and tertiary sectors is pushing the Gold miners towards poverty. The understanding of the agro-tourism linkage is the siren of the hour. A mandate for every hotelier today is to equip and upgrade ourselves and our team in realizing the calling of a sustainable future.

AGRITOURISM

OPPORTUNITY IN RAJASTHAN IN RELATION TO AGRITOURISM

Concept of agritourism was started in Europe and some parts of America, after the affirmative response globally this is adopted by many countries, tourists, students, agriculture experts, and others have took a keen interest in this .

Connecting the two different but deeply connected and dependent sectors has an ability to rejuvenate and motivate resources for both the sectors. It will surely provide the attractive opportunities and options to those who witness farming activities and wish to feel the real rural way of life. Tourist will get the best experience to stay connected to rural life style while staying in real farm fields and for the service providers or farmers it will be a source to generate additional supportive income.

Such initiative was taken by Agritourism Development Company (ATDC) in India at Malegaon, near Baramati, Maharashtra in 2005.

Rajasthan Government has also taken serious initiative in agritourism, as Rajasthan is one of the largest states in India with maximum number of tourist foot fall every year.

The idea is to provide maximum exposure and to motivate those who want to make a career or who are already connected directly or indirectly to both agriculture and tourism sectors for example, tourists, farming experts, educationists, research scholars, media personnel, Bollywood, Hollywood etc



Mr. Chandra Prakash Meghwal
Accommodation Operation



ACTIVITIES PLANNED BY GOVERNMENT OF RAJASTHAN.



1-Agritourism is promoted in Ajmer (Smart city) as Mega Food Park at Roopnagar.

2-Rajasthan Government is also planning many more projects of the similar trade under public private partnership .

3-Rajasthan Government has started developing similar platform for tourists to visit and experience farming, tasting, processing of citrus fruits .One can visit orange farm fields situated at JHALAWAR and SRI GANGANAGAR.



4-Agritourism will also be promoted in upcoming Global Rajasthan Agritech meet (GRAM).

This initiative by Rajasthan Government for developing and motivating agritourism will not only help farmers to hedge their risk from normal farming activities but also help to improve their life style and help in developing the economical status of people associated with both the sectors.



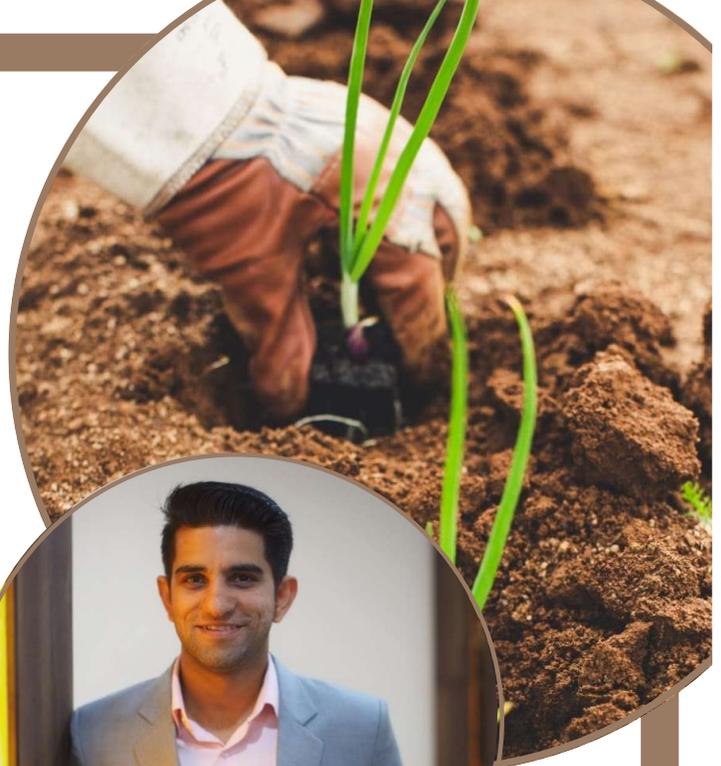
SUSTAINABILITY AND ORGANICS IN CULINARY INDUSTRY

Food is one of the most essential requirements of any life form, and its purity has been lost in this fast paced life. Food is linked to our survival, and contributes to our physical, psychological and social well being. But are we treating our food right? The use of pesticides and unsustainable practices in agriculture has not only harmed the human and animal health but also has been a contributor in global climate change.

The current culinary scenario however, is evolving to bring back the purity and nutrition in food through use of organic produce.

According to a research, the global Organic Food and Beverages Market was estimated at USD 220.00 Billion in 2019 and is expected to reach USD 620.00 Billion by 2026.

There are plenty of financial, ecological and physiological benefits of going organic. A switch to organic agriculture can put an end to the dependency on inorganic fertilizers and pesticides and thereby improve the health of the soil. It can also improve soil quality by making it healthier and more conducive for crops. This ultimately leads to reducing expenses and increasing profit for the farmers. Furthermore, it also reduces pollution through preventing the use of chemical pesticides and fertilizers. This will in turn add to lesser carbon footprint which is one of the greatest threats faced today in global warming due to human activities. Another benefit of going organic is that it is beneficial for people with allergies or intolerance to food as they are produced without any chemicals. Organic food contains higher amounts of calcium, magnesium, iron, phosphorus and other micronutrients which help regulate the natural physiological functions of the body. There are many ways in which we can bring about an organic revolution in India and lead the world from the front. As future chefs, we can make use of the abundance of organic produce available in the country and make use of them in our daily cooking.



Mr. Pracheer Sharma
Food Production

The best way to do this is to plan our menus well and take time to learn about the local produce. Promoting and inspiring people to adopt kitchen gardens to grow their own food, even a few things at a time; will be a huge contribution in the revolution. This will not only require us to learn about the importance of organics but also respect for nature.

The demand for an organic revolution will help bring back the purity and benefits that food had in ancient times, where it was consumed without any adulterations or chemical pesticides. This will be a great boon for human health, soil health and global warming as well as driving sustainable economic progress through manufacturing organics-based products such as cosmetics, soaps, shampoos etc.

We as humans are standing at a juncture from where we will have to choose a way which not only takes us forward towards a bright sustainable future but also takes us back in time to amalgamate with nature. We not only have to focus on sustainability but a desperate effort to countermand the damage we have caused to nature by trying to play god.



AGRI-TOURISM IN INDIA - A HEALTHY CHOICE

Agritourism or agrotourism involves any agriculturally based operation or activity that brings visitors/tourists to a farm. Agritourism means travel organized around farming, small-scale food production or animal husbandry. This Idea brings urban residents to rural areas (Farms/ Villages) for leisure travel and spending some good time with nature.

Agri tourism is the latest concept in the Indian tourism industry, which normally occurs on farms. It gives an opportunity to farmers to provide their hospitality services to their guests. It gives an opportunity to the tourists to experience the real enchanting and authentic contact with the rural life, taste the local genuine food and get familiar with the various farming tasks during the visit. .

Tourists can relax and revitalize in the pure natural environment. Because of the urbanization, many children as well as the adults do not have an idea about the rural life and the agriculture. Agritourism provides them a chance to experience rural life and see the agricultural activities. Agri tourism includes opening up farms and also accommodation/food facility in the same premises to the tourists from urban areas or from abroad, and letting them to take experience of rural life. Apart from telling them about the various crops and how they are sown and harvested, agri tourism exposes tourists to traditional food, handicraft, culture, music and language. Tourists can get an experience of rural activities such as bullock cart rides, milking cows and goats and picking farm fresh fruits and vegetables etc.

Today urban children's world is restricted in the closed door school, classes, cartoon programs on the television, video games, chocolates, soft drinks, spicy fast food, computer, internet, and so on, and they see Mother Nature only on television screen. Agritourism provides kids a good opportunity to know about villages and their culture. It is a good educational too.



Ms. Arti
Food Production

BENEFITS OF AGRI-TOURISM:

a) Agri-Tourism appreciates agriculture and people related to it and also provides an extra earning opportunity to those who are interested in investing in it.

b) Agri-Tourism is the best way to spend few days with mother-nature, to know real culture, to get fresh food, to live a healthy and a peaceful life

c) It is a good educational tool for students and kids.

d) It helps in strengthening bond between urban and rural culture.

e) There are many benefits of Agri-Tourism such as- it gives a great opportunity to farmers/ people from villages to show their hospitality and has opened a lot more doors of innovations/expansions for hospitality industry.

There are many resorts/farms for tourists to visit in India. Agritourism is one of the best type of tourism for India. One should go and explore Indian villages/farms/rural areas in order to breathe in natural & healthy environment and get various services of Agri-tourism.



Student Zone



A CO-EXISTING CULTURE: AGRO- TOURISM

If someone could account for, what practice is traditional and a good source for revenue generation, the direct answer would be agro-tourism. It is an innovative, collective strategy of using the age-old method of growing crops with tourism as we all know they are the powerful tools currently trending worldwide.

This practice will fill the gap between urban and rural cultures, facilitating the active participation of tourists or visitors to know more about farming. This leads to the sustenance of farm business for a long time. Thus, motivating young minds to indulge more into this business. Agriculture Tourism creates awareness about farm culture among the people in urban areas. It includes a variety of activities such as farm stays, enjoying local food and beverages, nature tourism, and so on. Agro-tourism is not only limited to site seeing but also gives you the essence of a farm.

SNEHA MANDAL

(3RD SEMESTER, 2ND YEAR)



EMERGING IDEOLOGIES OF HOSPITALITY

Hospitality is basically an establishment of harmonious relationships between the guests and the host. It basically focuses on the ideology of the way one wants to get treated. Hospitality plays an important role to increase or decrease the volume of sales of an organisation.

In the Indian subcontinent, hospitality is based on the principle of , 'Atithi Devo Bhava', meaning Guest is God . Nowadays, hospitality is a manner of showing respect and concern to a guest , ensuring their comfort , safety and treating everyone equally even if they vary in culture and values from place to place. In ancient cultures, hospitality was about welcoming a stranger and offering him food, shelter, and safety. They used to provide shelters to travellers and offer them basic necessities. Eventually this ideology developed and now it has emerged as a million dollar industry worldwide. It now involves the cordial and generous reception of guests offering them the best class of services and amenities at the best of their capabilities.

RISHU ARORA

(3RD SEMESTER, 2ND YEAR)



VEGANISM

CURRENT FOOD TREND

Veganism these days we all commonly hear from people's talking about this particular word. In the recent time it's kind of fascinating everyone thinking about becoming a vegan. But now the question arises what exactly is the veganism?? That has been trending from years now.

I was also curious when I first heard about this, and as we know every individual has their own I believe there were so many concepts and theories about this particular things.

But for me veganism is currently a leading trend in the food serving industries lead by the individuals following it. And as its growing more and more popularity the establishment serving vegan food are going through a rapid expansion for serving vegan food.

What exactly is the concept of vegan food???

Veganism is the practice of eliminating the use of animal products, particularly in diet, and an associated philosophy that rejects the commodity status of animals. A person who follows the diet or philosophy is known as a vegan. The person who dietary follow veganism, also known as "strict vegetarians", refrain from consuming meat, eggs, dairy products, and any other animal-derived substances.

The Vegan Society's beginnings in 1944, it was as late as 1949 before Leslie J Cross pointed out that the society lacked a definition of veganism. He suggested "[t]he principle of the emancipation of animals from exploitation by man". This is later clarified as "to seek an end to the use of animals by man for food, commodities, work, hunting, vivisection, and by all other uses involving exploitation of animal life by man".

Current trends in veganism..!!

In the recent times the concept of vegan diet is spreading with a rapid speed people are implementing it in their day to day life's. Also many famous personalities across the globe are becoming a part of this some of the few names are: Billie Eilish, Woody Harrelson, Anuska Sharma, Jacqueline Fernandez, Stevie Wonder & many more.

Veganism as a trend is growing globally and not just in India. With people becoming more aware and more compassionate, they are beginning to care about what they are eating and the source. This is why we can clearly see a boom in veganism and vegan brands. It's only going to grow more. Though, there are no set target for such kind of products, it's for anyone who's willing to open their minds and try something new and conscious

Dipender Chauhan
3RD YEAR SEMESTER 5



AIRBNB: A NEW ERA OF LODGING

Air BnB and Breakfast (air bnb) was started in 2007 when two hosts welcomed three guests to their San Francisco home and since then has grown to approx. 4 million hosts who have welcomed more than 1 billion guest arrivals in almost every country across the globe. What started out as an idea to earn rent money turned out to be one of the most popular peer-to-peer rental sites used today. Air bnb co-founders JOE GEBBIA and BRIAN CHESKY called their new endeavor as "AIR BED AND BREAKFAST".

The company expects all employees to rethink their designs, features and execution so that the entire package accurately conveys the brand message. Air bnb cultivates a culture of creativity. The company maintains a level up with his competitors by differentiating its products with its fun, local appeal. Unlike traditional accommodations, Air bnb lodging options infuse their spaces with personality, since the offerings belong to individuals, not hotel corporations.

IMPACT ON HOTEL INDUSTRY: Airbnb's disruption of the hotel industry is significant, both existentially and economically. A recent study by Dogru, Mody, and Sues (2018) found that a 1% growth in Airbnb supply across 10 key hotel markets in the U.S. between 2008 and 2017 caused hotel RevPAR to decrease 0.02% across all segments. Surprisingly, it was not just the economy but also the luxury hotel segment that was hard hit by Airbnb increasing demand. While regulation is outside the control of the hotel industry, the brand and the customer experience are not. We contend that these are the areas where hotel companies' efforts need to be focused.

Airbnb continues to encourage large-scale adoption of its product and business model around the world, the company looks forward to continual innovation in its future. With innovation, persistence, and scalability, Airbnb has made extraordinary strides to become the successful startup it is today.

YASHIKA BHATIA
(3RD SEMESTER, 2ND YEAR)



SOLO TRAVELLING



Solo travel is literally the epitome of self-indulgence. You can do whatever you want during a trip, go wherever you want, do whatever you want, pick your own challenges and activities, make your own mistakes, learn from them and basically, triumph through all with a feeling of exhilaration.

Solo travel can actually be one of the most rewarding ways to travel, which represents freedom and independence. And of course, wanderlust. It is human nature to be cautious, but life truly begins when you step outside your comfort zone. Going solo means you will have more cash to spend as you choose. People who have never travelled alone often describe their first solo trip as an almost religious experience. To take in new surroundings unfiltered by the prejudices, tastes, or preferences of a traveling companion can be heady stuff. Solo travel gives you the chance to indulge in yourself fully. Of course, traveling alone has its perils too—such as safety concerns, loneliness, and the dreaded single supplement. But a little preparation and common sense can save you money and get you through the rough spots. A recent survey found that 76% of travelers have either traveled alone or are considering solo travel. Another study by Travelport discovered that solo travel makes up around 18% of global bookings in the travel industry. Solo travelers offer a unique opportunity for experience operators. There are various types of solo travel groups, here are some of the groups: Solo travel with Intrepid, G adventures-‘Solo but never alone’, Women travelling together, Friendship travel, Just You-The Specialist in singles holidays’, Overseas adventures travel, Paint, walk and sing with authentic adventures, Elder trek, Road Scholar-‘Get educated’, Norwegian Cruise Line-‘Single Cruises’. Wetravel solo is India’s first solo travellers community, launched in India to provide a never before solo travelling experience with likeminded travellers. There are various reasons for solo trips as it gives you more freedom and push you out of your comfort zone. It also leads to self love.

Traveling by myself has taught me things I couldn't learn anywhere else. I learned how I like to spend my time, self-reliance, how to love myself and I learned that I could go anywhere and do anything and no one can take that knowledge or independence from me.

YASHIKA SIMATWAL
(3RD SEMESTER, 2ND YEAR)

Changing Roles

By- Drishti Lakhawat (1st Semester ,M.Sc)

In response to a PIL filed earlier, the Supreme Court passed a landmark decision of allowing women to appear for the National Defence Academy and Naval Academy (NDA) exam to be held this year.

Prohibiting females from joining this top-notch defence training institute was rightly condemned 'unconstitutional' by the apex court since it violated the fundamental right of equality before law and was based on nothing but a sheer case of gender discrimination.

This decision could be a turning point in the defence sector since better career growth opportunities for women can be expected and more females can be seen reaching higher ranks in accordance with their male counterparts. Also, it could tacitly imply that women may now be trained and permitted to join combat roles in the Indian army.

This takes me back to my army school days where boys in my class used to exhaustively prepare themselves to get through this prestigious exam. I still remember snippets of conversations with people who blatantly claimed that joining the armed forces was a 'masculine task' and females were to participate in 'supporting roles' only.

As a naive teenager, I wondered what in a woman could possibly suggest that she was not brave or capable enough to safeguard her motherland.

A few wiser years later, I developed that, it is not the 'physiological features' of a female but the 'biased mindset' of the society which hinders her to lead from the front in defence services. It disheartens me to cite one such typical example of prejudice, when few years back, two of our most influential ex-CMs Mayawati and Jayalalitha refused to 'depend' on female black cat NSG commandos deployed for their security

What broke down the spirit of these highly trained female commandos was not that their worthy skills were being challenged, but that the pangs of doubt were coming from progressive female leaders themselves! I would really like to believe that this time the Supreme Court's decision will not only pave the way for women officers in National Defence Academy and Naval Academy but also persuade the society to acknowledge females as competent military leaders.

Taking a retrospective view of India's glorious past, women have long back proved themselves to be fearless warriors and revolutionaries, such as Rani Laxmibai, Begum Hazrat Mahal, Uda Devi and many more.

77 years ago, when Netaji's Azad Hind Fauj could have an all-female fighter regiment, then today what is taking Indian army so long to allow participation of women in combat roles? But let us not get ahead of ourselves yet, as of now, this small step towards progress is applaudable.



DELPHINIUM

A short story Written by Shivangi Singh (1st Semester, M.Sc)



DELPHINIUM; a flower that symbolizes Strong Attachment.

Curtains flew as the warm sunlight and a cool gust of morning breeze came flooding in through the windows and swept across the classroom, it gave Rangana a pleasant brake from the loud hustle and bustle of the school that seems to get ten times louder and chaotic on the mornings when they have exams lying ahead of them, it had turned into a little morning ritual for her to walk into the class every morning making an ardent effort to spot and claim the desk as close to the windows as possible and sit in silence and peace. This was her safe place where she did not have to listen to anybody. She could sit in her own little shell and have long conversations with herself, she did have a lot of thinking to do considering the fact that she had to decide what she was going to do with her life -profession wise, in about four months before the board exams got over and she'd have to pick! She had had this conversation with her parents over and over again over the span of the past few weeks each time ending up more confused than she was to begin with.

Rangana was a perfectionist who feared walking the wrong path in life, she was calm, analytical and scored decent grades which left her with a pool of reasonable choices to make for a major in college and the fact that she was a budding artist with a talent in sculpture, the already large pool became uncomfortably packed with choices for her. Rangana dealt with the shackles of inner conflict constricting her heart as she felt torn between her will and what was more of a practical career choice for her in her families' opinion. The stress for making the right choice combined with the pressure to do well in the finals eating up at her; Snapping her right off of the fated train of thought that every Indian high schooler gets on and off all the time is a girl who has very easily made it to the list of Rangana's closest and most irreplaceable friends, Ella. Ella is a person who comes off as someone cold, quiet, composed and almost tired when you look at her from afar but as you get to know her you gradually realize that she is actually very sympathetic and compassionate, she's sincere in her every word, she is mature for her age and there's a good reason why, she is a year older than Rangana which means she used to be a year ahead of her but she was still in school because she flunked eleventh standard.

Ella was a phenomenal painter, she was gifted at acrylic painting, however, she was unfortunately not so gifted when it came to academics, and her having to repeat a class pushed her parents to snatch away the art supplies from her hands only for them to be replaced by books and pens. This was the right thing to do in the opinion of her elders but it was a devastating change for Ella who couldn't seem to focus on or memorize anything no matter what she did. She had every tell tale sign of a learning disorder but her parents decided to turn a blind eye to it rather than taking her for therapy,

They instead took away the one thing she felt she was good at, she is a strong girl though, despite of all of her problems, she never fails to smile or crack jokes and lighten up the mood during classes and most importantly, she gives amazing advice. The hint of a smile ghosted Rangana's lips as she thought back to the day she first saw Ella, and how they were as different from each other back then as they are today, it was the first day of school as an eleventh grader for Rangana and she along with all the rest of the students was filled with the "new year new class motivation", she was intently listening to the teachers coming into the class one after another only to talk about the same thing, how "they were not kids anymore" and how "they will need to focus on studies now if they want to become anything in the future", Rangana turned in her seat in order to stretch her back only to be met with a very tired looking Ella who seemed to be getting bored out of her wits as if she would roll her eyes at whatever the teacher was saying at any moment now. That was it! Rangana turned back and thought to herself how she would never get along with someone like that, little did she know they'd become the best of friends and end up sitting together for three and a half semesters straight. Despite of being each other's polar opposites; the girls bonded over the love that they shared for art, the desperation to be understood and the longing for the right to make their own choices in life without having to fear the sight of the disappointed faces of their families. It's the thing with most of the aspiring Indian artists and the undying duality that they are constantly pressurized to put up with because they fear the loss of the creative aspect of their life if they fail to do a good job at the "practical things" that drives most of them to quit it altogether. While pressurizing them to have a backup plan in case if they fail, have we ever thought that it might not be healthy to presume the probability of their success based on their interests alone? The likeliness of a student pursuing a career in engineering or medical based courses to excel is probably the same as that of a student studying a creative discipline.

And as far as our female protagonists are concerned, they will carry on with their journeys on the more "practical" career paths for college feeling like outsiders in their disciplines but their talent will seem to catch up to them wherever they go no matter how fast they run, they will keep being misfits until they decide to either shut their inner calling off completely or embrace it, and after all the ups and downs they will find the place where they truly belong.

Every aspiring youth in India is comparable to a WILD FLOWER; that gets trampled on and crushed, nobody waters it and no one seems to take care of it but it still blooms every single year without fail.



मेरा हृदय

ओ मेरे हृदय, तू बता क्या चाहता है,
क्यूं निराशा और हताशा में दिन बिताता है।
मैं बड़े बड़े तूफ़ान झेल आया,
मैं रूदन का प्याला है हंस- हंस पी आया,
मृत्यु की छाती पर ठोकर मार,
मैं प्रेम का संदेश लाया।

ओ मेरे हृदय तू बता क्या चाहता है,
क्यूं निराशा और हताशा में दिन बिताता है।
पथ के कांटे क्या देखूं, पद जब उठ गए,
हार कैसी, हौसला जब बढ जाए,
मनोबल पर्वत समान, तूफ़ान क्या करेगा?
आग में तप जब धातु खांड बन जाए,
ओ मेरे

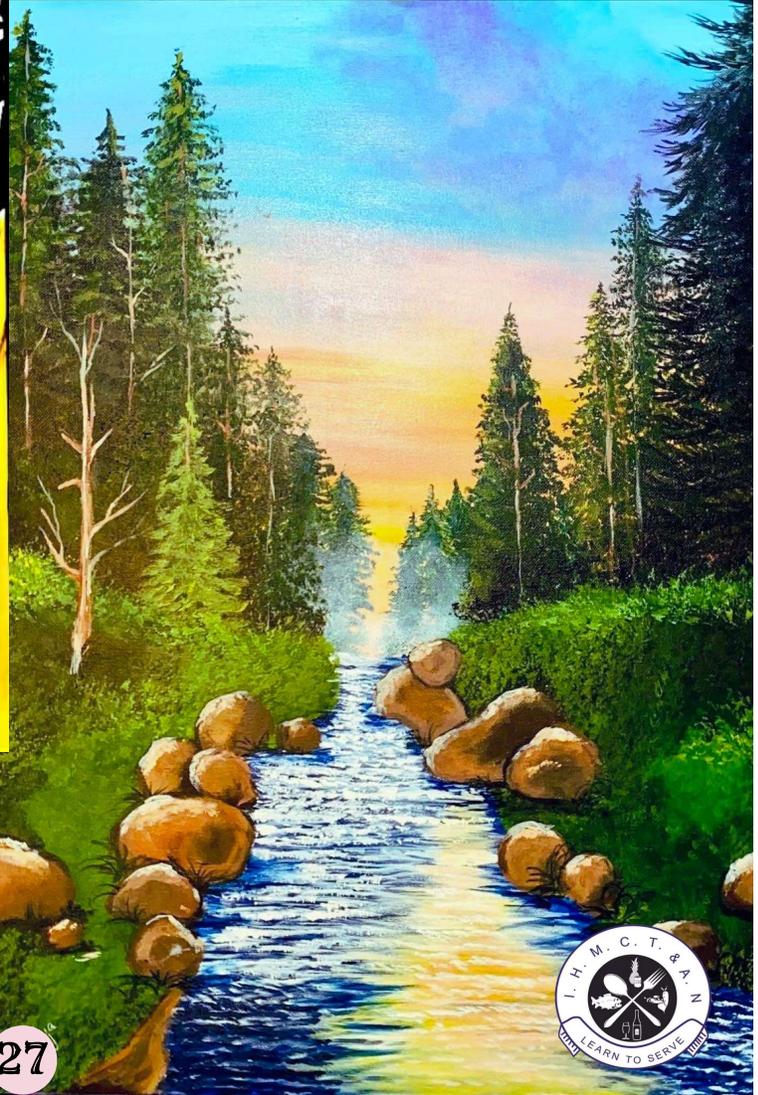
तू बता।

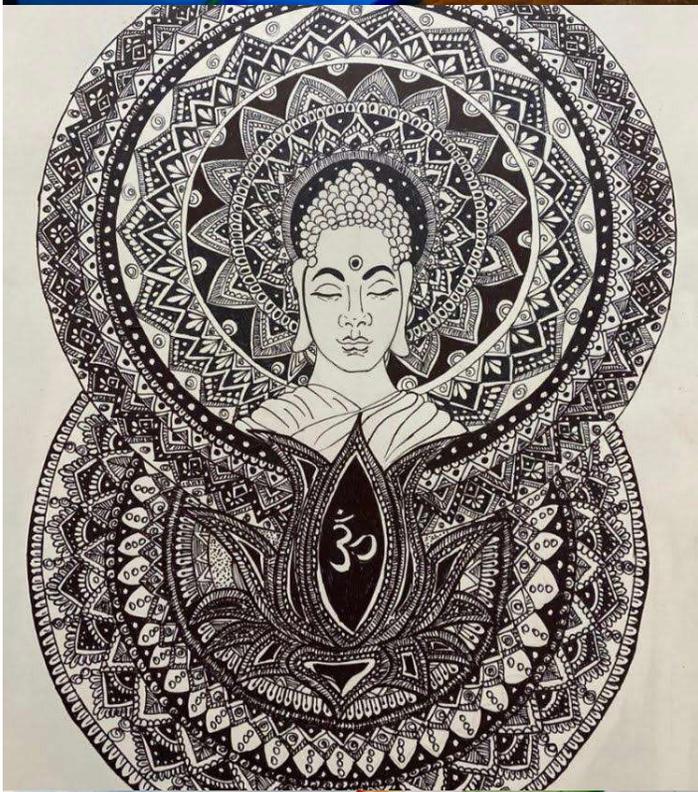
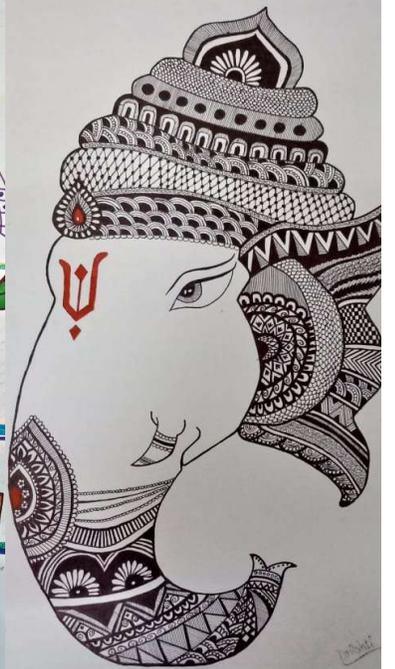
चाहता हूं कि नभ थल को हिला दूं,
प्रेम अमृत सबको पिला दूं,
चाहता हूं गीत दर्शन मिलाकर
आह के भाव को , अहा का भाव बना दूं,
ओ मेरे हृदय,
तू बता दिन बिताता है।

BY- HARDIK VATS
5TH SEMESTER, 3RD YEAR



Art Gallery





Art courtesy by - Rhidya , Hardik , Shradhanshi , Suryanshi , Purnima , Drishti, Shiv 28 , Aayushi Sakarwal



Farewell batch 2018-2021



FACULTY



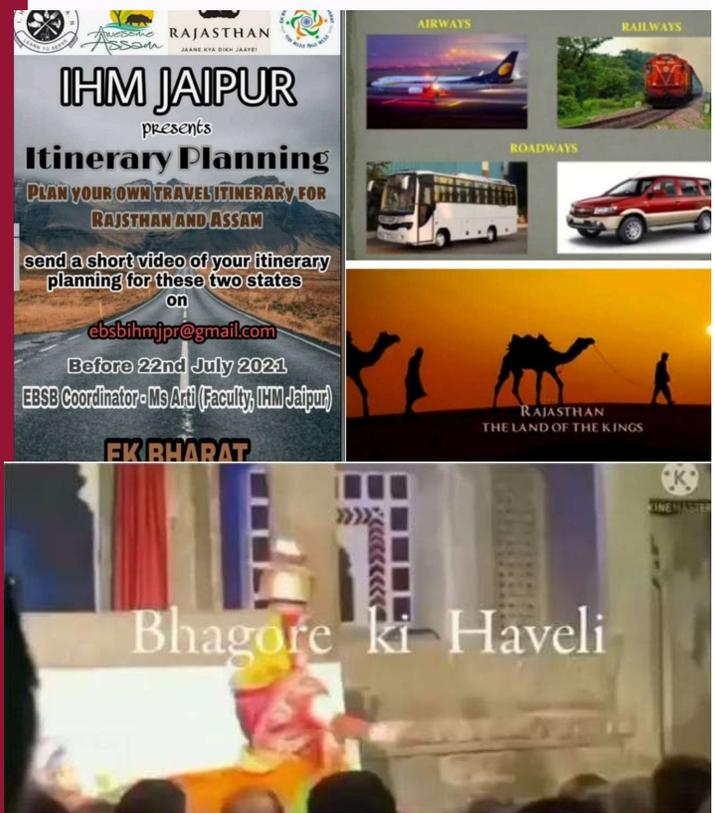
TOKEN OF GRATITUDE FROM JUNIORS



Event Corridor

ITINERARY PLANNING (EBSB): PLAN YOUR OWN TRAVEL ITINERARY PLANNING FOR RAJASTHAN AND ASSAM

Events are organized under “Ek Bharat Shreshth Bharat” every month and event organized for the month of July was Itinerary Planning. It was arranged by Ms. Arti EBSB co-ordinator to teach students something new and make them plan their journey either in the state of blue hills that is Assam or in the royal state of Rajasthan. Participants had to make a video of few minutes for places they might visit in Assam or Rajasthan. This activity gave them a brief idea of what budget they will need and for how many days they can stay if one needs to travel in Assam or Rajasthan. Out of all the videos 6 were uploaded on colleges official social media handles.



INSTITUTE OF HOTEL MANAGEMENT
JAIPUR

Presents guest lecture

Transform your
Communication-Transform
your life

17th July 2021
11:00 am
Zoom Link



GUEST LECTURE: TRANSFORM YOUR COMMUNICATION - TRANSFORM YOUR LIFE

SPEAKER - Ms MEETA MATHUR

Communication plays a vital in today's era. An efficient communication system enables smooth functioning in any organisation. To explain how successfully one could communicate their views and explain things in a proper manner Ms. Meeta Mathur was called as guest lecturer for 17th July 2021. This guest lecture was moderated by Mrs. Shraboni Puri.

VIDEO COMPETITION: CONSTITUTION OF INDIA EMPOWERING OUR INDEPENDENCE

India's constitution is one of the longest written constitutions in the world. To tell its importance, history, laws and rights of citizen, Video Competition: Constitution of India Empowering Our Independence was organised by Mr Sudheer Kumar so that everyone can participate and put forth their thoughts on constitution.

WINNERS:-

- 1st – Rikraj Pramanik(3rd year)
- 2nd – Shashwat Mishra(2nd Year)
- 3rd -Sabyasachi Bhatt(2nd Year)

INSTITUTE OF HOTEL MANAGEMENT JAIPUR
PRESENTS
Video Competition
Constitution of India Empowering Our Independence
Send your Video till
20th August 2021
Co-ordinator:-
Sudheer Kumar
Faculty IHM Jaipur
Share your video - sudheerihm@gmail.com

Speaker
Simran Singh
Co-Founder & CEO
Madhushala School of
Beverage Training

Moderator
Shraboni Puri
Sr. Lecturer IHM Jaipur

INSTITUTE OF HOTEL MANAGEMENT
JAIPUR
Presents
Beer Talks
On the occasion of
International Beer Day
In Association with
MADHUSHALA
6th August 2021
10 AM
Mode: Google Meet

BEER TALKS: IN ASSOCIATION WITH MADHUSHALA Beer Talks: In association with Madhushala:

On every year 6th August is observed as International Beer Day. On this occasion IHM Jaipur had organized Beer Talks In association with Madhushala (Speaker: Simran Singh) and moderated by Shraboni Puri. This was arranged to make everyone aware about the rich history of Beer, its types,



**RAJBHASHA HINDI KARYALA:
BY: RAJBHASHA HINDI SAMITI**

Every year Hindi Pakhwada is celebrated on 14th September, it is a 14-day event in which various competitions are held. This year Institute of hotel management Jaipur had Celebrated Hindi Pakhwada from 1st to 14th September and events held were:

On 3rd September faculty and staff members had to express their views on Hindi Pakhwada

On 7th September Faculty and staff members had to give their ideas on how Hindi can be promoted

On 13th September a seminar was conducted on the topic "राज-काज में हिन्दी की उपयोहिता"

**HINDI PAKHWADA:
NIBHAND PRATIYOGITA**

On 14th September essay competition was organised for faculty and staff members.

- WINNERS:-**
1ST—MS. ARTI
2ND—MRS SHARBONI PURI
3RD - MR CHANDAN PRAKASH MEGHWAL

**HINDI PAKHWADA:
KAVITA PATH PATRIYOGITA
10TH SEPTEMBER, 2021**

- WINNERS:-**
1ST – HARDIK VATS(3RD YEAR),
2ND – SHASWAT MISHRA(2ND YEAR),
3RD—RIKRAJ PRAMARIK (3RD YEAR)



QUIZ COMPETITION (ESBS) ON CULTURE AND HISTORY OF ASSAM AND RAJASTHAN

Under Ek Bharat Shreshtha Bharat Ms. Arti, ESBS coordinator had organized a quiz competition which was held on 24th August 2021 to guide us about the culture and history of Rajasthan as well as Assam.

WINNERS:-

1st - Tushar Sharma

2nd - Rishab Narang

3rd – Shashwat Mishra & Virendra Singh Rathore

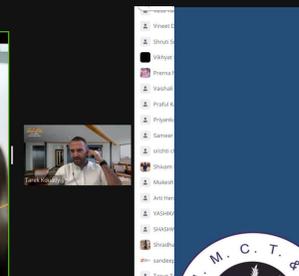
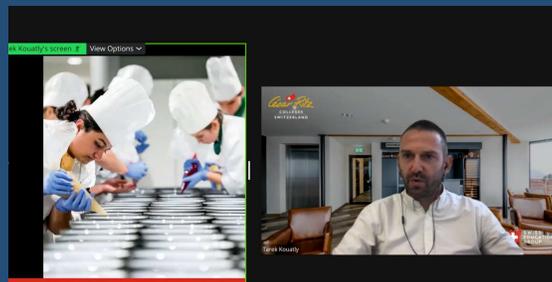


SADBHAVNA DIWAS:

Sadbhavana Diwas is observed on 20 August every year to commemorate the birth anniversary of youngest Prime Minister Rajiv Gandhi. The theme of Sadbhavana is to promote National Integration and Communal Harmony among people of all religions, languages and regions. The idea behind observance of 'Sadbhavana Diwas' is to eschew violence and to promote goodwill among the people. On this day the faculty and support staff of our college took Sadbhavana pledge to follow the idea behind his day.

GUEST LECTURE: OPPORTUNITIES IN HOSPITALITY MANAGEMENT SPEAKER: Mr. TAREK KOUTALY

There are a number of career options in the hospitality industry but still many are unaware about the opportunities waiting for us in India and abroad, Mr. Tarek Kouatly, the guest lecturer told us not only about the opportunities waiting but also how we can take up those opportunities. It was held on 25th August and moderated by Ms. Vaishali Singh.

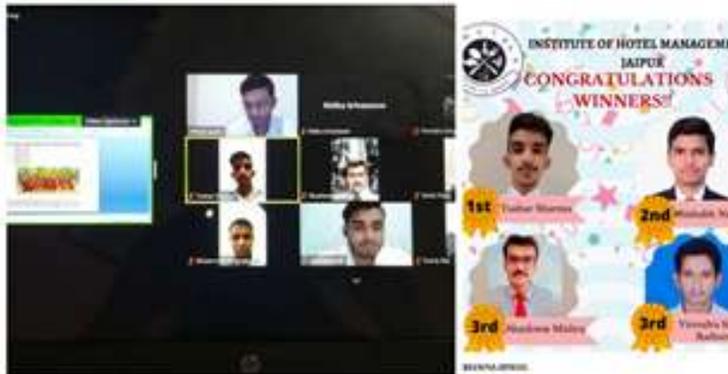


QUIZ COMPETITION: AZADI KA AMRIT MAHOTSAV

Azadi Ka Amrit Mahotsav' is an initiative of the central government to celebrate and commemorate

75 years of India's independence. Our college had organised a quiz in the guidance of Mr Sudheer Kumar to help us know more about our independence, its history and our freedom fighters.

**The teams won the competition was team A- -
[Mansiha Agarwal (3rd Year)
Yashika Bhatia (2nd year)
Shashwat
Mishra (2nd year)]
Team B- [Yugansh Jain (3rd
Year)
Shshank Vashist(2nd Year)
Sabyasachi Bhatt (2nd Year)]**



SWACHHATA PAKHWARA : INNOVATE YOUR BALCONY

Government of India has launched a nationwide cleanliness initiative in the form of "Swachhta Pakhwada" from 1st to 15th September, 2016 under the Swachh Bharat Abhiyaan, announced by the Prime Minister, focusing on cleanliness and hygiene. It was moderated by Mrs. Priyanka Srivastava. As the name suggests students were asked to clean their balconies as well as decorate them with their own creativity, click four pics each before and after, describe their hard work in 50 words.

WINNERS:-

**1st – Yugansh Jain (3rd year)
2nd – Aditi Gupta (3rd year)**



INTER COLLEGE PPT PRESENTATION COMPETITION:

D.Y Patil University School of Hospitality & Tourism Studies had Conducted a PowerPoint Presentation competition on Sustainable Tourism Conference .

WINNERS:-

1st- Rikraj Pramanik

3rd- Rhidya Gupta




Institute Of Hotel Management, Jaipur

INVITES YOU FOR

HAPPY TEACHER'S DAY 2K21

Since it is your day, a day of joy, fun and gratitude, and teacher's day doesn't come everyday.

VENUE: SOCIAL MEDIA
TIME: 11:00 AM
DATE: 05/09/2021




R PRIYADARSHAN LAKHAWAT

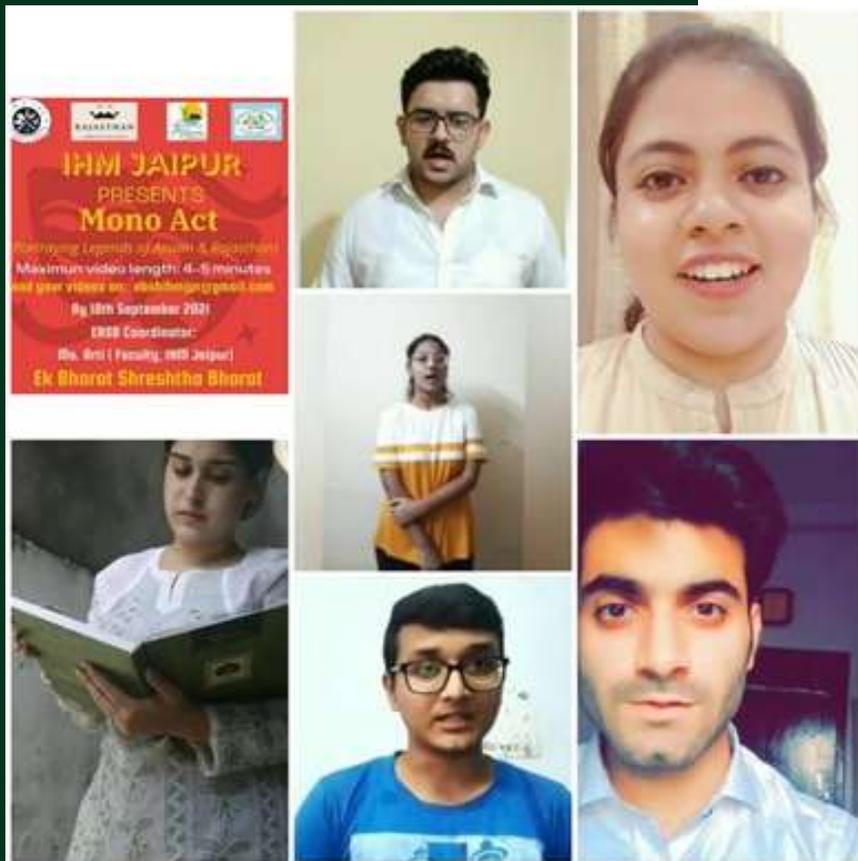
EFFICIENT
RESPONSIBLE
CREATIVITY
HELPFUL
AMAZING
DRAMATIC
ADAPTABLE
WISDOM



TEACHER'S DAY:

Every year on 5th September teacher's day is celebrated on the occasion of Dr. Sarvepalli Radhakrishnan's birth Anniversary. To commemorate this day the cultural team along with Ms Purna Nandwani had arranged a virtual teacher's day program. Students had dressed up like their faculty members and thanked their teachers. There were other activities like dance, singing, poetry and so on. These videos were compiled and uploaded on social media handles.





EBSB ACTIVITY: MONO ACT PORTRAYING LEGENDS OF ASSAM AND RAJASTHAN:

Mono act was organized on 18th September under Ek Bharat Shreshth Bharat, to showcase the talent of participants enacting the legends i.e., the famous personalities of Assam and Rajasthan. It was organized under the guidance of EBSB coordinator Ms. Arti. Every participant had to make a video of 3- 4 minutes and the chosen ones were uploaded on social media handles of IHM Jaipur.

SWACHHATA PAKHWARA: E-CYCLE YOUR EWASTE COMPETITION (PPT PRESENTATION)

On 23rd September a ppt competition was organized for recycling e-waste to make people aware about what harm e-waste can cause and how can one reuse them or prevent it to cause damage. This competition was judged by Mrs Shraboni Puri and hosted by Ms. Kamakshi. 5 teams had participated and language used was English.

WINNERS:-

1st—Ashika Khare (3rd year), Vikhyat Gupta (2nd year)
2nd - Rikraj Pramanik (3rd year), Shashank Tiwari (2nd year)



QUIZ TOUR:

Indian heritage and Culture , was organised by IHM JAIPUR to make students aware about the culture and heritage of India and in the last round it mainly focused on Rajasthan. This event was moderated by Ms Arti and there were 5 teams

WINNERS:-

1ST - Sunny Raj(2nd year), Rohit Patel (2nd year), Setu Kumar (2nd year)

2nd - Abhishek Kumar(3rd year), Rishu Arora (2nd year), Vineet Vimal Das(2nd year)



SWACHHATA PAKHWARA : SWACHH ENVIRONMENT QUIZ

On 29th of September, under Swachta Pakhwada a quiz competition was held at 3pm. This event was hosted by Ms. Manisha Agarwal and Mr.Rishab Narang. Quiz was moderated and scored by Priyanaka .

WINNERS:-

1st - Ishita Trivedi (3rd year), Tushar Sharma, Parth Thakral(2nd Year)

2nd - Vaishali Kaushik(3rd year), Sneha Mandal(2nd year), Vikhyat Gupta(2nd year)

TOURISM DAY POSTER MAKING COMPETITION:

27th September on the occasion of world tourism day a poster making competition was organized by IHM Jaipur on the topic "Importance of cleanliness for promoting tourism". Every student was provided with paint box and brushes. The posters were judged by Mrs. Shraboni puri. Top three winners were awarded.



lets play !!

CAN YOU FIND THEM ALL ?

FOOD, FOOD, FOOD!!!

V V D N H X U E H T B O F I R E C I P E S J O V
O E V O C K T R S L P A Q K L I M O P J B J H I
K H Q I N D Q E T D Z T W B W Z H K E L E S K J
R I T Y D U L T R V O S M M X F U V P C E A F J
C P X X F R B S R M F L Q U V H X H P E F L L I
T J C V A R L B I I T T E H G A P S E B R E A D
T G W M U X Y O C Z F K Q K T Q A X R D A U H S
J F N U C J Z L E C T P S B X L H M S G B M F H
A U U P X R K F O H T A R L L S U S H I X T R R
X F T Z P I R R O I G A S X U O O I S Z O H K I
H B R H Y Y O V W C Y R N T K K O O B K O O C M
K L I V B D P S C K B J A G T S A F K A E R B P
C I T E A T U N T E P Z C R A B R C A Z K E A V
S Z I G N R C O C N F Z M D B J C A L B C N B Y
Q C O A A Q C I A Z S E I R R E H C Y R M D R K
D L N T N R R N R C Z K P S E L P P A Y I F M W
K W P A A V E O R G M M U U M F H C N U L K K J
V L W B S R N N O I Y M O D Q D O R J G L Z C X
N G M L Q X N U T Z M M S C M Z P O P A S T A E
V Q Z E S D I Y S G J D K E Q Q V W I H Y H K C
Q B C S Q A D V P D T J D L L X J W D D R F G B
U H F N X L J Q H K Z I D E I B J R I T M K V C
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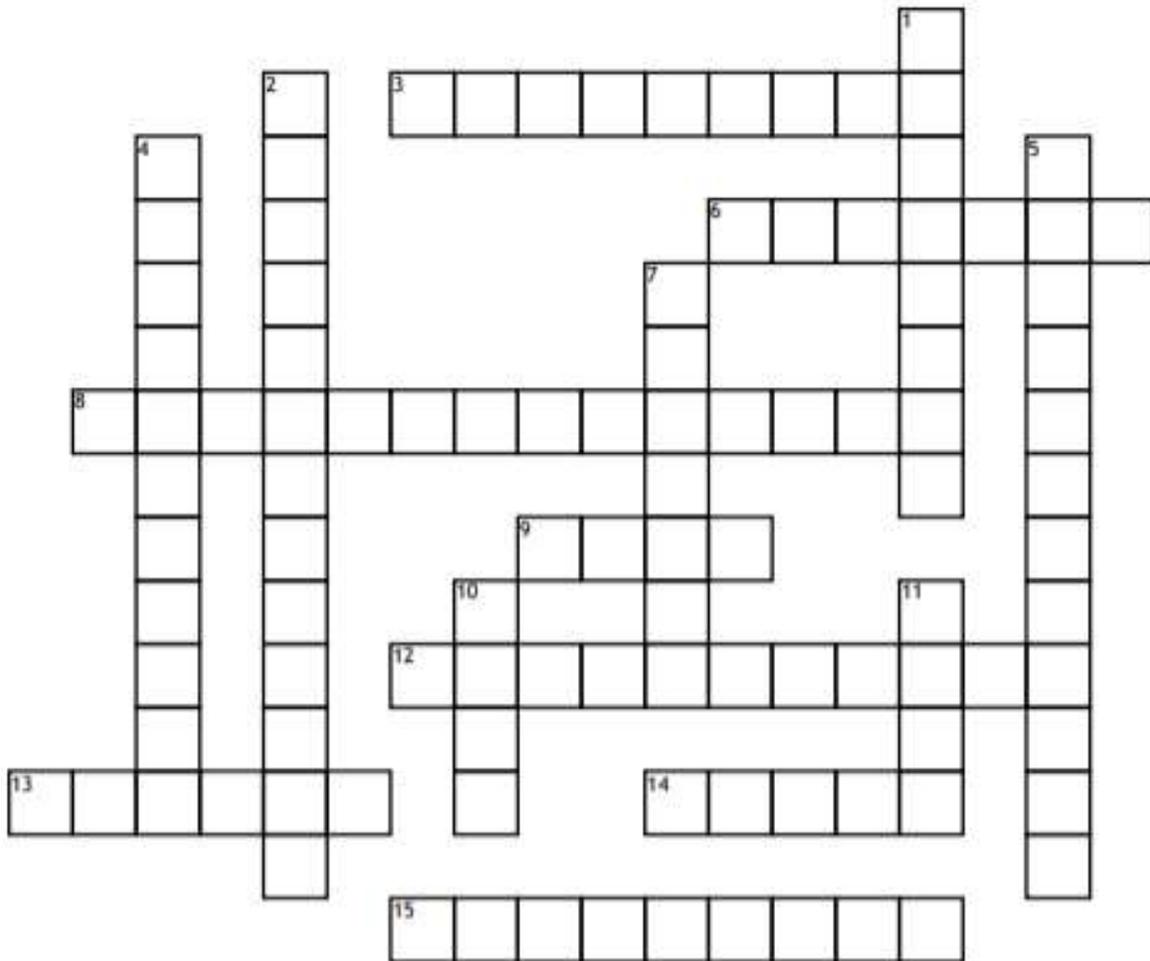
apples	bananas	beef	bread	breakfast	carrots
celery	cherries	chicken	cookbook	crab	dinner
lobster	lunch	meat	milk	nutrition	onions
pasta	peppers	pork	recipes	rice	salad
shrimp	soup	spaghetti	sushi	vegetables	



lets play!!

CAN YOU GUESS THEM ALL ?

Hospitality



Across

- 3. Restaurant person who is a trained and knowledgeable wine professional
- 6. Head waiter
- 8. Hotel employee who handles calls from guests who want to make a room reservation
- 9. A professional cook
- 12. Another term for a booking
- 13. Employee who delivers luggage to your hotel room

14. A place to stay with lots of rooms

15. A hotel employee whose job is to assist guests by booking tours, making theatre and restaurant reservations

Down

- 1. Tip
- 2. Person responsible for washing up, cleaning and basic food preparation
- 4. Maid in a hotel who cleans the rooms

5. A person employed in a hotel to receive guests and deal with their bookings

7. Person who accepts orders from the dining room, relays them to the appropriate stations of the kitchen, and checks each plate before it leaves the kitchen

10. Food list

11. What you need to pay at the end of your meal



Recruitment Partners



ADITYA BIRLA GROUP



The Oberoi Group



VIVANTA
HOTELS & RESORTS
BY TAJ



ARMANI EXCHANGE

Radisson 



iconic


THE TIGRESS
Ranthambore

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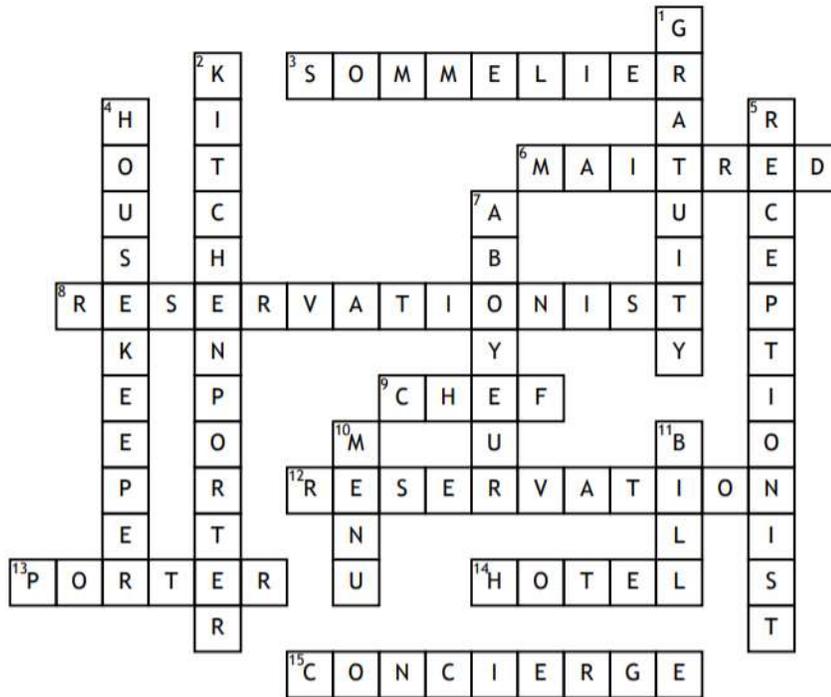
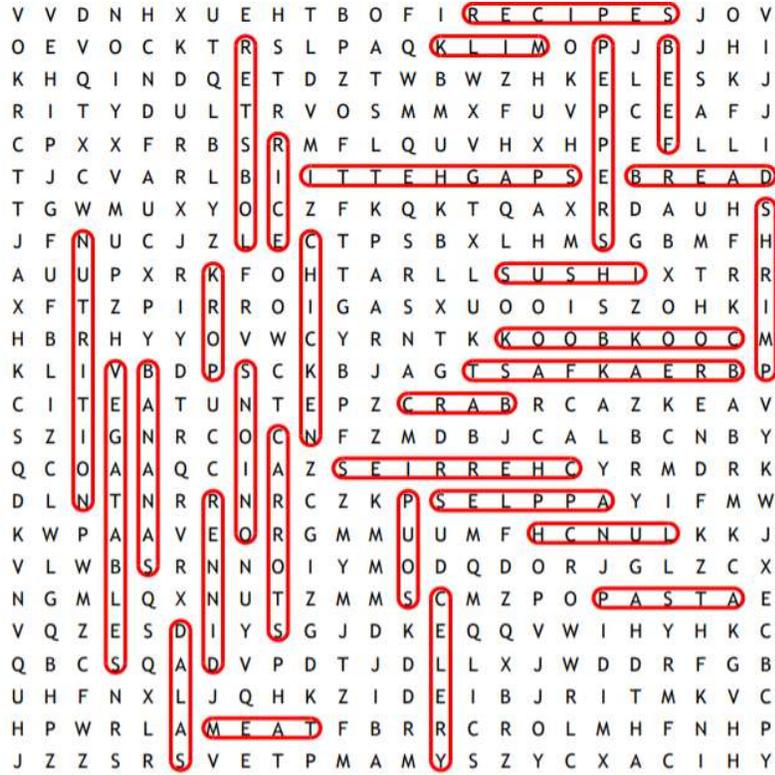
***Content Developer
Piyush Gupta
(3rd Year)***

Contributors (2nd Years)
Navya,Manthan,Jivesh,Nivedita
Contributors (1st Years)
Vaishnavi,Vanshika



Answers !!

DID YOU GET THEM RIGHT?



Meraki



होटल प्रबन्ध खानपान तकनीकी एवं अनुपूरुक्त पोषाहार संस्थान
Institute of Hotel Management Catering Technology and Applied Nutrition
Bani Park, Sikar Road , Jaipur ,302016
Phone: 0141-2202812 ;Tele Fax :0141-2200402
E-mail: ihm_jpr@rediffmail.com , principal@ihmjaipur.com
Website : www.ihmjaipur.com

