

**MANAV RACHNA
INTERNATIONAL INSTITUTE OF
RESEARCH AND STUDIES**

(Deemed to be University)

FACULTY OF HOTEL MANAGEMENT

CONTACT US

Manav Rachna Institute of
Research and Studies,
Aravalli Hills, Suraj Kund
Road, Sector 43, Faridabad,
Haryana, 121004, INDIA

0129 425 9000

www.manavrachna.edu.in



Hospitality Buzz..

***BIYEARLY MAGAZINE
By Team FHM, MRIIRS
Volume 2***

Acknowledgment

The success and final outcome of the magazine required a lot of guidance and assistance from many people and I am extremely privileged to have got this all along the completion of magazine. All that I have done is only due to such supervision and assistance and I would not forget to thank them.

I owe my deep gratitude to Director FHM Ms. Ritika Singh, who took keen interest in this magazine and guided me all along till the completion. I would not forget the efforts of Dr. Narender Suhag, HoD FHM in motivating and guiding me.

I am thankful and fortunate enough to get constant encouragement, support and guidance from all Teaching & Non Teaching staff of Faculty of Hotel Management.

About the Author



Madhav Sharma is currently working as an Assistant Professor taking care of the Front Office vertical In the Department of Hotel Management, MRIIRS. He takes care of the departmental library as well. He has special interest in research work and has authored some good research papers published in some reputed national and international journals. Before getting into academics he was associated with corporate company I-Digital where he served the company as a Marketing Communications Manager. His special interest is Hotel Revenue Management.

Director's Message

As a Director of Faculty of Hotel Management I am privileged to have a passionate and strong team. We have been able to live through these tough times through each other's support and strength. While the pandemic has brought some turns in our journey, we know that the road is long ahead and the journey will be great soon again. Nothing stopped us from bringing the best for our students by way of events, learning platforms and creating opportunities. The students have been active and forthcoming at all times as we wish them all the best.

I also take this opportunity to welcome our Director General, Lt Gen R.K Anand. We all look forward to learning from his rich experience and wish him all the best!

Ritika Singh

Director, Faculty of Hotel Management, MRIIRS.



Glory to Manav Rachna Family !!

Manav Rachna Educational Institute has been honored by the government with the National Khel Protsahan Puraskar. It is a matter of pride that only Manav Rachna has received this award in this category. President of Manav Rachna Educational Institute Dr. Prashant Bhalla and Vice-President Dr. Amit Bhalla were honored by President Shri Ram Nath Kovind with this award. Fact that Manav Rachna family receiving this award in the Silver Jubilee year of the institute made it even more special. To add cherry to the cake apart from this, Arjuna Award was given to International Shooting Champion Abhishek Verma, alumnus of the institute, Dronacharya Award to Sports Director and former cricketer Sarkar Talwar. What a way to kick start our new year.

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Marketing Strategies and Innovations

*By Mr. Madhav Sharma,
(Assistant Professor, Faculty of
Hotel Management)
Editor - Hospitality Buzz*

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In order to analyze whether marketing strategies can enhance or reduce innovation. Moreover, a new approach known as resources advantages theory is used to determine either strategic management increase or lead to down fall in firm performance and productivity. There has been significant research that suggested that strategic planning has helped firms to meet the needs of the changing external environment and adapt to change. Not only the business have become resilient to change, strategic planning has helped firms to meet the needs of the changing the external environment and adapt to it. In other words, regardless of the sector and size of an organization, marketing strategies enable it to adopt to change.

In the hospitality sector innovation is well –researched area, but in government sector its documentation is limited. However many government organization, including military forces and federal agencies at local and national level are facing constant pressure to change. Innovation may come from breakthrough ideas changing the paradigm and resulting into new product or services. This approach suggested that innovation efforts thrive if management considers innovation related activities important and provides continuous support in integrating innovation related activities important and provide continuous support in integrating

innovation with the organization's goal. It an important for organizations to use the right approach for innovation planning. Such an approach requires transforming fluctuating environment into a pattern – based system that is directed towards goals. Since the complexity of project increase in uncertain economic and global markets, it is important to choose adaptive planning which supports innovation and change in environment efficiency.

Industrial Connect

Session on Managing Human Resource in Hotels

By Ms. Sanchita Tuli, Director, Indian School of Hospitality, Gurgaon



The session started with a welcoming of guest of the guest where a bouquet was given by HOD – Dr Narender Suhag. She very professionally started the session with introducing herself to the students as well as the organization she is associated with. Even she was very curious to know what all were actually going into the minds of student regarding their career in the industry. She had more than a decade of experience in working with Human Resource department and hence gave a very broad insight about the industry to the students. She even insisted students to ask as many questions as they want and the students participated enthusiastically. She emphasized about the ups and downs in of the service industry and told them to be focused upon their goal. Her experience and knowledge profoundly motivated students to gear up and become the future of Hospitality Industry.

Hospitality Tidbits for New Aspirants By Ms. Nishigandha Chitale (Training Manager, Radisson Blu, Faridabad)

This was majorly an important session as our new students were to join from the same day. First day of college and you have someone coming out there from the industry itself was very interesting for the students. They were all set to shoot their curiosity. Ms. Nishigandha was more than happy to answer all of them one by one. The interaction went on for a long time and Ms. Nishigandha threw

some light upon basic things the hospitality industry demands from new aspirants.

She also mentioned about right attitude and hard work in the hospitality sector is essential to be successful. She inspired the new batch by speaking about various career opportunities in Hospitality Industry. In this way the session was both thrilling and rewarding for the students.



INTERNATIONAL Housekeeping Week

International Housekeeping Week

By Team FHM

Expert Lecture on 'Latest trends in Housekeeping Department post covid.'

'By Ms. Payal (Executive Housekeeper- Crowne Plaza Okhla) & Ms. Anjali Dahiya (Training Manager- Crowne Plaza Okhla).

Ms Payal and Ms Anjali gave the students a strong insight on how the hospitality industry functions and what is expected of them as they take their first step into the industry. They discussed the major ongoing trends in Hotel Post covid. This session was an interactive session with active participation.

Key Learning :- Students got to understand that industry has adopted to some new SOPs and had to discontinue many practices. They also got to know the basics of delivering the best service following the covid safety protocols.

On the last day of this week all the housekeeping staff of Q block were invited for appreciation and on High Tea. All the faculties of Department of Hotel management (Director- Ms Ritika Singh, HOD – Dr Narender Suhag, Assistant professor – Ms. Prachi, Ms. Nikita & Mr. Madhav) one by one appreciated them for their outstanding efforts working around the clock during the pandemic period.

Contribution of the students cannot be missed to make this a success. All the High Tea preparations were done by the students of FHM.

Right from the preparation of tea and snacks to presentation and service of tea and snacks everything was taken care by the students. Interestingly they volunteered to be a part of this activity were we all appreciated the task of these unsung heroes..



Shot on OnePlus
By Ashu Gupta



Shot on OnePlus
By Ashu Gupta



Shot on OnePlus
By Ashu Gupta



INTERNATIONAL Housekeeping Week

22nd INTERNATIONAL HOUSEKEEPING WEEK 2021.



INTERNATIONAL CHEFS' DAY

Healthy Food for the Future

FUN FACT: *The International Chefs Day was first initiated in 2004 by a famous chef and former president of the World Association of Chefs Societies (Worldchefs), Late Dr Bill Gallagher. It was a day solely meant to create awareness about healthy food and honour the profession.*

Team FHM organized a visit to Crowne Plaza Okhla where the students got an opportunity to meet Chef Sumit Sethi. Chef with his enormous experience in the field of culinary demonstrated the preparation of some delicious and healthy delights such as Fruit Muesli, Apple Celery, Cinnamon Smoothie etc.

Key Learnings: *The major learning from this visit was students got to learn and feel the Professionalism of Hotel Industry. They were able to relate things apparently which were taught in the classroom.*

Chef Kunal took a demonstration session for all the semesters on how to prepare different salads.

Three students Ujjwal, Anurag & Priyam of final year got the chance to showcase their talent and made amazing recipes like Lasagne, White sauce Pasta & Chicken Ramen. These recipes were demonstrated by these students on a live counter in front of all the Guests, faculties, batchmates and kitchen staff. All the students of every semester had the opportunity to try their hands on any of the recipes they wanted to make right there and

then. Mr. Ronjan Sodhi was present at the occasion as the chief guest. He highly appreciated the efforts of students for coming up with such a beautiful idea of live demonstration.

Key Learnings:- *Students gained a basic knowledge on how to handle pressure on live counters in Hotels. They even got an exposure on how glamorous this industry can be. They gained a good knowledge of how different ingredients can noticeably change the taste of a an entire recipe.*

HIGH TEA – SILVER JUBILEE CELEBRATIONS OF MANAV RACHNA & EDUCATION LEADERS SUMMIT



Year 2021 marked the Silver Jubilee of Manav Rachna Educational Institutions. To commemorate this grand occasion, a Butterfly Garden was launched at the Manav Rachna campus by **Smt. Smriti Zubin Irani**, Minister of Women and Child Development. Department of Hotel Management was given the responsibility to look after the hospitality part in such crucial event with so many dignitaries attending the event. Students of team FHM took the responsibility gracefully as they were well aware that this was a chance to get to learn new things. Students were divided among two groups according to their field of interests. Team Kitchen along with Chef Kunal took care of all the preparation part while the Service Team along with Ms. Nikita Tomar & Ms. Prachi Mor managed the set up and service part. The event was a great success and the well deserved students were the star performers.

Key Learnings:- This event was instrumental in practically inculcating the importance of time management. They also gained an idea about serving the VIPs on special occasions. Most importantly they gained a sense of pride and self-esteem.



HOSPITALITY EVENT AT SHOTGUN COMPETITION, PALI SHOOTING RANGE

Department of Hotel Management under the visionary guidance of Mr. Ronjan Sodhi, got the opportunity to serve the international and national dignified shotgun shooters Manav Rachna Shotgun Range-Pali. The Students did a tremendous job and worked with integrity while serving each of our guest. The weather was

harsh as it was a hot summer afternoon but the students maintained their composure and a fantastic job.

Key Learnings:- The students learnt about time management, patience, working in tough weather conditions, team management and most important of all how to be supportive and keep a positive mindset.



Hospitality Partners- Sustainable Community Living at MRIS

Dr. OP Bhalla Foundation in collaboration with Manav Rachna University organised a Sustainable Community Living, a full-day event of educating RWAs about green and clean lifestyles. Department of Hotel Management again got an opportunity to serve and provide hospitality to the 100 participants in the event named Sustainable Community Living. The event was organised in Manav Rachna International School, sector 14, Faridabad. The event was a success and everyone acknowledged the part team FHM played in successful completion of the event.

Key Learnings:- The students gained a practical knowledge Food & Catering Service along with a basic experience of how to handle a large gatherings in hospitality events. They also gained a hands on experience on how to facilitate Quantity Food Production.

World Tourism Day is celebrated across the Globe on 27th September. The global observance day fostering awareness of tourism's social, cultural, political and economic value and the contribution that the sector can make towards reaching the Sustainable Development Goals. Department of Hotel Management on 27th September 2021 was proud and privileged to welcome Mr Peter Gorsa (World Number 1 Croatian Shooter). Let's know a bit about him-

He is former World Number 1 in two events.

He competed at the 2008, 2012, and 2016 Summer Olympics

He has won 3 Silvers at the World Championships, (2 Golds, 2 Silvers, and 2 bronze at The World Cups). He is also 2 times European Champion From his rich experience of traveling around the world he informed the students that this day is designated as a day to focus on Tourism for Inclusive Growth. This is an opportunity to look beyond tourism statistics and acknowledge that, behind every number, there is a person.



VIGILANCE AWARENESS WEEK



Students of Hotel Management took an active participation in Vigilance Awareness Week where a session was conducted by Sh. Manglesh Kumar Choubey Ji, Chief Judicial Magistrate, Faridabad on a very sensitive topic **"Early access to Justice at Pre-Arrest, Arrest & Remand Stage."** *Today's youth is our country's future. Youth must be aware about their fundamental rights even if they get caught up in any peculiar situation and this session was instrumental in doing that.*

Diwali Celebration by Team FHM

Past year Department of Hotel Management wanted to celebrate Diwali differently. As the world was slowly recovering from the pandemic, we decided to bring smiles to the faces of our loved ones.

Students of Hotel Management prepared lovely boxes filled with Cake, Muffins, Butter cookies & Chocolates. The boxes were put on a sale for a very nominal price. The entire preparation work and packaging was done by the

students. They worked right from early in the morning till late evening. We received a tremendous response and the hard work of the students paid off. All the boxes were sold before the end of the day and we had to refuse orders for the boxes.

Key Learnings :- The students committed towards making this Diwali Celebration Event a success. Students gained a better understanding of Budgeting, promoting their products, guest handling and most importantly time management.





A Splendid Celebration of Triumph: Convocation 2021

Close to 2000 undergraduate, postgraduate and doctoral students were given degrees over two days at Manav Rachna Educational Institutions. Sh. Bandaru Dattatreya, Hon'ble Governor of Haryana and Dr. Mahendra Nath Pandey, Union Minister for Heavy Industries preside over the ceremony as the Chief Guest.

This extensive and incredible ceremony came in with a huge responsibility on team Hotel Management. Team hotel management were given the responsibility to look after the hospitality of the ceremony and yet again the students of Hotel Management took this huge responsibility gracefully.



The most phenomenal thing of an event of this magnitude was the responsibility of Hospitality Services was taken care by the 1st year students of the Hotel Management. Young and dynamic full of enthusiasm, they had made-up their mind that they would deliver their best and do their bit in making this ceremony a grand success. Students were divided into a group of three : Team Kitchen, Team Service, Team Food Pick-Up , each team and each team member having equally important role to play. Team kitchen started their work right in the morning at six while the set-up for a grand buffet started seven in the morning.

Despite the main kitchen being a bit far away from the venue students managed the time brilliantly and catered to a VIP gathering with utmost confidence. They received a very well deserved appreciation by the higher authorities. Overall the students under the guidance of their faculties were able to make the hospitality part of the event a success.

Key Learnings:- This would truly be an experience for the students to remember. They learnt the art of handling the last minute requests, team work and the art of service in a VIP gathering.



Christmas Carnival Celebration at MRIS, Charmwood, Sector 14.



On the eve of Christmas, Faculty of Hotel Management put up Food Stall at Manav Rachna International School, Charmwood. The stall sold a variety of food items such as Maggy, Tea, Soup, Veg Biryani, Chicken Biryani among others.

The response from the customers was mesmerizing with certain food items such as Chicken Biryani and Maggy were the first ones to be sold out. The performance of Chef Kunal and team kitchen was outstanding. Event was overall managed by Mr. Anuj Rai, Manager-Food & Beverage Operations, Department of Hotel Management. Another massive event catered by team FHM with perfection.

New Year Celebration By Team FHM.

Finally the year has come to an end. The year had many ups and downs but we as a team managed to stay together in best and worst of the times. This year saw many achievements by the students of the department as well as our esteemed faculty members. Now it was time to

welcome new year with all the positivity and joy. Team FHM made good luck cake boxes with Vanilla and Choco chip Cakes for all the lovely people out there at a very reasonable price. As always we were sold out soon before evening and sadly had to refuse orders.

We Team FHM wish you all a very Happy, Healthy and Prosperous New Year 2022.



Hidden Young Community Worker Among Us

Ms. Chahat Khatri, Student, 4th Semester, FHM

During this unprecedented Covid 19 pandemic, we've seen a lot of people helping the people in need. It's the kindness of others during hard times that reassures us and inspires us to give back in our own ways too. So, in the spirit of celebrating those heroes among us, we would like to introduce you to Ms. Chahat. This young girl despite of all the adversity of the pandemic that was engulfing the world stepped out of her house with a purpose; The purpose of feeding everyone in need and hunger. She on various occasions distributed food packages and water bottles on the street of Delhi to the people who were in absolute need. These acts of kindness by the youth restores our faith in humanity.



Ms. Shivani Sachan, Student, 6th Semester, FHM

This magazine would be void if we fail to recognize the effort of this young student who in all the aspects be it academic be it non academic proved to be truly sincere and outstanding. She was even nicknamed by the department as 'Omnipresent' as one would see her working energetically in every event while not compromising in her academic performance. She also received recognitions and certificates on various occasions. On one occasion, She even received a special recognition from Mr. Ronjan Sodhi for her outstanding performance at Manav Rachna Shooting Range, Pali.



Research and Development

'WE ARE NOT A TEAM BECAUSE WE WORK TOGETHER, WE A TEAM BECAUSE WE RESPECT, TRUST AND CARE FOR EACH-OTHER.'

Ms. Ritika Singh, Director, FHM, MRIIRS.

On the occasion of 11th International Human Rights Summit & Awards '2021 Ms Ritika Singh was recognized as "EMINENT SOCIAL ACTIVIST" by ALL INDIA COUNCIL OF HUMAN RIGHTS, LIBERTIES & SOCIAL JUSTICE.

Dr. Narender Suhag, HoD, FHM, MRIIRS.

Published an Article entitled 'Functional Beverages to see more growth in near future.' in the Magazine 'Food and Beverage News'

Ms. Nikita Tomar, Assistant Professor, FHM, MRIIRS.

Filed a Patent entitled 'A method for implementation of donation-based crowd funding to support right to education. A model for South Africa.'

Attended an FDP on 'Indian Heritage Management' Organized by Amity University, Haryana.

Ms. Prachi Mor, Assistant Professor, FHM, MRIIRS.

Published an article entitled 'Application of Artificial Intelligence in different Segments of Hotel Industry' (ISSN : 0972-0766)

Attended an FDP on 'Leadership Mastery through Self Management' Organized by Center for Academic Learning, Manav Rachna University, Faridabad.'

Attended an FDP on 'Life Skills for Blissful Life' at CLAS Swaraj sadan, M.D University, Rohtak.

Mr. Madhav Sharma, Assistant Professor, FHM, MRIIRS.

Published an article entitled 'Promoting Indian Cuisine through Instagram To International Tourist' at South Asia Institute For Research and Publications. (ISBN: 978-93-89107-96-8)

Attended an FDP on 'Effective Pedagogical Practices for Inclusive Classrooms' organized by Internal Quality Assurance Cell, MRIIRS.

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Dark Tourism: The Dark side of History itself

By Ms. Nikita Tomar, Assistant Professor, FHM, MRIIRS.

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Travelling from one place to another is as old as mankind itself. People tend to travel to fulfill their needs. In the very beginning of the civilization men used to travel for food, shelter and other needs. As the civilization progressed men started travelling for their other need too such as leisure, festivals, holidays etc. Tourism these days is concerned with pleasure, holidays, travel and going or arriving somewhere. These are the reasons that make people leave their Routine place of work and residence for temporary visits to Other places. Tourism in fact is a leisure activity because of its coexistence with its opposite, that is routine and organized work.

People nowadays are getting more and more aware and curious to know about the hidden forms of experience this world can offer, which leads to a series of new and unexplored forms of tourism including Adventure tourism, Ghost Tourism, Dark Tourism and so on. While there is a history related to Dark tourism, people visiting the recent and ancient settings of deaths such as people travelling to the Gladiator

games in Ancient Greek civilization, proofs of attending public executions throughout the globe or even visiting the catacombs, this specific type of tourism has been studied on academic level very recently.

Dark tourism not only provides a thrill but also gives you a piece of global history. There are number of sites available in India to quench your thirst of Dark tourism: Castles and fortress of Rajasthan, Battle fields of Historic battles in Haryana, Black Water Prison of Andaman and Nicobar Islands, Jaliyan Wala Bagh of Amritsar and many more. Reading history gives you the brightest of the empires but experiencing history through Dark tourism will give you the darkness and the cost on which the empires were build.

RUSH 2.0 (Right Approach to Understand Student Higher Education)

TEAM FHM

Rush is an initiative by MRIIRS to introduce students with a glimpse of what students actually want to do after their schooling.

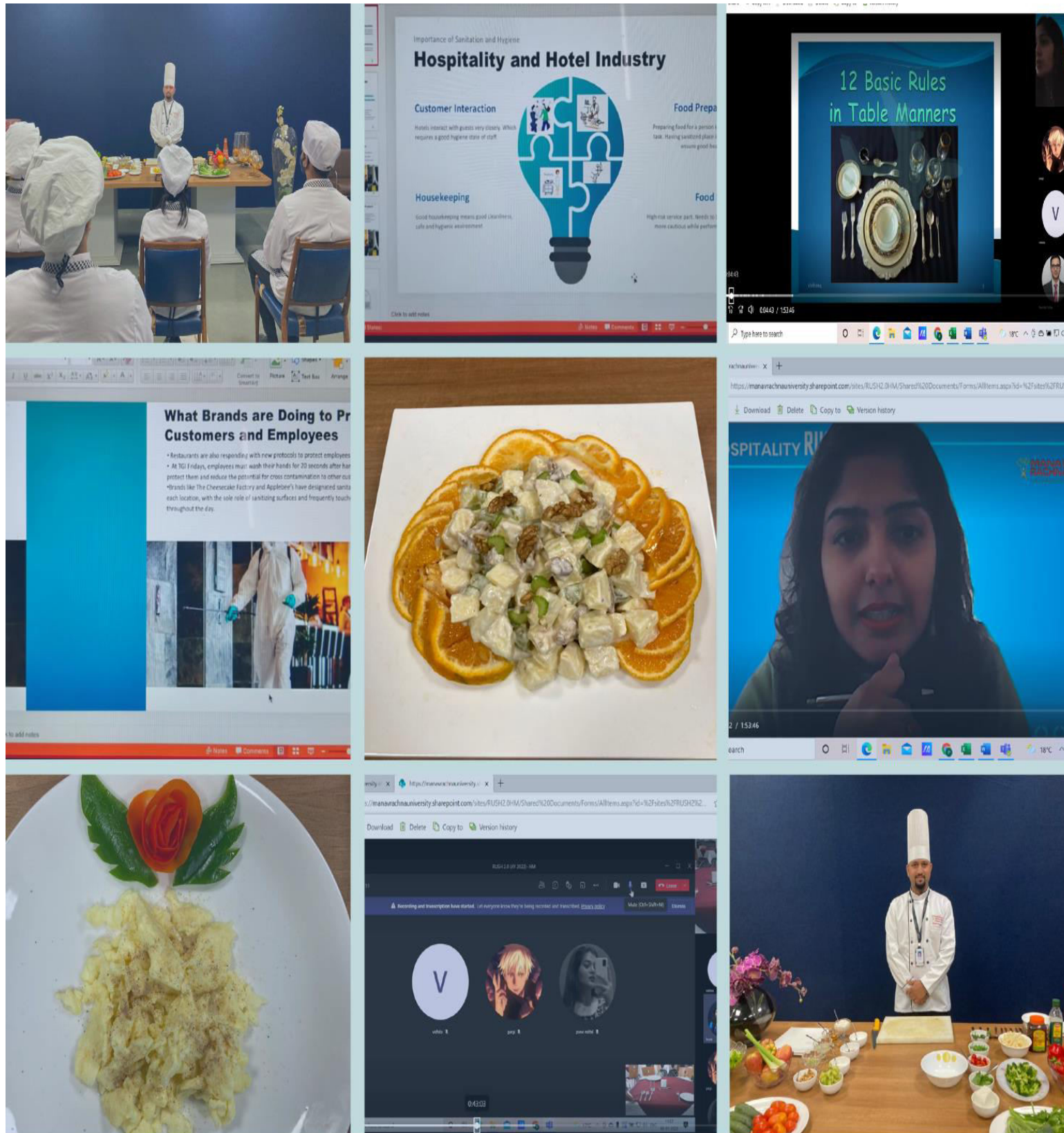
Department of hotel management successfully completed one-week virtual certificate programme- HOSPITALITY RUSH (02.01.2022 - 09.01.2022).

It was an amazing initiative by the department of hotel management and got a wonderful response. The session started with a brief welcome note by Dr. Narender Suhag (HoD, Department of Hotel Management) and wishing them a great future ahead.

Let's just jump in on how each session was conducted and what was out comes of those sessions.

Ms. Ritika Singh, Director, FHM took a session on creativity and how young minds can actually enhance their thought for a good better future whereas HoD of the department Dr. Narender Suhag was very instrumental in incorporating the basics of entrepreneurship skills in the young minds. He gave the students an idea about who is an entrepreneur and how hospitality students have an edge over others when it comes to start ups. Ms. Prachi took an interesting session on table etiquettes. Chef Kunal along with 1st year students took a live session on salad and different types of

egg preparations. Ms. Nikita guided the students on how sanitation and hygiene has become the priority for the industry and also introduced them with importance of sustainability is important in Hospitality. Mr. Madhav introduced them to importance of grooming one has in professional life. He also discussed about body language, face expressions and gestures.



SPECIAL RECOGNITIONS

This magazine has a lot more contribution by our students of Hotel Management than mentioned throughout the magazine and I hereby appreciate each and every student for contributing towards successful completion of this magazine.

Each one of you is amazing and special in your own way. As I always say “ When I teach you I ain’t teaching a simple student, I am teaching tomorrow’s leaders of Hospitality Industry. Thankyou everyone for being an amazing student. May God richly bless you all.

MAGAZINE CLUB

- **Ms. Chahat Khatri, Student, 4th Semester.**
- **Mr. Thomas Abraham, Student, 4th Semester**

LITERARY CLUB

- **Ms. Shruti Sharma, Student, 1st Semester**
- **Mr. Anant Nag, Student, 1st Semester**
- **Mr. Dinesh Jagia, Student, 1st Semester**

**”NEVER STOP LEARNING AND
NEVER GIVE UP.”**