

A close-up photograph of a hand holding a pair of tweezers. The hand is positioned on the left side of the frame, with the fingers gripping the tweezers. The tweezers are held horizontally, extending towards the right. The background is a soft, out-of-focus bokeh of warm, golden-yellow lights, creating a festive or celebratory atmosphere. The overall lighting is warm and slightly dim, focusing attention on the hand and the tweezers.

**SAMANVAY 2011**

**INSTITUTE OF HOTEL  
MANAGEMENT  
LUCKNOW**



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# M E S S A G E

**Awanish Kumar Awasthi**  
I.A.S.

Secretary,  
Director General &  
Managing Director



**Department of Tourism**

Government of Uttar Pradesh,  
Rajarshi Purushottam Das Tandon  
Paryatan Bhawan,  
C-13, Vipin Khand, Gomti Nagar,  
Lucknow - 226 010 (U.P.) India

Dated April 08, 2011

-: **MESSAGE** :-

Tourism in India has seen exponential growth in the recent years. The Hotel is inextricably linked to the tourism industry. Thus, the growth in the Indian tourism industry has fuelled the growth of the Indian hotel industry. With international tourists expected to grow in the next few years, it is important that India has the right product to meet the need of the visitors. There is a demand for more than two lakh trained hospitality professionals every year of which 66% is at skill level and 34% at managerial level. The institute of Hotel Management, Lucknow is recognised as one of the premier institutes providing quality education to bridge this need. This has been possible with the enthusiastic contribution of the Principal, Faculty, Staff and Students and I hope the Institute continues to win accolades in the field of Hospitality Education.

This 7th issue of **SAMANVAY** is a showcase of all the activities, achievements and talent of the Institute. I congratulate the IHM family for the commendable team work in creating this excellent publication.

I wish the Institute the very best.

( Awanish Kumar Awasthi )

# **DELEGATION**

## **FACULTY ADVISOR**

Mr. Sunil Chandra  
Mrs. Priyadarshini Seth

## **STUDENT'S BOARD**

### **EDITOR-IN-CHIEF**

Prateek Malik

### **ASSISTANT EDITOR-IN-CHIEF**

Rajesh Gupta  
Vijay Tiwari

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Prashant Singh

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Nagendra P. Singh

### **HINDI EDITOR**

Kriti Arora  
Jwala Prasad

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### **MARKETING**

Gyanesh Kumar  
Astha Dixit

**CONTRIBUTIONS FROM : Mr. Satendra Gupta , Mr. Amit Kumar Awasthi**

**Institute of Hotel Management, Lucknow hereby declares that the given particulars are true to the best of the writers' knowledge and the institute may not subscribe to the same.**

**at: Girish Printer**

**Print**

# From the desk of the Principal...

IHM, Lucknow is continue to be the centre for the creation of knowledge, skills development and innovative management practices. The alumni of the institute is making impact in the hospitality industry by their knowledge, skills and human values. The courses offered by institute help the student to an over all transformation, training them to be better managers, and better human beings. The rigorous syllabi not instill, in them, a passion for knowledge but also attempt to teach them how to apply that knowledge to real life.

The constructions of the new building is full swing and we hope that additional training space of about 60,000 sq.fts. Will be made available by end of 2011 in record time of 18 months.

The IVth annual meet of alumni and silver jubilee of 1985 pass-out has been organized on 4<sup>th</sup> march 2011. institute also hosted cultural and sports bonanza HM FEST-10 and regional cuisine competition to add the element of healthy competition among students.

I would like to express my thanks to the students, faculty and staff for their valuable co-operation in all activities of the institute and editorial board for bring out 6<sup>th</sup> Annual issue of the magazine of the institute.



**A.K SINGH**



## **EDITORIAL BOARD**

**FACULTY (L TO R):-** Mrs. Priyadarshini Seth (Asst. Lecturer), Mr. A.K Singh (Principal), Mr. Sunil Chandra (Senior Lecturer)

**STUDENT (L TO R):-** Pankaj Verma, Nikhil Prakash. Noopur Chaddha, Vijay Tiwari, Prateek Malik, Rajesh Gupta, Astha Dixit, Jawala Prasad, Kriti Arora, Gyanesh Kumar, Prashant Singh

# From the desk of Head of Department...



Education is not preparation for life ; education is life itself.

--- John Dewey

It is an honour and a privilege to be the Head of Department of IHM, Lucknow, the institute that stands for excellence and repute. The importance of education in the life of an individual cannot be overstated. It shapes individuals in their formative years and imbues them with values that would govern all their choices in life. It is said “ If you are planning for a year, sow rice; if you are planning for decade, plant trees; if you are planning for a lifetime, educate people’. Indeed, one can even say that the quality of education will determine the destiny of the nation.

The only purpose of education is to teach a student how to live his life – by developing his mind and equipping him to deal with reality. The training he needs is theoretical, i.e., conceptual with strong practical, hands on approach to basics. He has to be taught to think, to understand, to integrate, to prove and to apply. He has to be taught the essentials of the knowledge discovered in the past and to be equipped to acquire further knowledge by his own effort.

This is understandable, as teachers are entrusted with the transmission of a society’s beliefs, attitudes and values, as well as of information, advice and wisdom to the students. A teacher has not only to instruct but also to inspire the students vis-s-vis influence the life and character of the students, and equip them with ideas and values which will enable them to enter the stream of national life as worthy citizens. Today, the teachers have to concern themselves with the total development of the student and not only with one or two aspects of education.

This institute has always aimed at the holistic development of the students. We wish to see our students pass out of this institution as well integrated personalities, poised to take the challenges of the world. In living up to this aim, we would be fulfilling the vision of our institute. I commend the teachers of this college who have been striving towards this end.

Being Head of the Department I can assure that our students are committed for the requirement of the industry in the present context. We look forward to guiding our students in their journey of self discovery as they embark upon and pursue their professional goals in the extremely satisfying career of Hospitality Industry.

My warmest felicitations to our students, faculty and staff members on bringing out this magazine. May God bless each one of us.

**With best wishes**  
**N.L.Rastogi, CHE**

# From the desk of Head of Department...



We have come to the beginning of a new era as hospitality professionals, the future is exceptionally bright and we can expect to see history in the making, when tourism is booming in our country and events like Commonwealth Games are being organized.

An institution which has played a major role in the development of hospitality sector with the huge alumnus base, who are contributing to this sector world wide. At IHM Lucknow we are consistently working to create new benchmarks in the training and development sector of hospitality industry.

It is indeed a matter of great pleasure to be heading the food production department and the team of highly motivated and talented Chefs.

In the institute many exciting things happened during the past years. We are moving forward in having our own extension building with all modern equipments and infrastructure on the floor. Our new laboratories will be one of the best and will ensure the highest level of training quality and unsurpassed professional standards.

We have also started craft courses in food production and patisserie .giving a unique opportunity to the budding Chefs.

I wish all the best to the students, faculty members and the office staff who have really worked hard in the making of this magazine.

**With best wishes  
Pulak Mandal, HOD**



# RAY OF EXPERIENCE



**MRS. PRIYADARSHINI SETH**



**MR. SUNIL CHANDRA**

## **FACULTY ADVISOR**

Life is a beautiful gift from God, it becomes great when it is crowned with knowledge and wisdom. We at IHM Lucknow try our level best to adorn each and every student of our institution with the wonderful qualities of knowledge, wisdom and professionalism. As we pen these few lines our thoughts go back to the academic year, a session which has seen immense progress, buzzing with activities. In spite of many challenges, we strove towards our goal.

With the another edition of "SAMANVAY" we have stepped into much talked about new millennium with great expectations, new aspirations and bolder projects on the anvil. This real metamorphosis can only take place when the student of today become educated in the true sense. "SAMANVAY" is a noble attempt to explore and respect the individual talent and skill of everyone. It is with deep sense of pride and satisfaction that we present the another edition of "SAMANVAY"

As it is very rightly said that "be not afraid of moving slowly, be afraid of standing still", we continue our work for the success of institution and student's life.

At last we would like to suggest that, "accomplished with strength of knowledge, confidence and positive attitude in themselves and a prayer in their hearts, every student of IHM Lucknow will definitely become a gift of god to mankind and a pride of human race".

# Editorial

Each of us is put here on earth to learn, share, love and appreciate. We must give of ourselves completely to discover and rediscover the talent within us and endure to make the most out of every single day. SAMANVAY is the best possible platform to discover higher meaning in whatever we do. It is necessary to desire to become a better person in this moment of time. However, desires are of a value only when they drive us to action. Will and work must accompany desire only then a inspiring result like SAMANVAY is born.

Education is a endless journey full of knowledge and enlightenment as youth have to be motivated by their elders to become autonomous learners and traverse on the path of humanism therefore sincere thanks to the faculty for the support and guidance in making SAMANVAY possible. The desire to rise and shine like a morning sun which spreads its vermilion hues of purity and divinity in every single corner of earth, blazes in our heart and resonates in their voice as.....

**Showers of blessings from the divine,**

**Reverberations of courage, ties that bind.**

**Yes, We dream – a dream of soaring high**

**Serve mankind with the wisdom of the ignited mind.**

We feel extremely happy to associate ourselves and bring the successful another volume of the magazine. The enthusiasm and perseverance of the magazine team in preparing the creative mosaic of poetry, prose and reflective ideas is unparalleled and outstanding.

**Prateek Malik  
Rajesh Gupta  
Vijay Tiwari**

# ACADEMIC STAFF



# ADMINISTRATIVE STAFF



# SUPPORTIVE STAFF



# INSTITUTE OF HOTEL MANAGEMENT, LUCKNOW



## 3<sup>RD</sup> Year Students





2<sup>ND</sup> Year Students





2<sup>ND</sup> Year Students



# 1st Year Students



# FROM CAMPUS PLACEMENT CELL....

Mr. Pulak Mandal

(H.O.D , Training and Placement co-ordinator)

COMPANY LIST
OBEROI
JAYPEE HOTELS
IHHR ANANDA
WMI , GURGOAN
THE PARK
MC. DONALD
LEMON TREE HOTELS
CROWN PLAZA NEW DELHI
THE LALIT NEW DELHI
IBM DAKSH
PIZZA HUT
GINGER HOTELS
DOMINOS
TAJ HOTELS, RESORTS & PALACES
THE LEELA
BOSE INDIA
HAYATT REGENCY
SAYAJI HOTELS
JET AIRWAYS
KAYA SKIN CARE
EBONY GAUTIER
HCL
WNS
TOMMY HILFIGER
ACCOR
OBEROI RAJVILAS, JAIPUR
TRIDENT, JAIPUR
PVR
VIVANTA BY TAJ HYDERABAD

TOTAL NO. OF IIIrd YEAR STUDENTS	193
TOTAL NO. OF STUDENTS APPEARED	166
TOTAL NO. OF OFF CAMPUS	4
TOTAL NO. OF COMPANIES	29

SL	PROGRAMME	JOB OFFERS	%
1	MANAGEMENT TRAINING PROGRAMME	81	24%
2	HOTEL OPERATION TRAINING PROGRAMME	74	22%
3	OPERATIONAL TRAINING PROGRAMME	151	43%
4	CUSTOMER CARE SERVICE	20	6%
5	KITCHEN OPERATION TRAINING PROGRAMME	14	5%
	<b>TOTAL JOB OFFERS</b>	340	100%

AVERAGE JOB OFFER PER STUDENT	2.04
PLACEMENT %	204%
MAXIMUM PACKAGE	25,000
MINIMUM PACKAGE	8,000
AVERAGE PACKAGE	16,500

SECTORAL ANALYSIS OF COMPANIES	29	100%
HOTELS	17	58%
FAST FOOD	3	11%
BPO	3	11%
ENTERTAINMENT/RETAIL/AIRLINES	6	20%





# EVENT DIARY

## Welcome party

Commencing college life is totally an outstanding experience for a student. To make students more familiar and approachable a fresher's party is organized every year in IHM Lucknow. 6th August 2010 was a remarkable day for the Freshers as they got to experience a marvelous Fresher's party hosted by the seniors. Mr. Fresher and Miss Fresher competition proved to be a fantastic platform to notice and judge the latest talents present in IHM Lucknow.

**Mr. Fresher – Karan Gurung**  
**Miss Fresher – Jaskiran Kaur**

The songs and dance performances were a delight to watch. The inspiring words by the principal sir were the best way to conclude the show. The jam session at the last gave was an open opportunity for everyone to groove their body.

## Teachers day

As it is rightly said teaching is the profession that teaches all other professions. Hence teachers day was celebrated on 30/09/10 to express our love, affection and care for the teachers. Though a day is not enough to make them feel that how much they value for us, but the noble attempt was made by the student to make the day memorable one for them. The hip hop performance by Karan Gurung impressed and rejuvenated everyone present there. Teachers day witnessed an active participation with full zeal & zest by all the teachers in the "tongue twister". The lunch planned, prepared and served by the students was appreciated by one and all.

# OFF THE FIELD



विश्व पर्यटन दिवस के मौके पर सोमवार को पर्यटन भवन में हुई विजय प्रतियोगिता में शामिल लोग।

## टूरिज्म क्विज में आईएचएम अद्वल

पर्यटन भवन सभागार में विश्व पर्यटन दिवस पर हुई टूरिज्म क्विज में इंडियन होटल मैनेजमेंट, लखनऊ के छात्र अद्वल रहे। वहीं लखनऊ विश्वविद्यालय व बाबू बनारसी दास के छात्र दूसरे स्थान पर रहे। जबकि सेंट्रल फॉर हॉस्पिटैलिटी एंड टूरिज्म स्टडीज के छात्र तीसरे और मान्यवर कांशीराम पर्यटन एवं प्रबंध संस्थान के छात्र आखिरी पायदान पर रहें। विजेताओं को पर्यटन विभाग के महानिदेशक अवनीश अवस्थी व आईआईएम के देवाशीष दास गुप्ता ने पुरस्कृत किया। उन्होंने विभाग की ओर से फरवरी में टूरिज्म फेस्टिवल आयोजित करने की भी बात कही। यहां 'पर्यटन एवं जैव विविधता' विषयक संगोष्ठी भी हुई। इसमें सीडीआरआई के वरिष्ठ वैज्ञानिक पीके श्रीवास्तव, आईआईएमएल के प्रो. देवाशीष, मान्यवर कांशीराम संस्थान की प्रो. प्रीति शर्मा तथा उप वन संरक्षक मनीष मित्तल ने पर्यटन के विकास में जैव विविधता के महत्व पर चर्चा की।

**World Tourism Day(27<sup>th</sup> Sep10):** This year witnessed another proud moment as students of IHM Lucknow actively participated and won the first prize in the tourism quiz conducted on the “World Tourism Day” at “Paryatan Bhawan”. They were awarded with the first prize by Director General of Tourism **Mr. Awanish Awasthi** and **Mr. Devashish Gupta** of IIM Lucknow. The student who added glory to the institute by winning this quiz are **Rajesh Gupta, Vibhor Uniyal and Shubham Pandey**.

**Chef competition (16<sup>th</sup> to 18<sup>th</sup> Feb11):** **Abhishek Anand** and **Amitesh Sharma** brought laurels to the institution by winning 3<sup>rd</sup> prize in “Samanvay” held at Amity University Lucknow.

**Pre-Kshitij(16<sup>th</sup> to 21<sup>st</sup> Sep10):** Kshitij is organized by Department of Tourism Studies, Lucknow University. The students of IHM Lucknow utilized the opportunity to its fullest by not only participating but also winning in the various competitions held during the event like dance, skit, singing, debate, poster making etc. Results of Pre-Kshitij.

Competition	Winners	Prize
Singing	Vinay Singh	1st Prize
Extempore	Anamika	1st Prize
Presentation	Ankit Dimri	1st Prize
Debate	Anamika and Rahul Arora	1st Prize
Antakshari	Karan Gurung and Ankit bairwa	1st Prize
Poster Making	Akshat Tiwari	2nd Prize
Cartoon Making	Sana Imtiyaz	1st Prize

**Fantasies Extravaganza(10<sup>th</sup> to 11<sup>th</sup> Oct):** Fantasies Extravaganza was again a event where students of IHM Lucknow participated with enthusiasm and added to the another proud moments by winning 2<sup>nd</sup> prize in singing. The students made the event happening and lively and once again added to the name and fame of the institute.

# **REGIONAL CUISINE**

India is so large, every region has its very own style of cooking even though the basic spices are the same. Explore the food from all four corners of India - all different, all unique.

18<sup>th</sup> of February was a magnificent day as far as cooking skills are concerned because 2<sup>nd</sup> year students gave a healthy competition to each other and a delightful treat to all of us. Chef Harmeet Singh, Executive Chef, La Place Sarovar Portico, Lucknow & Mr. Pratap Singh, Former Faculty IHM Lucknow were the judges of the event. Their presence was a motivating source for all of us.

## **RESULT**

### **OVER ALL-**

**1<sup>ST</sup> PRIZE** **PUNJABI**  
**2<sup>ND</sup> PRIZE** **RAJASTHANI**  
**3<sup>RD</sup> PRIZE** **AWADHI**

<b>BEST STARTER</b>	-	<b>RAJASTHANI</b>
<b>BEST MAIN COURSE</b>	-	<b>PUNJABI</b>
<b>BEST DESSERT</b>	-	<b>PUNJABI</b>
<b>BEST DECORATION</b>	-	<b>KASHMIRI</b>
<b>BEST SERVICE</b>	-	<b>BENGALI</b>

*"May you always have work for your hands to do.  
May your pockets hold always a coin or two.  
May the sun shine bright on your windowpane.  
May the rainbow be certain to follow each rain.  
May the hand of a friend always be near you.  
And may God fill your heart with gladness to cheer you".*



# FAREWELL



# *HM Fest 2011, 10<sup>th</sup> March, 2011 to 17<sup>th</sup> March, 2011*

*Here came the event for which every inmate waits throughout the year, the HM Fest. As always the same feelings aroused in the hearts of all the students to compete against each other and excel in their own respective field. This event is very special as it gives the students the platform to showcase their skills and the unknown talents within them. This is the time when the students come out from their shells and perform. They learn how to work as a unit and win. As the days passed the competition became healthier and all the houses were standing on their toes till the last event. But as always there is only one winner and the winner this time around was Oberoi house.*

*The fest was rounded up with the distribution of prizes and certificates by the principal.*

*The organizing committee was headed by C.E.O, Abhishek Kumar and*

*Assistant C.E.O, Kushagra Mehrishi*

<b>HOUSE</b>	<b>CAPTAIN</b>
Oberoi	Baljeet Singh
Regency	Nikhil Prakash
Sheraton	Rajesh Gupta
Hilton	Anoop Yadav

**Food & Beverage Operations In-Chief – Md. Kashif Khan**

**Food Production headed by – Santosh Kumar Prajapati**



# Results of HM Fest 2011

DATE	EVENT	VENUE	WINNING HOUSE
10-03-2011	MOCKTAIL COMPETITION	TRGR-1	OBEROI
10-03-2011	VEGETABLE CARVING	CAFETERIA	SHERATON
10-03-2011	SLOW CYCLING-BOYS	PORCH	REGENCY
10-03-2011	SLOW CYCLING-GIRLS	PORCH	REGENCY
11-03-2011	DOG AND THE BONE	G.H.L.	HILTON
11-03-2011	TUG OF WAR-BOYS	FRONT LAWN	OBEROI
11-03-2011	TUG OF WAR-GIRLS	FRONT LAWN	REGENCY
11-03-2011	SKIPPING-BOYS	G.H.L	HILTON
11-03-2011	SKIPPING-GIRLS	G.H.L	REGENCY
18-02-2011	FLOWER ARRANGEMENT	H.K. Lab	REGENCY
18-02-2011	T-SHIRT PAINTING	LAUNDRY	OBEROI
18-02-2011	QUIZ	LR-7	SHERATON
18-02-2011	TURN COURT	LR-7	REGENCY
15-03-2011	BASKET BALL	L.D.A.	REGENCY
15-03-2011	THROW BALL	L.D.A	REGENCY
16-03-2011	CRICKET	L.D.A.	HILTON
15-03-2011	VOLLY BALL	L.D.A	SHERATON
17-03-2011	DANCE	G.H.L.	OBEROI
17-03-2011	SINGING	G.H.L.	OBEROI
17-03-2011	UNCONVENTIONAL MUSIC	G.H.L.	SHERATON

# Words of experience...

## Believe In Your Strength

By Sumeet Ghai

Manager Learning & Development

Vivanta By Taj Lucknow

IHM Lucknow Batch 1999-2002



Every man has been bestowed by god, with inner strength. It is the strength we get from our dreams, desires, and passions, from what we really want, whether consciously or sub consciously. **More important than who you are, is, who you want to be.** This will drive your interests and skills. Skills and strength are different. Skills can be acquired, if you really desire them, the popular perception that our skills cannot be changed and it is inherent in us, or aptitude is again something which is quite arguable. One of the best example for it will be **Mr. Jack Welch, popularly known as CEO of the century.** While in early part of his career he made his fame as Neutron Jack, a Task based manager with purpose, he proved his prowess as relation based manager as situation changed in latter half of his career, and proved successful in both. Your strength is your ability to think, to rationalize, to dream.

If I want to introduce some colleague of mine to you, I need to know him well enough for this....right?? So, what happens when I want to introduce myself? And I am not talking about the regular interview question "Tell us something about yourself". Prepared answers have done well enough for it, and they might well continue doing so. But somewhere in the future, we will be asking ourselves whether we are successful. Success my friends is a subjective topic. Your success will depend on whether you are doing what you really wanted to do, and not just thought you wanted to do. Cracking IIT is success for many...isn't it? It was not for Baba Sehgal...."thanda thanda paani" was his success



Acting in television and cinema was success for R. Madhvan, and not his MBA degree. I am not saying every one of has to be like that. Run of the mill job, giving safe and secure life for me and my family, a job I can enjoy might be my success, and there is absolutely no reason why I should be ashamed of that.

For this **I need to know myself**, know my passions, deepest desires, and skill I possess, and skills I need to be where I want to be. Since dreams will guide my path, and define my inner strength. And thereon I'll be competing with only one man in life, me, because everyday my objective will be to be the man I want to be, one step at a time.

The more you learn about yourself and the desire to achieve success even though sometimes you face challenges; the more you build the strength within you. The strength within you allows you to experience freedom with no shackles holding or pinning you to a particular position or situation. This strength within us can help us achieve beyond our wildest imagination; to conquer all obstacles in life.

Our inner strength determines the kind of person we will be, in truth, beyond all sophistry, and biggest of all it gives us the motivation toward achieving the goals we set for ourselves.

Our inner strength helps us in our daily life too, some of its effect are observed in your daily decisions, power of confrontation, boldness, perseverance, courage, and the faith you have in yourself to fight certain challenges in life.

This strength within is creativity, it gives us the power to create abundance even in areas of lack in life. Once we learn how to utilize our inner strength, thereafter we can create opportunities in all facets of life. We take up challenges, and get ourselves counted as we don't have to struggle with ourselves. Another extremely interesting side of this inner strength is how it helps us becoming a more matured personality, to grow into more than whom we are right now, our situation and a good decision maker. The strength within you helps you to beat your pessimistic nature with optimism. Knowing and believing in your strength is truly important, because you are the protagonist of your life, and no matter how important any one becomes in your life, this fact, of your life story revolving around you, cannot be changed.

# Words of experience...

## What Is Revenue Management?

By Gaurav Chopra

Associate Director E-Marketing

APEEJAY Surrendra Park Hotels

IHM Lucknow Batch 1999-2002



“Selling the right product, at the right time, to the right customer, at the right price, via the right distribution channel”

Done to maximize room revenue in both high and low demand by using forecasting tools, studying trends, calculating wash down factor etc.

Economists define RM as a means of allocating efficiency that maximizes economic wealth through dynamically fore-casting the self-seeking activities of each individual consumer

RM is the application of disciplined tactics that predict consumer behavior at the micro-market level and optimize product availability and price to maximize revenue growth

Revenue Management econometrics centers on detailed forecasting and mathematical optimization of marginal revenue opportunities. The opportunities arise from segmentation of consumer willingness to pay.

In practice, the segmentation approach relies on adequate fences between consumers so that everyone doesn't buy at the lowest price offered.

Revenue management is critical to maximizing a hotel's profitability. The concept applies to every revenue department and across departments. Saving banquet space to sell in conjunction with group guest rooms is a classic example of this concept. Early bird special in restaurants is another example.

## How and What to do?

Know Demand  
Know Supply  
Develop a Pricing Structure  
Contracting  
Selling Skills  
Fencing  
Rate Parity



## How do you Price the product correctly?

- Offer a constrained set of differentiated & clearly targeted products
- Cornerstone must be the base, unrestricted room only product: the “Benchmark”
- Customers will have to do something, or give up something to receive discounts
- Price points should be appropriately compressed
- Make it easy to understand and simple to execute
- Direct is Best
- Channel Strategies must be synergistic- “Rate Parity”
- Pricing must be approached holistically with supportive segment structures
- Product messaging must be clear, descriptive and consistent
- Rate Structures and guidelines must be consistent across the same brand

## Revenue Management Strategy

- Restrict low priced segments
- Change the business mix
- Develop strategic offers by channel
- Evaluate group bookings on profitability
- Evaluate contracts on profitability
- Restrict local meetings with F&B only
- Extend overbooking limit

**How does it Work? Revenue Management Concepts**

- Focus on pricing rather than costs when balancing supply and demand
- Replace cost-based pricing with market-based pricing
- Sell to segmented micro-markets, not to mass markets
- Make decision based on knowledge, not suppositions
- Exploit each product’s value cycle
- Continually reevaluate your revenue opportunities

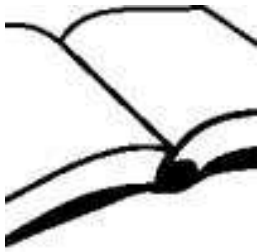


• **To Dominate the Market, you need to:**

- The use of Price Balancing
- The use of Market Based pricing
- The use of Segment pricing
- Favor the most valuable customer
- Forecast at the micro-market level
- Maximize revenue through Optimal Timing
- Arm the soldiers fighting the micro-market wars



**ENGLISH**



**ARTICLES**



## **Eco – Tourism : Need of the hour**

**As the world's fastest growing industry, tourism has reached out to touch every part of the globe. This extraordinary growth has at places ruined the natural beauty, destroyed wildlife habitats, polluted the air and water, deprived native people of employment and corrupted their culture and innocence. But wherever tourism has been promoted as a planned industry it has raised educational standards. The impact can be thus both positive or negative depending upon the choices made in the planning process.**

**Eco – tourism, aroused Much interest in recent times some feel eco-tourism is a misnomer because to them any human presence in natural eco – system is interference with the environment. While some take eco – tourism to mean minimal – impact tourism – tourist have access to environmentally sensitive areas but only to appreciate nature and not to interfere with it or disturb it. It can also mean precedence of concern for environment and communities over development of tourism facility. One such example is of Thailand which had combined the various meanings of eco – tourism in its tourism planning. It has the largest and best managed system of national parks and protected areas in South East Asia.**

**PRIYANKA JOSHI,  
2<sup>nd</sup> yr**

## **COFFEE TO GO**

### **Delhi's 1<sup>st</sup> Travel Café has arrived**

**Enter Kunzum Travel Café, the newest coffee shop to open among the designer boutiques, bollywood poster shops and sultanate – Era monuments of South Delhi's Hauz Khas village. Kunzum feels like a real life version of the type of travel resource you would normally seek out online. It's part coffee shop, part library, part photo gallery and perhaps most importantly, part community centre. It's a space where travelers can actually go, in the physical sense to meet each other, exchange tales of the road and even research their next trip.**

**Unlike the Coffee shops, the focus of Kunzum is not on chocolate balls and filter coffee, but on travel itself. The café is equipped with a bulletin board of the old fashioned variety, where guest can post travel related notices. The walls are lined with art – photos of far – off destinations, the sale of which will help generate revenues.**

**What sets Kunzum apart is the unique approach of charging customers. There's not set price for the tea, coffee and biscuits instead, customers simply drop cash into a donation box, paying what they can for their libations. The idea is to allow people to spend time at the café without an obligation to spend money.**

**Parul Gupta  
3<sup>rd</sup> year**

# Understanding Destiny

Many people have a vague idea about destiny. Some equate it with Fate, whose outcome is mysterious and unknown, and whose unknown hand appears suddenly in human life. Others think destiny is charted in the stars, and if one can only correctly glean information from the alignment of the stars through astrological interpretation, one can in effect look into the future and know one's destiny. Others know that they have a powerful pull for going to a certain locale, or entering a certain career—this obsession hounds them day and night until they finally act on this feeling. Yet others get a feeling that they are given a calling by God to go into the ministry or to do a particular service to humanity, and they follow this unctio with faith and obedience. These types of understanding based on feelings do not yet reveal what destiny actually is, a karmic pattern or path. Destiny patterns can be discerned in meditation. They are of four types.

**Behavioral Destiny** - these are behavioral patterns encoded in your unconscious mind that act outside of your conscious, volitional control. These repetitive patterns condition how you react to objects, people and places, and may subtly guide your selection of a mate or career, for example. This type of karma is known as Pralabdha karma, often called Fate or Destiny karma.

**Creative Destiny** - this occurs when you align with your Self and you guide your future according to a plan that you make. These patterns consist of goals that you have set for yourself that you have made your highest priority and are fully committed to achieve. Here you create your destiny through an act of will. This type of karma is the personal octave of Kriyaman Karma, the creative karma of the will.

**Service Destiny** - this occurs when your Soul and higher vehicles of the Superconscious mind align to carry out a particular project or service to the Divine. This takes the form of a mission to which you are called, that you follow with clear understanding and act as a conscious co-worker to carry it out. Unlike the calling which is based on feelings and faith, this service is taken on in full consciousness and understanding. It is one of the hallmarks of the disciple stage of spiritual development. It functions within the transpersonal octave of Kriyaman Karma, using the aspects of the will that operate in the Superconscious Mind.

**Spiritual Evolutionary Destiny** - this pattern traces the future initiations of your Soul as it makes progress towards its Soul Purpose. This is called Adi Karma. Closely related to this pattern is the unconscious map of the path of the spirit. These channels link the spirit with its source. This type of karma is called Sinchit Karma. These two varieties of spiritual evolutionary destiny point to the potential within you, those aspects of your being that you have not yet brought into expression and actualization.

**Nitish Bhardwaj,**  
**3<sup>rd</sup> year**

## **Job Responsibility**

**There was a most important job that needed to be done,  
And no reason not to do it, there was absolutely none.  
But in vital matters such as this, the thing you have to ask  
Is who exactly will it be who'll carry out the task?  
Anybody could have told you that everybody knew  
That this was something somebody would surely have to do.  
Nobody was unwilling; anybody had the ability.  
But nobody believed that it was their responsibility.  
It seemed to be a job that anybody could have done,  
If anybody thought he was supposed to be the one.  
But since everybody recognised that anybody could,  
Everybody took for granted that somebody would.  
But nobody told anybody that we are aware of,  
That he would be in charge of seeing it was taken care of.  
And nobody took it on himself to follow through,  
And do what everybody thought that somebody would do.  
When what everybody needed so did not get done at all,  
Everybody was complaining that somebody dropped the ball.  
Anybody then could see it was an awful crying shame,  
And everybody looked around for somebody to blame.  
Somebody should have done the job  
And Everybody should have,  
But in the end Nobody did  
What Anybody could have.**

**Prateek Gambhir  
3<sup>rd</sup> year**

## **“ Na Zdrowie”-**

### **To your Health Vodka-On-The Rocks**

**Russia and Poland- Vodka's native still drink vodka at room temperature to know off the characteristics of more complex vodkas. Room temperature, however take on a whole new meaning in ICEBARS.**

**One enchanting place to sample the brew is the Grand Hotel Europe in St Petersburg. In winters of 2006 the Hotel opened city's first Ice bar. Sculptures from St Petersburg Ice studio created the ornate “Balustrade Bar” which is illuminated at night. Waiters wear traditional Russian fur hats, jackets and gloves to serve Vodka ZARSKAYA on tables decorated with Ice flowers.**

**Absolute ice bars sponsored by absolute vodka gives a new definition to room temperature. The walls, bars, stools draped in reindeer skins, art work and glasses are crafted from crystal clear ice and are renewed every six month with new setting and art works. Currently there are “absolute” ice bars in London, Milan, Tokyo and Stockholm. Some of the Ice Bars have been created in hot spots like Singapore and the African desert. These have a air - locked entrance. Customers on a 45 minute time slot booking system pay an entrance fee which covers use of silver caps & gloves, shoes if wished & their FIRST VODKA-‘ ON THE ROCKS’.**

**With several new vodka brands, new flavors, ingredients & production methods the national drink of Russia and Poland makes a wine back-splash. The Ice Bars growing popularity and more use by the Bartenders and Chefs, vodka conquers the market.**

**Time to enjoy the ‘little water’- Vodka.**

**Parul Gupta  
3<sup>rd</sup> year**



# STUDENT LIFE

**Students are the upcoming tools of the future. An ideal student with support of ideal teacher can raise the standard of the institution there by leading to progress of the country.**

**An ideal student should be confident and capable of doing self assessment. Not only academic but divine qualities are also needed for a student to become ideal. An ideal student should always be humble, frank and straight forward. The word "IDEAL STUDENT" in itself explains certain moral values and principles of a students life. Each letter of the word signifies one gem and quality of an ideal student.**

**I- signifies 'INTELLIGENCE' each student should be intelligent enough to understand basics.**

**D- signifies 'DILIGENCE' each student should sincerely follow the duties insisted upon.**

**E- signifies 'ENTHUSIASTIC' feeling in each child. Each child should be full of interest regarding the work he/she does.**

**A- signifies 'AMBITION' each child should have a aim and goal fixed from his childhood.**

**L- signifies 'LOVE' each student should love those younger to his/her and respect his/her elders.**

**S- signifies 'SERVICE' each child should serve humanity and work for human welfare.**

**T- signifies 'TRUTH' each child should be honest and loyal towards his parents and teachers .**

**U- signifies 'UNITY' children have a major power vested in them which enables unity to sustain.**

**D- signifies 'DISCIPLINE' discipline is the basis of civilized life. Thus a child must be disciplined.**

**E- signifies 'EDUCATION' each child should study and work hard to attain his goal.**

**N- signifies 'NATURE' each child should have deep impact of nature on his/her.**

**T- signifies 'TRUST' each child should be trustworthy and capable of being trusted by everyone.**

**The above qualities are must for a student, mainly because 'STUDENTS ARE MODEL OF PERSPIRATION AND THIS IS THE RESULT OF TEACHER'S INSPIRATION.'**

**Prashant Singh,  
3<sup>rd</sup> Year**

# The 7 stage of self awakening

**Stage 1 : Living a lie (the stage of self – Betrayal).**

**Stage 2 : The choice point (the stage of releasing control and breaking your chains).**

**Stage 3 : Awareness of wonder and possibility (the stage of seeing with new eyes).**

**Stage 4 : Instruction from masters (the Stage of learning , failing and preparation).**

**Stage 5 : Transformation and rebirth (the Stage of emptying and refilling).**

**Stage 6 : The trial (the Stage of testing and confirmation).**

**Stage 7 : The great awakening of self (the Stage of fearlessness).**



**Abhay Pandey,  
2<sup>rd</sup> year**

# REMEMBRANCE

**When to the sessions of sweet silent thought.  
I summon up remembrance of things past,  
I sign the lack of many a thing I sought.  
And with old woes new wait my dear time's waste;  
Then can I drown an eye, unused to flow,  
For precious Friends hid in death's dateless night,  
And weep a fresh love's long since cancelled woe,  
And moan the expense of many a vanished sign  
Then can I grieve at grievances foregone.  
And heavily from woe to woe tell o'er,  
The sad account of fore bemoaned moan ;  
Which one new pay as if not paid before ;  
But if the while I think on three dear friend,  
All losses are restored and sorrows end.**

**SHAILESH SINGH**  
**2<sup>nd</sup> year**

# IT'S UPTO YOU



**The adventure of life is to - Learn  
The purpose of life is to -Grow  
The nature of life is to - Change  
The challenge of life is to - Overcome  
The opportunity of life is to - Serve  
The secret of life is to - Dare  
The essence of life is to - Care  
The spice of life is to -Be friend  
The beauty of life is to - Give  
The joy of life is to - Love  
The rest of life is to - Death**

**IPSHA SHARMA**  
**1<sup>ST</sup> YEAR**

# **EMPTY JAR**

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**When things in your life seem, Almost too much to handle, When 24 Hours in a day is not enough, Remember the story of the empty jar & 2 cups of coffee.**

**A Professor stood before his philosophy class & had some items in front of him. When the class began, wordlessly, he picked up a very large & empty jar & proceeded to fill it with golf balls.**

**He then asked the students, If the jar was full. They agreed that it was.**

**The professor then picked up a box of pebbles & poured them into the jar.**

**He shook the jar lightly. The pebbles rolled into the open Areas between the golf balls. He then asked the students again If the jar was full.**

**The students responded with an unanimous 'yes'.**

**The professor then produced Two cups of coffee from under the table & poured the entire contents into the jar, effectively.**

**Filling the empty space between the sand. The students laughed.**

**'Now', said the professor, as the laughter subsided,**

**I want you to recognize that This jar represents your life.**

**The golf balls are the important things- God, Spouse, Children, Health, Friends, & Favorite passions- things that if everything else was lost & only they remained, Your life would still be full.**

**The Pebbles are the other things that matter like your Job, House & Car.**

**The Sand is everything else- The small stuff.**

**'If you put the sand into the jar first ', he continued' there is no room for the pebbles or the golf balls. The same goes for life.**

**If you spend all your time & energy on the small stuff, you will never have room for the things that are important to you.**

**So.....**

**Pay attention to the things That are critical to your happiness. Spend time with your Spouse.**

**Play with your children.**

**Take time to get medical checkups.**

**Take your partner out to dinner.**

**There will always be time**

**To clean the house & fix the disposal.**

**'Take care of the golf balls first- The things that really matter.**

**Set your priorities. The rest is just sand.'**

**One of the students raised her hand & inquires what the coffee represented.**

**The professor smiled..... 'I'm glad you asked'.**

**It just goes to show you that no matter how full your life may seem. There's always room for a cup of coffee with a friend.....'**

**!!!!**

**Prateek Malik, 3<sup>rd</sup> Year**

# Handwriting Analysis

**What your handwriting says about you !**

**How many times a day do you write something down ? Take a minute and think. You write a lot while you are in work place like school, college or office – copying thing, and writing it in the papers. At home you probably write at least part of what you did at your work place. And, if you make lists of friends to call, leave a note for your own mom, or keep a journal, then you write even more.**

**If you are like most people, you probably never even think about actual act of writing. Since you learned how to write in cursive, otherwise known as “script”, you probably just scribble away and **then pray you can read what you have written** ! your focus is on the content of what you have written, not on the physical form of the actual letters.**

**Your handwriting provides tons of clues to who you really are. . . . .**

**SLANT IN HANDWRITING : Emotional response**

**Very few people have truly a consistent slant in their handwriting. Most often there are changes in the slant.**

**SLANT :**

**Extreme right**

**If you have a strong slant to the right in your handwriting, then you are a person who is very quick to respond emotionally to people or circumstance.**

**MIXED SLANT :**

**Mixed slant**

**When you see a real mix of slants, from straight up to extreme right, in the same handwriting, that’s a sign of a person who doesn’t have consistent emotional responses.**

**PRESSURE IN HANDWRITING : Emotional depth**

**The amount of pressure in your handwriting also shows how strongly you are affected by your five senses. How deeply you respond to color, taste, sound, touch and smell is also revealed by the amount if pressure you use in your writing.**

**MODERATE PRESSURE :**

**Moderate –**

**If you show medium pressure in your writing then you’re a person who is affected to a fair degree of your emotions, but not to the same degree as a writer who uses heavy pressure.**

**Handwriting can tell a lot about people, so, keep on doing the “write” thing !**

**Harshita Pradhan,  
2<sup>rd</sup> Year**

# **What is the reason behind this sudden growth in the hotel industry in India?**

**The hotel industry in India is going through an interesting phase. The industry has a capacity of 110,000 rooms. According to the tourism ministry, 4.4 million tourists visited India last year and at the current rate, the demand will soar to 10 million by 2010 – to accommodate 350 million domestic travelers. The hotels of India have a shortage of 150,000 rooms fueling hotel room rates across India. With tremendous pull of opportunity, India has become a destination for hotel chains looking for growth.**

**Due to such a huge potential available in this segment, several global hotel chains like the Hilton, Accor, Marriott International, Berggruen Hotels, Cabana Hotels, Premier Travel Inn (PTI), InterContinental Hotels group and Hampshire among others have all announced major investment plans for the country. The Government's move to declare hotel and tourism industry as a high priority sector with a provision for 100 per cent foreign direct investment (FDI) has also provided a further impetus in attracting investments in to this industry.**

**It is estimated that the hospitality sector is likely to see US\$ 11.41 billion rise in the next two years, with around 40 international hotel brands making their presence known in the country by 2011. Simultaneously, international hotel asset management companies are also likely to enter India. Already, US-based HVS International has firmed up plans to enter India, and industry players believe others like Ashford Hospitality Trust and IFA Hotels & Resorts among others are likely to follow suit.**

**One of the major reasons for the increase in demand for hotel rooms in the country is the boom in the overall economy and high growth in sectors like information technology, telecom, retail and real estate. Rising stock market and new business opportunities are also attracting hordes of foreign investors and international corporate travelers to look for business opportunities in the country.**

**Also India has been ranked as the fourth most preferred travel destination and with Lonely Planet selecting the country among the top five destinations from 167 countries; India has finally made its mark on the world travel map. Thus, the increase in the need for accommodation has hugely increased the demands for hotels which in turn has boosted the growth of the hospitality sector in India especially that of the hotel industry.**

**Saloni Bahl, 2<sup>nd</sup> Year**

# **How travelers use online and social media channels to make hotel-choice decision**

**Although many trips start with information gathered from internet search engines and social media sites, two "old-fashioned" information sources are still heavily used by would-be hotel guests, according to a survey released by the Cornell Center for Hospitality Research.**

**Based on responses of 2,830 recent travelers, the social media study confirmed differences in travelers' hotel search process depending on travel purpose. The study also outlines which types of internet site people are most likely to visit at various stages of their hotel-selection process.**

**The study found that the information source most frequently used by business travelers is their company's hotel recommendations, while the top source for leisure travelers by far is the recommendations of family and friends. The study, "How Travelers Use Online and Social Media Channels to Make Hotel-choice Decisions," by Laura McCarthy, Debra Stock, and Rohit Verma, is available at no charge from the Center for Hospitality Research.**

**"We found a distinct difference in the way business travelers and leisure travelers search for hotel information," said Verma, who is a professor at the Cornell School of Hotel Administration and CHR executive director. "To begin with, most travelers cast a fairly wide net when they are gathering information for their trip. This early stage is where travelers consult social media and search engines, in addition to more traditional channels. When it's time to book, however, travelers most frequently used hotel websites and online travel agents."**

**McCarthy works on the TIG Global web marketing team, and Stock is marketing manager for Expedia. Both were seniors at the Cornell University School of Hotel Administration at the time this study was conducted. "Working on this survey was a capstone to my Cornell education, and it gave me another perspective on web marketing," said McCarthy. Added Stock, "Collaborating on a research project like this was perfect experience for moving into the online travel agency business."**

**Md. Areeb, 1<sup>st</sup> Year**

# **INDIA IS SET TO WITNESS THE NEXT REVOLUTION IN THE FOOD PROCESSING INDUSTRY**

**Germany is to provide food processing technologies for mega food parks and modern abattoirs in India. The Central Government. has set an investment target of one Lakh Crore Rupees by 2015 in Food Processing sector. The union minister for Food Processing Industries Subodh Kant Sahai has said that india is set to witness the next revolution in Food Processing Industry. Speaking after the meeting with the German Minister of Food, Agriculture and Consumer Protection, H.E. Ilse Aigner, he said cooperation in the field of food processing and the allied sectors including the package sector , towards economic and social development of the two countries, both the leaders have stressed transfer of technology and investment promotion in the sector. Sh. Sahai stressed that investment can be made in mega food parks that ensure value addition of agricultural commodities, including poultry, meat, dairy, fisheries, and would facilitate state-of-the-art processing technologies, quality assurance through better processing control and capacity building . The minister said, the centre has set an investment, target of one lakh crore rupees by 2015 in the food processing sector. The sector is expected to grow by 20% and value addition to increase by 35% by 2015. Food processing industry is a potential source for driving the rural economy and is of great importance to an agrarian economy like India.**

**He said, Germany is one of leading producer of wine in the world as well as a big importer of wine in the world as well as a big importer of wine. Germany and India grape processing board can collaborate in the field of grape processing technology. Germany can also provide technical assistance to national meat and poultry processing board, because that country is a leading producer of processed meat.**

**The German minister H.E ill's' Aigner said Germany and India have traditional bilateral cooperation in many fields. She said, cooperation between the two countries in trade of processed food products would benefit mutually. The minister also said Germany will provide technology for mega food parks and modern abattoirs being set up in India. H.E Ilse Aigner thanked SH Sahai for the warm hospitality extended to her and the accompanying German delegation and the fruitful conversation held.**

**NIKHIL PRAKASH  
3<sup>rd</sup> YEAR**

# Hôte

**The word *hotel* is derived from the French *hotel* (coming from *hôte* meaning *host*), which referred to a French version of a townhouse or any other building seeing frequent visitors, rather than a place offering accommodation. In contemporary French usage, *hôtel* now has the same meaning as the English term, and *Hotel Particular* is used for the old meaning. The French spelling, with the circumflex, was also used in English, but is now rare. The circumflex replaces the 's' found in the earlier *hostel* spelling, which over time took on a new, but closely related meaning. Grammatically, hotels usually take the definite article - hence "The Astoria Hotel" or simply "The Astoria."**

**A hotel is an establishment that provides paid lodging on a short-term basis. The provision of basic accommodation, in times past, consisting only of a room with a bed, a cupboard, a small table and a washstand has largely been replaced by rooms with modern facilities, including en-suite bathrooms and air conditioning or climate control. Additional common features found in hotel rooms are a telephone, an alarm clock, a television, a safe, a mini bar with snack foods and drinks, and facilities for making tea and coffee. Luxury features include bathrobes and slippers, a pillow menu, twin-sink vanities, and Jacuzzi bathtubs. Larger hotels may provide additional guest facilities such as a restaurant, swimming pool, fitness center, business center, childcare, conference facilities and social function services. Hotel rooms are usually Numbered (or named in some smaller hotels and B&Bs) to allow guests to identify their room.**

**Some hotels offer meals as part of a room and board arrangement. In the United Kingdom, a hotel is required by law to serve food and drinks to all guests within certain stated hours. In Japan, capsule hotels provide a minimized amount of room space and shared facilities.**

**Parth Arora, 2<sup>nd</sup> Year**





# **USED MORE THAN YOU THINK**

**Diversity works. And, it's not a new idea. Diversity is a concept that has been used often, even for plans as large as the creation of countries. This strategy was formed by the founding fathers of the United States and gave meaning to the nickname of the melting pot that the U.S. became known for.**

**If it can work for the tangibility of an entire country, its results on something as small as a company can be profound**

**Every one of us comes from a different background with different experiences that led to different results. Because of this, each one of us brings something different to the table. We each bring a different set of skills, knowledge, and experience that makes up the diversity of us all. It's in this diversity that we can flourish as a company.**

**Instead of everyone in an organization offering the same, general aspect, diversity gives us more to work with. People with different backgrounds have different sets of skills or knowledge that can be lent to the workplace. This gives a company more variety to choose from when it comes to employee results.**

**Understandably, any company can flourish when it has more resources. The more it has, the better. With diversity on its side, a company stands a better chance at finding working solutions and in less time. Not only does a variety of experience and background provide a vast array of knowledge and skills, but it also sparks creativity among those involved. The creativity is sparked by those taking part in the setting of diversity itself, not only supplying their own unique slice of diversity but discovering inspiration from others around them. This creates a brand new diversity in itself and adds to that which is already diverse**

**Shivangi Mishra,  
1<sup>st</sup> Year**



## NEVER QUIT

When the roads you're trudging seems all uphill,  
When the funds are low and the debts are high,  
And you want to smile ,but u have to sigh,  
When care is pressing you down a bit,  
Rest if you want , but don't u quit!!!

Life is Hard with twists n turns,  
As everyone of us sometimes learns,  
And many a failure turns about,  
When he might have won had he stuck it out  
You may succeed with another blow!!!

Success is failure turned inside out,  
The silver lines of the clouds of doubt,  
And you never can tell how close you are,  
It may be near when it seems so far;  
So stick to the fight when you're hardest hit  
It's when things seem worst that u mustn't quit!!!

**Siddhant Sinha**  
3<sup>rd</sup> year

## THIS IS HOW IT MANIFESTS ITSELF

*I decide to water my garden.  
As I turn on the hose in the driveway, I look over at my car and decide it needs washing.  
As I head towards the garage, I notice mail on the porch table that I picked up from the postman earlier.  
I decide to go through the mail before I wash the car.  
I lay my car keys on the table, put the junk mail in the recycling box under the table, and notice that the recycling box is full.  
So, I decide to put the bills back on the table and take out the recycling first.  
But then I think, since I'm going to be near the postbox when I take out the recycling paper anyway, I may as well pay the bills first  
I take my chequebook off the table, and notice that there is only one cheque left.  
My extra cheques are in my desk in the study, so I go inside the house to my desk where I find the cup of coffee I'd been drinking.  
I'm going to look for my cheques, but first I need to push the coffee aside so that I don't accidentally knock it over.  
The coffee is getting cold, and I decide to make another cup.*

**Naveen Kr. Mantoo**  
3<sup>rd</sup> year



# **Competitiveness**

**Many philosophers and psychologists have identified a trait in most living organisms which can drive the particular organism to compete. This trait, unsurprisingly called competitiveness, is viewed as an innate biological trait which coexists along with the urge for survival. Competitiveness, or the inclination to compete, though, has become synonymous with aggressiveness and ambition in the English language. More advanced civilizations integrate aggressiveness and competitiveness into their interactions, as a way to distribute resources and adapt. Most plants compete for higher spots on trees to receive more sunlight.**

**However, Stephen Jay Gould and others have argued that as one ascends the evolutionary hierarchy, competitiveness (the survival instinct) becomes less innate, and more a learned behavior. The same could be said for co-operation: in humans, at least, both co-operation and competition are considered learned behaviors, because the human species learns to adapt to environmental pressures. Consequently, if survival requires competitive behaviour, the individual will compete, and if survival requires co-operative behaviors, the individual will co-operate. In the case of humans, therefore, aggressiveness may be an innate characteristic, but a person need not be competitive at the same time, for instance when scaling a cliff. On the other hand, humans seem also to have a nurturing instinct, to protect newborns and the weak. While that does not necessitate co-operative behaviour, it does help.**

**The term also applies to econometrics. Here, it is a comparative measure of the ability and performance of a firm or sub-sector to sell and produce/supply goods and/or services in a given market. The two academic bodies of thought on the assessment of competitiveness are the **Structure Conduct Performance Paradigm** and the more contemporary **New Empirical Industrial Organisation** model. Predicting changes in the competitiveness of business sectors is becoming an integral and explicit step in public policymaking. Within capitalist economic systems, the drive of enterprises is to maintain and improve their own competitiveness.**

**Piyush Dhawankar, 3<sup>rd</sup> year**



# **Sustainable Solutions for Green Hotels**

- Install low-flow showerheads and sink aerators.**
- Switch to low-flow toilets or install toilet-tank fill diverters.**
- Switch to compact fluorescent light bulbs in guestrooms, lobbies, and hallways. Use sensors and/or timers for areas that are infrequently used.**
- Whenever possible, buy food and guest amenities in bulk (i.e., use refillable hair and skin care dispensers).**
- Educate your staff to turn off lights and turn down heating/air conditioning when rooms are unoccupied. Also, during summer months, to close the drapes.**
- Install window film to lower heating and cooling loads and reduce glare in guestrooms.**
- Provide guestroom recycler baskets for newspaper, white paper, glass, aluminum, cardboard, and plastic.**
- Provide recycling bins both in public areas (i.e., poolside), in the kitchen, and in the back office (including one at each desk) to make recycling as easy as possible.**
- Buy office and guest amenity products that contain recycled material.**
- Use recycled paper products (with high post-consumer recycled content) that are either unbleached or bleached using a chlorine-free process. Minimize the amount of paper used for each guest (i.e., reduce paper size of invoices, etc.). Print with soy-based inks.**
- Use nontoxic or least toxic cleaners, sanitizers, paints, pesticides, etc. throughout the hotel. Make sure all chemicals are stored safely in a well-ventilated area.**
- Purchase "Energy Star" appliances wherever possible , provides detailed information about energy saving appliances and monitoring systems). Replace old washing machines with both water and energy conserving models.**
- If the hotel has a pool and/or hot tub, install a solar water heating system and use pool and hot tub covers when the pool area is closed.**
- Provide your guests with bicycles, walking maps, and information on public transportation.**
- Use daylight exclusively in your lobby, bar, and restaurant for as much of the day as possible. Consider installing skylights if needed.**
- If your hotel has a restaurant, consider transitioning it into a Certified Green Restaurant or Certified Green Commercial Kitchen ,Buy organic, locally-grown food and/or plant an organic garden to provide fresh produce for your guests.**
- Switch to drought resistant native plants in garden areas. Replace mowed landscaping with native ground cover Replace exit signs with Light Emitting Diode (LED) exit signs.**
- Include filter changes, coil cleaning, thermostat calibration, and damper adjustments in your ongoing maintenance plan.**
- Monitor, record and post rates of energy and water use. Make repairs or replace equipment when rate changes indicate problems.**
- Use an energy management system (EMS) to tie in air handling units, HVAC, and lighting to prevent conditioning space when it is not necessary.**
- Create an incentive program to encourage your staff to participate in and improve upon environmentally-friendly practices.**
- Use proper insulation and reflective roof coverings.**
- To reduce operational costs, water and energy consider installing an ozone laundry system**

**Rajesh Gupta**  
**3<sup>RD</sup> YEAR**

# New Hotels in Pipeline

## **-Uppal Group plans to develop seven luxury hotels by 2010**

Real estate firm Uppal Group, adding about 1,400 rooms across the country. Expanding its business in the hospitality sector, the group tied with global hospitality major Marriott for developing and managing two five-star hotels, each in Gurgaon and Chandigarh, with a total investment of over Rs 500 crore.

## **-Marriott to add 24 hotels by 2011**

these luxurious hotels will comprise of about 7,000 rooms.

## **-Ten New Hotels to dot the city of Hyderabad**

Big groups like The Park, Hilton, Hyatt, Accor and Trident have already made their plans to set up high-end star hotels here.

## **-Marriott Joins Hand With Unitec for 3 new hotels in India**

The three new hotels would be located in Kolkata, Noida and Gurgaon.

## **-Accor Group has plans to set up 200 hotels in India**

Accor, the worldwide famous hotel group has plans to establish 200 new hotels in India within this decade

## **-Appu Hotels Plans to open 10 new hotels across Tamil Nadu**

Appu Hotels, the owner of Le Royal Meridien (five star deluxe hotel) in Chennai is planning to set up around 10 hotels across Tamil Nadu in the next three to four years. An investment of around Rs. 1000 crores is expected in this project.

## **-Larsen and Turbo's new venture in Bangalore**

The idea of leasing land for the construction of a hotel with recreational facilities for travellers is being considered in Bangalore. Larsen and Tourbo will undertake the construction work.

**-Hyatt plans to launch 15 five star and deluxe hotels and resorts in India.** Hyatt will set up two hotels each in Bangalore, Hyderabad and Chennai. It also has plans to expand its construction network in Mumbai, Ahmedabad, Chandigarh and Gurgaon. It is eyeing on Kerala and Goa as the prospective sites for resort construction.

## **-South India Hotels & Restaurants Association proposes a launch of 51 hotels in South India**

Most of the hotels would be in the three star category. The average investment per hotel would be in the range of Rs 20 lakhs per room.

## **-Chandigarh- hot target for hotel construction**

DLF in a joint venture has decided to build five star hotels in Chandigarh in the next three years. Radisson, Oberoi and Maurya Sheraton have also shown interest in setting up hotels in Chandigarh.

## **-Le Meridien Plans to launch 10 more hotels in India**

The UK based Le Meridien group of hotels currently has a major of 10 hotels across India and has made plans to double the base to 20 hotels in India

## **-International hotel brands to raise toast to India**

World's leading hotel brands are planning to enter the Indian hospitality industry in joint venture with various domestic hotel majors of India. Even new brands such as Amanda, Satinwoods, Banana Tree, Hampton Inns, Scandium By Hilt and Mandarin Oriental are no more lagging behind in this matter.

## **-Banyan Tree to start Rs. 150 crores JV hotel in Kerala.**

The internationally acclaimed, Singapore based hospitality group - Banyan Tree Hotels and Resorts is to start a Rs.150 crore joint venture luxury resort in the backwaters island of Chertalla in Kerala's Alappuzha district. The resort would be the most luxurious in India offering all possible comfortability level to the visitors from all across the globe.

**Shrutica Thakur**

**2<sup>nd</sup> Year**



**Purab Pashchim Restaurant & Banquets**

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We are open from 10:00 am to 10:00 pm.

\* We are specialist in Lunch and Dinner  
\*\* Car parking facilities available.

Spread over 10000 sq. feet in this garden restaurant with fabulous ambience one can get close to nature, serene lighting and soft music soothing to the ears, which lightens up one's soul.

**"Feel the heaven on earth"**

Purab Pashchim is a multi cuisine air conditioned formal vegetarian dining restaurant. The garden on it is a small partially covered lawn. Best suited for a gathering of under 100 persons. And the lush green lawn with well maintained greenery is sufficient for a gathering of 500 persons.

**Exclusive Function Complex is also available:**

Small Farmhouse with accommodation facility and a lush green lawn that can cater up to 400 persons

# Aggarwal stores

# Memories To Cherish



# FRESHERS PARTY



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TO  
INSTITUTE OF HOTEL MANAGEMENT, LUCKNOW







**Miss Fresher Jaskiran Kaur**

**Mr. Fresher Karan Gurung**



# TEACHERS DAY



TEACHERS DAY  
CONTINUES..



# HM FEST 2011



# HM FEST CONTINUES...



# FAREWELL 2008-11



MR. IHM JWALA PRASAD & MISS. IHM PRIYANKA VERMA

MR. SPARK VIJAY TIWARI & MISS. SPARK NOOPUR CHADDHA

# ANNUAL ALUMNI AND SILVER JUBILEE 1985 BATCH





# Regional Cuisine Competition



# Extra Innings



SKILL TESTING-TRADE WAITER



SKILL TESTING-TRADE COOK



TRADE TEST FOR COOKS/ASST. COOKS FOR MONUMENTS.MUSEUM AND INSTITUTE PARKS OF STATE GOVERNMENT

# TOPPERS 2009-10

3<sup>rd</sup> Year.

1<sup>st</sup>



**ABHINAV ASTHANA**

2<sup>nd</sup>



**RAVI KAUSHIK**

3<sup>rd</sup>



**SAKSHI SRIVASTAVA**



**MOHAN ANTL**

1<sup>st</sup>



**ANAMIKA SWARNKAR**

2<sup>nd</sup>



**MONIKA PANDEY**

3<sup>rd</sup>



**ANANYA SENGUPTA**

2<sup>nd</sup> Year.

1<sup>st</sup>



**KRITIKA BOSE**

2<sup>nd</sup>



**KUSHAGRA MEHRISHI**

3<sup>rd</sup>



**DEEPTI YADAV**

1<sup>st</sup> Year.

### Tulip Inn Hotel to open in Lucknow...

Golden Tulip Hospitality Group, the world's 10<sup>th</sup> largest hotel company, announced the opening of Tulip Inn Lucknow to welcome its first guests on Sunday November 01 2009. Ideally located in the heart of the commercial and Business district, Tulip Inn Lucknow is located on Station Road minutes away from the Vidhan Sabha and the Railway Station.

The Hotel **Tulip Inn Lucknow** offers 3 star International standard accommodations with 50 well appointed **quite spacious** and tastefully developed rooms in contemporary setting. All bathrooms are equipped with shower cubicles and **bathtub**. **Entire hotel is Wi-Fi enabled with high speed internet, offered at no cost to its guests**. 32 inches L.C.D television in every room with variety of channels on Business, News & Entertainment.

'**Lucknow 6**' is an Urban Indian restaurant, combines the contemporary aesthetics with the traditional India delights. Savor authentic Avadhi and Mughlai Cuisine in its quaint, comfort seating.



Located at the Lobby level, 'Lucknow 6', our restaurant converts to a bright and active outlet for Morning and afternoon. The full spread Breakfast Buffet serves both Indian as well Continental dishes to give a fresh start to a business day.

**Just Baked:** This CHEERFUL, warm, relaxing lounge is ideal for light bites, oven baked patisseries & savories and for soothing blends of tea & coffee. Perfect place for tête-à-tête and to take away scrumptious cakes & bakes home Serves from 11 A.M to 8 P.M.

The Golden Tulip is Hotels & Resorts nv Netherlands & The Leyland Group, New York, USA) set up in India to develop franchise & manage Golden Tulip & Tulip Inn branded hotels in South Asia to include India, Pakistan, Nepal, Bangladesh, Sri Lanka, Seychelles, Maldives and Mauritius.

Mr. Vimal J. Singh, Managing Director, South Asia said, "I am happy that our second hotel opens in Lucknow (the first one being in Jaipur, Rajasthan), keeping in mind our strategy to provide international standard hotels in all state capitals in India.

Golden Tulip & Tulip Inn hotels are slated to open in Gurgaon (NCR Delhi), Mumbai, Vishakapatnam and Amritsar by the end of year 2010.

Mr. Rajesh Ladhane, Director, Awadh Projects (Pvt) Ltd said, "Tulip Inn Lucknow in our debut hotel.

Prashant Tikka  
General Manager  
Tulip Inn, Lucknow

Mobile: +91 9044095000

[www.tulipinnlucknow.com](http://www.tulipinnlucknow.com), [www.goldentulip.com](http://www.goldentulip.com)

This coupon is valid for 3 months from joining dates



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# SIP 'n' BITE



coffee

Fast Food


chinese



NH-24, Near SR Institute of Management & Technology, Lucknow. Ph: 9794123122



हिन्दी खण्ड



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vl rǫf"V ds dkj.k gh eutj; i k"kk.k ; x ds txyka l s l H; rk dk i kB l h[k chl oha l nh ds 'kgjka ea fuokl djus ds dKfcy gks l dkA ; fn vkfndky dk ekuo l rǫfV gks tkrk rks 'kk; n ge vkt Hkh i 'kx/ka dh Hkkfir txyka ea oL=ghu , oa vl H; thou 0; rhr dj jgs gkrA gekjk bfrgkl l k{kh gS xtuo[h] xks[h] eqy] vaxst+vkn l Hkh Hkkjr ij l e; & l e; ij vkØe.k djus ea l Qy gq A vaxstka us ge ij 200 l ky rd 'kkl u fd; k] vkf[kj D; ka \

ejk izu ; g gS fd ge tkx: d gkrk rks D; k , d h i fjLFkfr dk fuekZk gkrk\ D; k gekjk dKfguij bxySM dh egjkkuh , fytkcFk ds rkt ea gkrk \ bu l cdk ek= , d dkj.k Fkk fd Hkkjr ds ykx viuh vkfFkZd , oa /kkfeZd fLFkfr l s l rǫfV Fks vks Hkkx; oknh FkA vl rǫf"V us gh foKku] rdudh , oa mu vl a; ftKkl kvka dks tle fn; k ft l ds QyLo: i vkt i Foh rks D; k eutj; us varfj{k ea viuh fot; i rkdK Qgjkba ; fn eutj; l rǫf"V dj yrk rks D; k vkt eutj; pkn dh l j dj i kus dh dYiuk dj i krs

l k/kkj.k eutj; dh l rǫf"V ml dh v{kerk , oa Lo; a l s Ny djus dh iDrRr dk gh irhd gA ; fn , d fo|kFkhZ vius ij h{kk i fj.kke l s l rǫfV gks tk, rks D; k og vkxs vkus okyh ij h{kkvka ea vks mUufr djus ds fy, iz Ru'khy gksxk\ ; fn , d ekj vius i q l s l rǫfV gks tk, rks D; k ml dk i q mUufr dj l dsxk\ D; ka vkt ge mRre l s mRre oLr/ka dks i kus dh ykyl k j [krs gA D; ka ugha vkt ge >ki Mh ea thou 0; rhr djus dk l gkl dj i krs\ thou fuokZg rks txyka ea Hkh gks l drk gS fQj D; ka ge fnu jkr l qk l fo/kk, a t/ kus dh gkm+ea yxs jgrs gA

l rǫf"V l kFRod voLFkk dk i fjpk; d gS yfdu l R; rd igpus dk ekxZ j t l l s gkdj tkrk gA eutj; dks l kFRod gkus l s igys jktfl d gkuk i Mxk] jktfl d gkus ds fy, ml s dez khy gkuk gksxk vks vl rǫf"V gh debkn dk l Åtugj gA bu l R; ka dks i dV djus ds i'pkr~eqs dN i fDr; ka ; kn vk jgh gS %&

i Hkq us gedks dj nku fn; }  
eu okfUNr Hkksx inku fd; }  
fQj i klr djks budks u! ^vgks!  
gS fdl dk bl ea nksk] dgkAA

ftKkl k fuxe  
i Fke o"kl

# I'm now as free as the breeze



Mr. PRATAP SINGH  
Senior Lecturer



MR. R. C. SINHA  
U.D.C

**“Sometimes it's important to work for that pot of gold.  
But other times it's essential to take time off and to make  
sure that your most important decision in the day simply  
consists of choosing which color to slide down on the rainbow.”**

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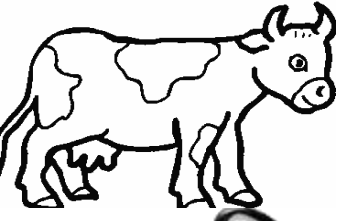
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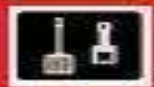
Mh. Kalim chicken &  
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GoUP has embarked on the task to develop a world class international airport at Kushinagar ... would be the perfect gateway for the most revered Buddhist sites in Uttar Pradesh

