

VOLUME - 6

**KONGU**

# FLAVOURS

*Annual Magazine of Epicurienz*



- *July 2018*



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### **CORRESPONDENT'S MESSAGE**

Our goal is to create an articulate forum for exchange of information on all aspects of hospitality industry. In today's changing development, there is an increasing inevitability of empowering the students through pioneering education.

The Intention of education lies not only in the getting hold of knowledge but also in the instigation towards a high life. Envision your dreams, achieve and accomplish to create an invincible and promising future.

Compliments to all the staff and students for their efforts in successfully publishing the sixth edition of "Kongu Flavours".



## **PRINCIPAL'S MESSAGE**

Creative minds of the past and present have given the world its shape. This magazine is the indication to the creative skills of our students.

In this concern, the roll of honors, the highlight and colorful events of the academic year 2018 – 2019, the articles of our growing artists reflect their resourcefulness, team work, communicative skills and life skills. The success of this activity depends on the work of students.

I wish all our students every success in all their endeavors.

## FROM THE EDITOR'S DESK.....



The publication of this magazine is a major high point in the progress and strengthening of the department, just like an army marching on its stomach. The magazine will open a skylight of opportunity to many people who will be acquainted with that Kongu Institutions are intended to the brilliant future. It ignites fulfillment and satisfaction in me to make sure about the great stride gained by our department.

Department's Student Association "**Epicurienz**" would like to congratulate all the students who got placed in various hotels like Accord Metropolitan, Taj group of hotels, ITC, Hilton Hotels & Resorts, Kims Hospitals, Radisson Blu, Bar craft Bartending Academy and Le Meridien group of hotels.

I wish all the final year students for their upcoming IET Programme.



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# YEAR PLAN

S.No	Activity/ Programme
1	Epicurienz Association Inauguration & Magazine release
2	Orientation Programme
3	Internal Workshop
4	Value added course field study visit
5	Industrial Visit
6	Food Mela
7	World Tourism Day Celebration
8	Guest Lecture
9	National level Seminar
10	Factory Visit
11	Inter department cookery competition
12	Extension Activities

## CULTURAL CUISINE - MANGALOREAN

Mangalore is the gateway to Karnataka

Traditionally, it was an important trading port with ties with the Persian Gulf states dating back to the 14th century. With its strategic location, it was occupied by a number of dynasties and colonial rulers, namely the Portuguese in the mid-16th century. In the 18th century, its control was contested by Haidar Ali and



Tipu Sultan on one hand and the British on the other. Under the Mysore sultans (1763), it became a strategic ship building base, which was ceded to the British in 1799 after numerous sieges.

Mangalore is one of the fastest developing cities in India. Many multinational corporations and domestic corporations are opening their branches in Mangalore. Many reputed builders are bringing huge development projects. There is very good growth in the retail sector and many new shopping malls are being built. Infosys Technologies has 2 development centers in Mangalore with over 3000 employees. Cognizant have its development center on MG Road. Mphasis has their India Training Center based near Mangalore Club. Corporation Bank and Karnataka Bank have their headquarters inside the city and Syndicate Bank HQ is in Manipal. Polaris, Thomson Reuters Omnesys, MRPL, MCF, BASF, KIOCL, Ultratech Cement Plant are some of the other industries in the city.

**Mangalorean cuisine** is a collective name given to the cuisine of Mangalore which comprises cuisines like Udupi as well as cuisine of the Mangalorean communities like that of the Tuluvas, Rajapur Saraswat Brahmins, Goud Saraswat Brahmins, Mangalorean Catholics and the Bearys.



Mangalorean cuisine is largely influenced by the South Indian cuisine, with several cuisines being unique to the diverse communities of the region. Coconut and curry leaves are common ingredients to most Mangalorean curry, as are ginger, garlic and chili. Mangalorean Fish Curry is popular dish in Karnataka. Well-known Tuluva dishes include Neer Dosa, Masala Dosa, Chicken Ghee Roast, Chicken Sukka, Kori Rotti (dry rice flakes dipped in gravy), Bangude Pulimunchi (spicy sour silver-grey mackerels), Beeja-Manoli Upkari, Neer dosa (lacy rice-crêpes), Boothai Gasi, Kadubu, and Patrode. The Konkani community's specialties include Daali thoy, bibbe-upkari (cashew based), val val, avnas ambe sasam, Kadgi chakko, paagila podi, and chane gashi. Tulu vegetarian cuisine in Mangalore, also known as Udupi cuisine, is known and liked throughout the state and region.

Since Mangalore is a coastal town, fish forms the staple diet of most people. Mangalorean Catholics Sanna-Dukra Maas (Sanna – idli fluffed with toddy or yeast; Dukra Maas – Pork), Pork Bafat, Sorpotel and the Mutton biryani of the Muslims are well-known dishes. Pickles such as happala, sandige and puli munchi are unique to Mangalore. Khali (toddy), a country liquor prepared from coconut flower sap, is popular.

## **MEAT BASED CUISINE**

Their curry uses a lot of coconut and curry leaves while ginger, garlic and chilli are also used. Mangalorean Catholic cuisine has distinct Portuguese influence as can be seen in Laitao, the famous pork roast served as the *Pièce de résistance* at wedding dinners, and Pork Sorpotel. Mangalorean Catholics mix pork blood and other parts in most of their pork delicacies as can be seen from Pork Bafat, Cabidela and Kalleze un Kiti (heart and intestines). Sanna-Dukra Maas (Sanna – idli fluffed with toddy or yeast; Dukra Maas – Pork) and Unde-Dukra Maas (Unde – leavened bread; Dukra Maas – Pork) are popular dishes. Bifa Maas (beef), Bokrea Maas (mutton) and Kunkda Maas (chicken) with dishes such as Chicken Indaz are popular. The traditional Rosachi kadi (Ros Curry), a fish curry made with ros (coconut milk) is quite popular and is served during the Ros (anointing) ceremony that is held one or two days before a

Mangalorean Catholic wedding. Their fish curry, especially their Fish Roe Curry, is known for its taste in the whole of coastal India while fried fish in their style is well known. The Sheveo Roce and Pathal Bakri are dry rice flakes dipped in chicken gravy dishes

**Udupi cuisine** is a cuisine of South India. It forms an important part of Tuluva -Mangalorean cuisine and takes its name from Udupi, a city on the southwest coast of India in the Tulunadu region. Udupi cuisine has its origin in the Tulu Ashta Mathas of Udupi founded by Madhvacharya.

It adheres strictly to the Satvik tradition of Indian vegetarian cuisine, using no onions or garlic, as well as no meat, fish, or shellfish. However, the cuisine may also be adapted for those who consume these restricted items. Following the tradition of chaaturmasa vrata, which is a restriction of certain food ingredients in a certain period or season, may have led to the innovation of a variety of dishes in Udupi cuisine. Pumpkins and gourds are the main ingredients in sambar, a stew prepared with ground coconut and coconut oil as its base.

The ubiquitous Indian dish dosa has its origins in Udupi, according to P.Thankappan Nair. Saaru, spicy pepper water, is another essential part of the menu, and so are jackfruit, colocasia leaves, raw green bananas, mango pickle, red chillies, and salt. Adyes (dumplings), ajadinas (dry curries or stir fry curries), and chutneys, including one made of the skin of the ridge gourd, are specialities.

Coconut is widely used in the mangalore cuisine. Traditional Tuluva dishes include

- Kane fry or lady fish fry
- Anjal/surma/ Kingfish fry
- Crab Masala
- Bundas sukka/squid sukka
- Dry fish chutney
- Marwai/koyyolu sukka (Shell Fish)
- Kori sukka /chicken sukka



- Kori roti Crisp flat rice pancake roasted on griddle without oil . Can be stored up to 6 months. Usually served with chicken curry,
- Kori pundi
- Kundapura chicken/koli talu
- Kappa rotti/odu dose
- Buns/goli baje/ambade
- Masala dosa
- Idli-vada Sambar
- Biscut rotti
- Patrode, a special dish prepared by steaming stuffed colocasia leaves.
- Neer dosa, A soft thin pancake made of batter of boiled rice, coconut milk and salt
- Appam, guriyyappa (paddu)
- Coconut Chutney
- Uppittu
- Beeja manoli upkari, or tendli and cashewnuts poriyal
- wheat halwa, Kushmandu halwa
- Sheera
- Sihi Samabar
- Menaskai
- Jack fruit dishes
- Modaka unde
- Moode, Gunda
- Semige/shyavige- Rice Noodle
- Maavina Saaru preserved salted mango fruit cooked whole in a base of steam-cooked toor dal, eatend with red rice or Indian bread.
- Saala - preserved salted jackfruit shallow fried with traditional oil-mustard seasoning. Eaten as a snack, or as dry vegetable in a meal.
- Manni - is a traditional dessert made of rice, coconut and jaggery. It can also can be made of various flavours such as vegetables.
- Ole Bella (Palm jaggery)



# TOP 10 BARS

## 1. ARTESIAN, LONDON



This is the fourth year Artesian has topped the list, and for good reason. Located in the Langham Hotel, the drinks come with quite the presentation. The cocktails aren't cheap, but they're well-worth the price. Try the Camouflage, which is served in a giant, golden pineapple glass topped with smoking potpourri.

## 2. THE DEAD RABBIT GROCERY & GROG, NEW YORK CITY

The Dead Rabbit Grocery & Grog is an unexpected gem in New York City's Financial District. The



cocktail menu is organized by the four seasons, making the seemingly overwhelming choices a little bit easier to whittle down. Fun fact: Some scenes from the "Gangs of New York" was filmed at this bar.

### **3. NIGHTJAR, LONDON**



Nightjar's menu spans pre-Prohibition sips to modern cocktails. The bar also follows a strict no-standing policy, turning what could be a

potentially packed situation into the perfect spot for chatting drinks with the bartender or catching up with friends over some delicious cocktails. Try the London Mule, which comes in a barrel and is as big as it sounds.

### **4. EMPLOYEES ONLY, NEW YORK CITY**



This speakeasy brings locals and tourists alike to its West Village location. Employees Only is known for their Manhattan, but if whiskey isn't your thing, give the Fraise Sauvage a try (Fords gin shaken with wild strawberries and Tahitian vanilla, and Employees Only Prosecco di Conegliano Brut).



## **5. AMERICAN BAR, LONDON**



The American Bar is located in the Stafford Hotel, which makes sense considering each of their cocktails is based off of a story that took place at the inn. We recommend: The Seabiscuit—Gordon Sloe gin, Cherry Heering liqueur, fresh blackberry pineapple juice, and grenadine topped up with soda water.

## **6. THE BAXTER INN, SYDNEY**

With more than 100 whiskeys to choose from, The Baxter Inn is the pub for any bourbon drinker looking for a cocktail in Sydney. Don't be put off by the line in front of the door—it's well worth the wait. Go simple and try a whiskey neat. They also carry Japanese scotch, which is always a treat.





## **7. HONGKONG STREET, SINGAPORE**



The dimly lit bar is known as one of the pioneers in the Singapore speakeasy scene with its original cocktails and cozy ambience. Try: The Hulk Smash, a lemony gin combination, followed up with some fried mac and cheese balls.

## **8. HAPPINESS FORGETS, LONDON**

Walk-ins are more than encouraged at Happiness Forgets: They save half-tables for anyone looking to stop in for a drink (or three). The entrance is a flight of unassuming stairs, but don't be fooled—just follow the sign for "Happiness." A super-chill (both in vibe and temperature) basement bar awaits. Try the Tokyo Collins; you won't regret it.



## 9. CONNAUGHT BAR, LONDON



The Connaught Bar in London is inspired by English Cubist and 1920's Irish art. What that means: Expect tons of glitzy, throwback style. Quietly shaken (never stirred!), the Connaught Martini Trolley is not to be missed. With hints of lavender, coriander, cardamom, ginger, grapefruit, vanilla, and liquorice, this isn't your neighborhood bar martini.

## 10. BLACK PEARL, MELBOURNE



The Black Pearl is known for its killer cocktails and prime location

on Melbourne's Fitzroy Street. The bartenders are no stranger to "Bartender of the Year" titles and you can expect a good conversation if you sit barside and get there early enough. They have a rotating selection of "house" cocktails—you can't go wrong with one of those.

# GLOBE TROTTING

## TRAVEL TO THE MIDDLE EAST WILL MAKE A BIG COMEBACK

Defying headlines, the Middle East's growth in international arrivals this year has surpassed heavy-hitters like Europe and South America, and it's not slowing down. According to a recent World Tourism Organization (UNWTO) Travel Barometer, the Middle East is the fastest-growing travel region in the world – with the Palestinian territories leading the pack at 57.8% growth in international visitors. Travel companies are taking note. Hilton Worldwide now has seven new Egypt hotels in its pipeline while celebrated street artist, Banksy, also opened a highly-anticipated hotel in Bethlehem. In 2018, Intrepid Travel will be launching seven new Middle East tours, including ones in **Iran** and **Jordan**.

## EUROPE'S NEW FRONTIERS WILL HELP ALLEVIATE OVERTOURISM

As Europe's hot spots, such as Italy and Croatia, continue to experience a capacity crunch, tourism industry stakeholders are looking to less-traveled destinations in the continent to redistribute the demand. Where exactly? Belarus, which now offers five-day visa-free travel, and Moldova, which launched new routes in November through Air Moldova, to name a few. **Intrepid Travel** is adding departures in **Belarus**, **Cyprus**, **Moldova** and **Poland** to its existing Europe range. Expect to hear more buzz about lesser-discovered Europe in 2018.

## MODERN FAMILY DYNAMICS WILL INNOVATE FAMILY TRAVEL

In a recent Stats Canada survey, lone-parent families now make up 19.2% of Canadian households with children, and the United Kingdom's Office for National Statistics states that there are around two million lone-parent families today in the UK. The travel industry is quickly catching up. Virgin Holidays launched a new price program for single parents. Intrepid Travel, which has seen a 16%

growth in family bookings, has launched **six new family tours** in 2018. These tours do not charge more for parents traveling without a spouse. Gone are the days of exclusively two-parent travel offerings – 2018 is the year for all families.

### **ADVENTURE TRAVEL WILL CATER TO EXPERIENCES**

According to a recent study by the Adventure Travel Trade Association (ATTA), the definition of adventure is changing. Risky adrenaline activities are favored 45% less than "experiencing a new culture" in the definition of adventure travel. And travel companies are taking note. Intrepid Travel is seeing a 20% increase in bookings this year for its **Real Food Adventure tours** which offer cooking classes, wine tastings and local market visits. Day tour company, **Urban Adventures**, has launched a range of locally-focused shopping ('Made-In') tours for 2018.

### **WINTER WILL BECOME THE NEW PEAK SEASON**

A recent study found that 79% of Americans would consider an overseas trip during the winter, and 53% of them would not be seeking a change in weather – suggesting a majority of winter travelers aren't motivated by warmer temperatures. In fact, winter festivals around the world attract millions of visitors, such as China's Harbin Ice Festival which had over a million visitors last year. As well, the number of hotels opening in or around the Arctic Circle is increasing, including a new hotel in Northern Sweden. Intrepid Travel, who already offers **winter festival trips**, will be launching a **Finnish Lapland tour** and increasing departures of its **Footsteps of Russia's Reindeer Herders tour** in 2018.

### **CRUISE TRAVEL WILL HAVE MORE SUSTAINABLE OPTIONS**

With increased pressure from the International Maritime Organization (IMO), large ship cruises are scrambling to reduce their environmental footprint. The demand for cruise ship travel is projected to grow 4.5% from last year – and so is greener travel, according to the most recent Center for Responsible Travel report. **Intrepid Travel** will launch 10 small ship cruise itineraries and

**Peregrine Adventures** will add 20 small ship tours to its existing range in 2018. Both companies' cruise range use cleaner fuel, port for longer periods and access more small towns. These tours have been featured in both The New York Times and The Guardian.

## **TRAVEL TO CANADA WILL REACH RECORD NUMBERS**

Listed as the New York Times' top place to go in 2017, Canada has quickly become one of the hottest international travel destinations. According to Destination Canada's most recent data, Canadian inbound tourism reached a 14-year high with almost 20 million travelers in 2016. According to Skift, Canada is also seeing major growth in newer markets, such as Chinese travelers that grew 24% last year. The Intrepid Group is responding with nine new Canada tours between its **Intrepid Travel**, **Peregrine Adventures** and **Geckos Adventures** brands. Airbnb also recently added Toronto to its Airbnb Trips range. As Canadian tourism is projected to keep growing, you'll be hearing a lot more about Canada in 2018.

## **WELLNESS TRIPS WILL BECOME MORE ACTIVE**

Health-conscious travel is on the rise and many travel companies are introducing new offerings for travelers to maintain their personal well-being on the road. This is not surprising when you think about the growing trend of health and wellness in general – for example, over 50% of Americans are now getting the recommended amount of exercise per week. In response to the growing demand for health-conscious travel, Intrepid Travel is adding **six new cycling tours** to their existing range next year, including in **Bali** and **Peru**.

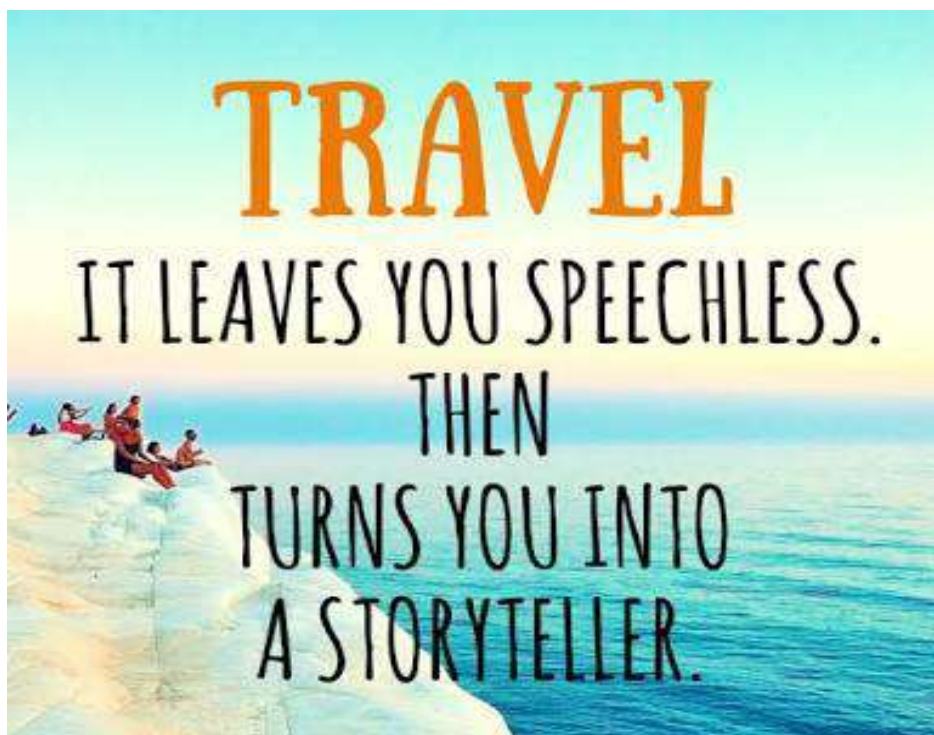
## **EMERGING DESTINATIONS WILL TAKE THE SPOTLIGHT**

As social media opens people's eyes to lesser-known destinations, travelers are increasingly seeking more remote places to travel. Take Ethiopia, Bhutan, Paraguay and Kazakhstan for example, whose tourist numbers are all growing according to the World Bank. Intrepid Travel already has tours in **Djibouti** and **Ethiopia**, and is adding another Ethiopia itinerary for 2018. The tour operator is also venturing to new off-beat destinations like the **Sarawak Rainforest**

**Music Festival** in Borneo and **India's remote northeastern region**. Kazakhstan has also caught the attention of hoteliers, with Hyatt Hotels and Hilton both opening up new properties in this former Soviet republic.

## **SOLO TRAVEL WILL BE AT AN ALL-TIME HIGH**

Google searches for “solo travel” and “travel alone” were at the highest they've ever been in January of this year. Travel companies are now building catered products to not only accommodate, but celebrate the solo traveler. After seeing a 40% increase in solo passengers on group trips over the past five years, Intrepid Travel launched their first **solo-only tour range**. This includes solo tours in **Bali, India** and **Vietnam**. Transat will expand their Solo Collection in 2018, waiving single supplements and creating communal tables for shared meals. Meanwhile, Saga Cruise in the UK is building 109 solo cabins on its new ship launching in 2019. It's a new era for solo travel.





# BRAND PROFILE



**The Indian Hotels Company Limited (IHCL)**, branded as **Taj Hotels Palaces Resorts Safaris**, is an international chain of hotels and resorts headquartered at Express Towers, Nariman Point in Mumbai.

Incorporated by the founder of the Tata Group, Jamsetji Tata, in 1903, the company is a part of the Tata Group, one of India's largest business conglomerates. The company employed over 13,000 people in the year 2010.

As of 2017, the company operates a total of 99 hotels and hotel-resorts, with 83 across India and 16 in other countries, including Bhutan, Malaysia, Maldives, Nepal, South Africa, Sri Lanka, UAE, UK, USA and Zambia



Established in 1903, Taj Hotels Palaces Resorts Safaris is one of Asia's largest and finest group of hotels, comprising 98 hotels in 61 locations across the globe, including presence in India, North America, United Kingdom, Africa, Middle East, Malaysia, Sri Lanka, Maldives, Bhutan and Nepal. From world-renowned landmarks to modern business hotels, idyllic beach resorts to authentic Grand Palaces, each Taj hotel offers an unrivalled fusion of warm Indian hospitality, world-class service and modern luxury. For over a century, The Taj Mahal Palace, Mumbai, the iconic flagship has set a benchmark for fine living with exquisite refinement, inventiveness and warmth. Taj Hotels Palaces Resorts Safaris is part of the Tata Group, India's premier business house.

Jamsetji Nusserwanji Tata, founder of the Tata Group, opened the Taj Mahal Palace, a hotel in Mumbai (formerly called Bombay) overlooking the Arabian Sea, on 16 December 1903. It was the first Taj property and the first Taj hotel. There are several anecdotal

stories about why Tata opened the Taj hotel. According to a story, he decided to open the hotel after an incident involving racial discrimination at the Watson's Hotel in Mumbai, where he was refused entry as the hotel permitted only Europeans. Hotels that accepted only European guests were very common across British India then. According to another story he opened the hotel when one of his friends expressed disgust over the hotels that were present in Bombay then. But a more plausible reason was advanced by Lovat Fraser, a close friend of the Tata and one of the early directors of the IHCL group, that the idea had long been in his mind and that he had made a study on the subject. He did not have any desire to own a hotel but he wanted to attract people to India and to improve Bombay. It is said that Jamsetji Tata had travelled to places like London, Paris, Berlin and Düsseldorf to arrange for materials and pieces of art, furniture and interior artefacts for his hotel. The Taj group has since then developed and flourished, under the Tata Group.

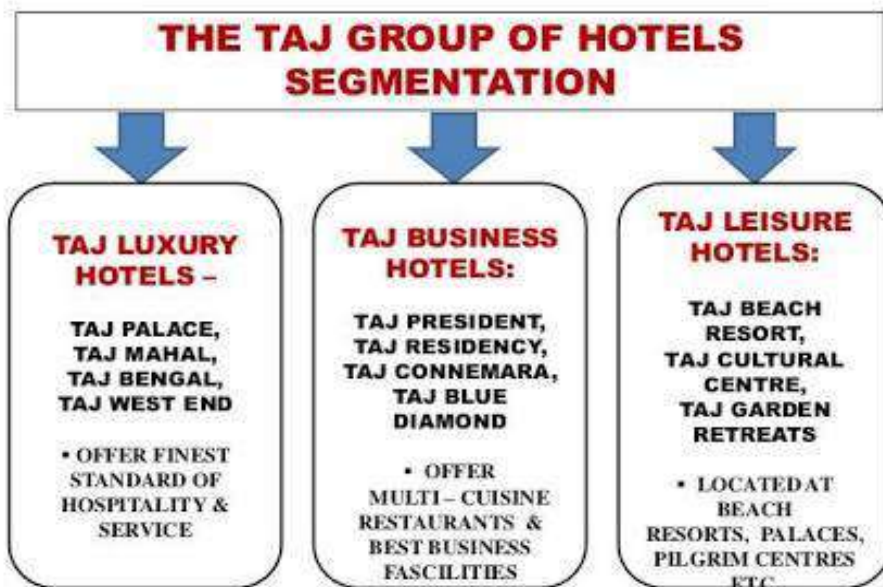
In 1974, the group opened India's first international five star deluxe beach resort, the **Fort Aguada Beach Resort** in Goa. In 1970s, the Taj Group also began its business in metropolitan hotels, opening the five-star deluxe hotel, Taj Coromandel in Chennai, in 1974, acquiring an equity interest and operating contract for the Taj President (now Vivanta by Taj - President), a business hotel in Mumbai, in 1977, and also opening the Taj Mahal Hotel in Delhi in 1978.

The group has been converting royal palaces in India into luxury hotels since the 1970s. The first palace to be converted into a Taj luxury hotel was the Lake Palace in Udaipur, in 1971. Other examples include the Rambagh Palace in Jaipur, Umaid Bhawan Palace in Jodhpur, Falaknuma Palace in Hyderabad and Nadesar Palace in Varanasi.

In 1980, the Taj group opened its first hotel outside India, the **Taj Sheba Hotel** in Sana'a, in Yemen and in the late 1980s, acquired interests in the St. James' Court Hotel (now comprising Taj 51 Buckingham Gate Suites and Residences and St. James' Court, A Taj

Hotel) in London. In 1984, the Taj group acquired, under a license agreement, each of the **Taj West End** in Bangalore, Taj Connemara (now Vivanta by Taj - Connemara) in Chennai and Savoy Hotel in Ooty. With the opening of the Taj West End in Bangalore, the Taj Group made its foray into Bangalore. The five star deluxe hotel, **Taj Bengal** in Kolkata, was opened in the year 1989, and with this the Taj group became the only hotel chain in India with a presence in the six major metropolitan cities of India, namely Mumbai, Delhi, Kolkata, Bangalore, Hyderabad and Chennai.

Concurrently with the expansion of its luxury hotel chain in the major metropolitan cities, the Taj Group also expanded its business hotels division in the major metropolitan and large secondary cities in India. During the 1990s, the Taj Group continued to expand its geographic and market coverage in India. It developed specialized operations (such as wildlife lodges) and consolidated its position in established markets through the upgrading of existing properties and development of new properties. Taj also set up the Taj Kerala Hotels and Resorts Limited in the early 1990s along with the Kerala Tourism Development Corporation.



**Board of Director of TATA Group**  
**NATARAJAN CHANDRASEKARAN**



**CHEMICALS**

- Tata Chemicals
- Advinus Therapeutics
- Brunner Mond
- General Chemical Industrial Products
- Magadi Soda Company
- Rallis India
- Tata Pigments Limited

**CONSUMER PRODUCTS**

- Casa Décor
- Eight O'Clock Coffee
- Fastrack, youth fashion brand
- Himalayan, mineral water brand
- I-shakti
- Infiniti Retail (Cromā)
- Landmark Bookstores
- Tanishq
- Tata Ceramics
- Tata Coffee
- Tata Global Beverages, the world's second largest manufacturer of packaged tea and tea products
- Tata Industries
- Tata International Ltd.
- Tata Refractories
- Tata Salt
- Tata Sky
- Tata Starbucks, a 50:50 joint venture company, owned by Starbucks Corporation and Tata Global Beverages
- Tata Swach
- Tata Zoya
- Tetley
- Titan Eye+, optical stores from Titan Industries
- Titan Industries
- Voltas, consumer electronics company
- Westside

**ENGINEERING**

- Hispano Carrocera
- TAL Manufacturing Solutions
- TASL (Tata Advanced Systems Limited)
- Tata Advanced Materials
- Tata Advanced Systems
- Tata AutoComp Systems Limited (TACO)
- Tata Consulting Engineers Limited
- Tata Marcopolo
- Tata Cummins
- Tata Motors, manufacturer of commercial vehicles (largest in India) and passenger cars
  - Jaguar Land Rover (manufacturing cars under the Jaguar and Land Rover marques)
  - Tata Daewoo Commercial Vehicle
- Tata Motors European Technical Centre
- Tata Petrodyne
- Tata Precision Industries
- Tata Projects
- Tata Technologies Limited
- Telco Construction Equipment
- Telcon Construction Equipment
- TRF
- Voltas Global Engineering Centre
- TitanX

## SERVICES

- Indicash ATM
- Air Asia India, TATA joint venture with Air Asia
- Drive India Enterprise Solutions
- e-Nxt Financials Ltd.
- The Gateway Hotels & Resorts
- Ginger Hotels
- The Indian Hotels Company
- Mjunction
- Roots Corporation
- Taj Hotels
- TajAir
- Tata Advanced Systems Limited
- Tata Africa Holdings
- Tata AG
- TATA AIA Life Insurance
- TATA AIG General Insurance
- Tata Asset Management
- Tata AutoComp Systems
- Tata Capital
- Tata Financial Services
- Tata Housing Development Company Ltd. (THDC)
- Tata Industrial Services
- Tata Interactive Systems
- Tata International AG
- Tata Investment Corporation
- Tata Limited
- Tata NYK
- Tata Quality Management Services
- Tata Realty and Infrastructure Limited
- Tata Services
- Tata Sons
- Tata Strategic Management Group
- TKM Global, Logistics and Supply Chain
- Vistara
- Vivanta By Taj

## INFORMATION SYSTEMS AND COMMUNICATIONS

- CMC Limited
- Computational Research Laboratories
- INCAT
- Nelco
- Nelito Systems
- Tata Business Support Services
- Tata Communications
- Tata Consultancy Services Ltd. (TCS), one of the world's largest IT services companies
- Tata DoCoMo
- Tata Elxsi
- Tata Interactive Systems
- Tata Teleservices
- Tatanet, managed connectivity and VSAT service provider
- VSNL International Canada

## STEEL

- JAMIPOL
- NatSteel Holdings
- Tata Bearings
- Tata BlueScope Steel
- Tata Metaliks
- Tayo Rolls
- Tata Sponge Iron
- Tata Steel
- Tata Steel Europe
- Tata Steel KZN
- Tata Steel Processing and Distribution
- The Tinsplate Company of India
- TM International Logistics

## ENERGY

- Tata Power Trading
- Tata Projects
- Powerlinks Transmission
- Tata Petrodyne
- Jamshedpur Utilities and Services Company and etc.,

## SOUP TIME

### Himalayan Noodle Soup

*It is popular in Tibet, Bhutan, Nepal, and some parts of India.*

#### Ingredients

- 1 carrot, peeled and sliced
- 1 potato, peeled and diced
- 2 cups cabbage, chopped
- 1 medium onion diced
- 2 teaspoon fresh ginger, minced
- 1 clove garlic, chopped
- 4 cups water or vegetable stock
- 1 tomato, chopped
- 1/2 capsicum, chopped
- 2 portions of egg noodles, cooked as per packaged directions
- 1 teaspoon ground cumin
- 1/2 teaspoon turmeric
- 1/2 to 1 teaspoon gram masala
- Fried onions, for garnish (optional)
- 1 green onion, thinly sliced
- 1 tablespoon cooking oil
- Salt



#### METHOD

In a deep pot, heat the oil at a medium heat and add the ginger and garlic and cook them until they're aromatic after that add the onions and cook them until they're translucent. Add capsicum, cumin, garam masala, and turmeric and cook them, stirring, for about a minute. Add the salt, carrots, and potatoes and cook for them 3 minutes. Add the cabbage and continue to cook the mixture for another 2 minutes and finally add the broth and tomatoes.

Bring the soup to a simmer, cover, and cook it for 10-12 minutes or until all the vegetables are tender. Taste the soup and adjust seasonings as you like.

In a bowl, add the cooked noodles and ladle the soup over them. Sprinkle some fried onions over the top and serve it with your choice of sauce.



## CHEF'S SPECIAL

### Absolutely Superb Chicken Chow Mein

*Best tasting Chinese dish*

#### Ingredients:

1 pkg fine noodles  
¼ teaspoon salt  
Water  
Few drops of oil  
¼ cup oil  
¼ lb. fresh mushrooms  
Thinly sliced  
¼ cup minced white onion  
1 cup cooked boneless chicken  
1 table spoon soy sauce  
2 teaspoons corn flour  
(Dissolved in ½ cup of chicken broth)



#### Method

- Drop noodles into a large part of rapidly boiling salted water. Add few drops of oil.
- Cook until noodles rise to the surface and are pliable about 1 minute. Drain.
- Place in a large bowl and toss with ¼ cup oil.
- Heat wok, add noodles. Stir fry until a few noodles are lightly browned.
- Remove spread on a warm serving platter.
- Heat 2 tablespoons of oil in wok. Add mushrooms and onions. Stir-fry over high heat about 1 minute. Add chicken.
- Stir-fry about 30 seconds. Add soy sauce.
- Cover and steam for 30 seconds. Pour in cornstarch mixture. Stir until slightly thickened. Spoon over noodles. Makes 6 servings.

# SWEET PAGE

## CHOCOLATE FRENCH TOASTIES

*There is very moreish about delicious chocolate toasties served with a little whipped cream and raspberry jam sauce*

### Ingredients

50 g dark chocolate  
150 ml milk  
4 tablespoons of raspberry jam  
8 thick slices white bread  
Butter or oil for shallow-frying  
½ tsp ground cinnamon  
40g caster sugar (superfine)  
A little whipped cream to serve



### Method

- Break the chocolate into small pieces and place in a small pan with milk.
- Heat gently, stirring until the chocolate melts. Leave to cool slightly.
- Beat the egg in a large mixing bowl and whisk in the warm chocolate milk.
- Heat raspberry jam gently set aside and keeps warm.
- Remove the crust from the bread, cut into triangles and dip each one into the chocolate mixture.
- Heat the butter or oil in a frying pan( skillet) and shallow fry the bread triangles for 2-3 minutes until just crispy, turning once.
- Mix together the cinnamon and caster sugar and sprinkle it over the toasties

# BEVERAGE HOUR

## THE APPLE DEW COCKTAIL

### INGREDIENTS

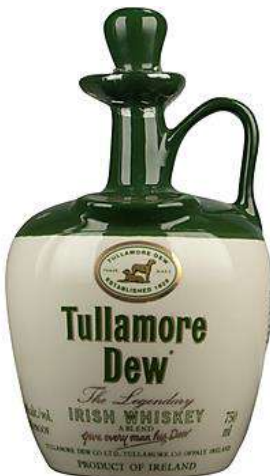
- 50ml tullamore d.e.w. original irish whiskey
- 1 brown sugar cube.
- 5ml irish stout
- 2 dashes orange bitters.
- 60ml irish cider.

### Method:

In a collins glass, soak the sugar cube with stout, then muddle.

Add bitters and Tullamore .  
Stir to dissolve sugar.

Add ice and continue to stir. Top with cider and lemon zest.



## SPARKLING BLUE HAWAIIAN MOCKTAIL

### Ingredients

- 2 ounces blue fruit punch
- Sparkling white grape juice or Sparkling cider
- Blue Sprinkles (optional garnish)

### Instructions

Place some of the blue sprinkles on a plate.

Dip the top of the champagne glass or other cup in water and then dip it in the blue sprinkles.

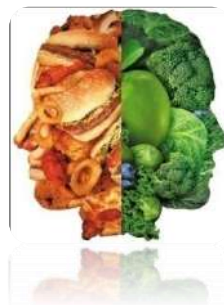
Place the 2 ounces of blue fruit punch in the champagne glass or other cup. Then add in the sparkling white grape juice or sparkling cider until full.



# FOOD AND SOUL

## EAT WISE

Eat Wise rejects the "directive language" of conventional dietary guidelines that issue commands to consumers directing them "to eat more" or "to eat less" of this or that food. Instead, it adopts "descriptive language" to describe the food, drink and lifestyle habits of healthy people, thus disabling the "scolding box syndrome," the mechanism which consumers employ in order to avoid directive or imperative guidelines. Successful marketers of fast foods and sugary drinks follow a "descriptive" model. Their advertisements and marketing materials "tell stories" that "describe" the pleasures of their products.



## PRESENT SCENARIO OF DIET

Basic nutrients, such as carbohydrates, fats, and proteins, are the basis of all life activities. They constitute the carbon skeleton of various functional molecules, and provide energy through oxidative decomposition. Traditionally, the main aim of nutrition is prevent and treat nutritional deficiencies. However, when nutrition is adequate or excessive, the body faces the problems of quantitative control of the nutrients absorption and storage. Over nutrition, especially absorption and storage of energy, can not only affect health but also cause many diseases such as diabetes, cardiovascular diseases, obesity, hypertension, and hyperlipidemia. Further, over

nutrition reduces reproductive capacity and promotes the development of various cancers that will seriously affect quality of life, survival, and reproduction in human beings. Because of over nutrition, nutriology based on nutritional requirements cannot make recommendations for nutrient intake in daily life because nutrient absorption, energy storage, and oxidative energy supply control vary from person to person. Even during evolution, nutritional experience seems to be recorded in the nucleosomes and DNA, which involves all aspects of nutrient sensing, cell communication, metabolic regulation, gene expression, and epigenetic modifications. However, food intake is a fundamental activity of the human body and is a source of energy.

Modern diet relates to ‘Junk food’ that simply means an empty calorie food. An empty calorie food is a high calorie or calorie rich food which lacks in micronutrients such as carbohydrates, proteins, vitamins, minerals, or amino acids, and fiber but has high energy (calories). These foods do not contain the nutrients that your body needs to stay healthy. Hence, this food that has poor dietetic values is considered unhealthy and may be called as junk food. Junk food is an informal term applied to some foods which are perceived to have little or no nutritional value, but which also have ingredients considered unhealthy when eaten regularly, or to those considered unhealthy to consume at all. What makes these foods to be called as Junk is that it contains high levels of refined sugar, white flour, trans



fat and polyunsaturated fat, salt, and numerous food additives such as monosodium glutamate and tartrazine at the same time it is lacking in proteins, vitamins, essential minerals, fiber, among other healthy attributes. These foods have little enzyme producing vitamins and minerals and but contain high level of calories in their place. A food that is high in fat, sodium, and sugar and provides high calories yet useless in value is generally known as a junk food which the present generation has adapted it as modern diet. On the contrary, junk food is easy to carry, purchase and consume. Generally, a modern diet is given a very attractive appearance by adding food additives and colors to enhance flavor, texture and for increasing long shelf life. Recent variations and trends in food, nutrition, physical activity, overweight and obesity. People's diets reflect the times and situations in which they live.

It is only relatively recent in history that urban– industrial ways of life have evolved, with many or most people living in towns and cities rather than in the countryside. Such patterns change very rapidly as countries become increasingly urbanized and industrialized. The different food systems and diets that are part of these diverse ways of life affecting people's levels of physical activity, their body composition and physique, their life expectancy, and patterns of disease, including cancer. On the other hand, urban populations are at increased risk of chronic diseases such as obesity, type 2 diabetes, coronary heart disease, and also some cancers.



## DO YOU KNOW?

### FOOD IS MEDICINE

As we get older and our appetite starts to decline, we tend to consume less

calories overall and, therefore, our food choices matter more than ever. Research shows that as caloric intake and absorption of nutrients drops among the elderly, rates of diseases including cancer and heart disease steadily increase. To help prevent deficiencies and lower your risk for illness, it's crucial to make every calorie count. Here are six food groups that help protect you most:

#### **Fresh/Raw Vegetables**

Green vegetables (like kale, wheat grass and spinach for example), sea vegetables and fresh vegetable juices are considered some of the healthiest foods on earth, known to dramatically help slow aging. They help restore the body's proper pH, prevent nutrient deficiencies, curb hunger and detoxify the blood. They are also super low in calories, yet beaming with antioxidants, phytonutrients and vitamin C, vitamin K, magnesium, potassium, iodine and fiber. Antioxidants found in vegetables are an amazing thing: They develop within plants to protect the plant from its damaging environment including ultraviolet radiation, predator pests, toxins and pollution.

#### **Organ Meats & Bone Broth**

Organ meats, including beef or chicken liver, are some of the most nutrient-concentrated foods available to us. Liver is a true super food

and exceptionally high in zinc, iron, vitamin A, vitamin B12 and more. Consuming nutrient-packed organ meats and all edible parts of an animal, plus making bone broth with the remaining parts that are normally discarded (like bones, skin and ligaments), provides us with hard-to-find nutrients like collagen, glucosamine and an abundance of electrolytes and trace minerals.

### **Probiotic Foods**

Probiotics are not only critical for optimal digestion, but also for overall immune function and health. The digestive system is the second largest part of our neurological system and holds 80 percent of your entire immune system! A huge array of illnesses actually stem from poor gut health, including thyroid imbalances, chronic fatigue, joint pain, psoriasis, autism and food allergies.

### **Omega-3 Foods**

A diet high in “good fats” is essential for controlling inflammation, cognitive health, hormone production, cancer prevention, weight loss and cellular healing. Omega-3 fats are natural anti-inflammatories and help counteract the effects of pro-inflammatory omega-6 fats, which are very high in modern-day diets.

### **Healthy Fats**

Not all fats are created equal, but the certain good ones pack a lot of medicinal punch. From lowering bad cholesterol and helping shed excess weight to giving you shiny hair and healthy nails, your body will reap the benefits of healthy fats like avocado, grass-fed butter, ghee, coconut oil, MCT oil, extra virgin olive oil and yes, omega-3

fats. It's been proved there is no evidence that dietary saturated fat increases a person's risk for coronary heart disease or cardiovascular disease.

### **High-Antioxidant Foods**

A good indication that a food has a high amount of antioxidants? If it's naturally brightly colored (red, orange, yellow, green, etc.) chances are it's supplying nutrients like beta carotene, resveratrol, flavanoids and more. Some of the best foods for obtaining antioxidants include: berries, red wine, raw cocoa, acai, spirulina, leafy greens, fresh herbs and spices, cruciferous veggies and bright root veggies.

### **High Fiber Foods**

Fiber helps to reduce cholesterol and triglycerides, strengthens the colon walls, plays a role in regulating blood



sugar levels, helps prevent insulin resistance, and promotes the growth of beneficial probiotic bacteria in your gut that influence immunity. It's recommended that adults get at least 25–30 grams of fiber daily. High-fiber diets are associated with better protection against obesity, cancer, cardiovascular diseases, digestive disorders and menstrual problems. High-fiber foods include leafy greens, cruciferous veggies, avocado, coconut, starchy veggies, berries, nuts, seeds, sprouted legumes and ancient grains.

### JAGGERY

**Prevents constipation:** Jaggery activates the digestive enzymes in the body, stimulates bowel movements and thus helps prevent and relieve constipation.



**Detoxes the liver:** Jaggery helps cleanse the liver by flushing out harmful toxins from the body. So if you want to effectively detox your body, bite into a piece of jaggery.

**Blood purifier:** One of the most well-known benefits of jaggery is its ability to purify the blood. When consumed on a regular basis and in limited quantities, it cleanses the blood, leaving your body healthy.

**Boosts immunity:** Jaggery is loaded with antioxidants and minerals such as zinc and selenium, which in turn help prevent free-radical damage and also boost resistance against infections. Jaggery also helps increase the total count of hemoglobin in the blood.

**Cleanses the body:** Jaggery is one of the best natural cleansing agents for the body, hence it is advised to eat jaggery to remove unwanted particles from the body.

It efficiently cleans the respiratory tract, lungs, intestines, stomach and food pipe. Eating jaggery is highly recommended for people working in heavily polluted areas such as factories or coal mines.

**Prevents anaemia:** Jaggery is rich in iron and folate which help prevent anaemia by ensuring that a normal level of red blood

cells is maintained. This is especially beneficial for pregnant women.

**Boosts intestinal health:** Jaggery also boosts intestinal strength due to its high magnesium content.

With every 10 gram of jaggery, you get 16 mg of magnesium, which is 4 percent of the daily requirement of this mineral.

**Cools the stomach:** Jaggery helps in maintaining normal body temperature which helps in keeping your stomach cool.

Experts recommend drinking Gur Sharbat (jaggery soaked in ice cold water) during the summer months to cool off.

**Controls blood pressure:** Jaggery contains potassium and sodium, which play an important role in the maintenance of acid levels in the body. It makes sure that a normal level of blood pressure is properly maintained.

**Prevents respiratory problems:** By consuming jaggery regularly, you can prevent many respiratory problems such as asthma, bronchitis, etc. Experts recommend eating this natural sweetener with sesame seeds for wonderful benefits for the respiratory system.

**Weight loss:** "Jaggery is surprisingly effective as an aid for weight loss. This is because jaggery is a rich source of potassium, which is a mineral that helps in the balance of electrolytes as well as building muscles and boosting metabolism.





## *HOW TO MAKE JAGGERY*

Jaggery is commonly made from sugarcane, the process follows only five steps to prepare it.

These are extraction, clarification and concentration. We give



you a detailed explanation of how it is produced -

The sugarcanes are pressed through machines in order to extract all the sweet juice or sap from them and this process is known as extraction.

Now, the juice is allowed to stand in large containers so that any residue or sediment is settled at the bottom of the containers. The juice is then strained to produce a clear liquid. This process followed is known as clarification.

The juice is now placed in huge flat bottomed pans and boiled for hours; this process is known as concentration. During this process the juice is stirred constantly.

While stirring, impurities are skimmed off the top until only a yellow, dough-like thick paste remains in the pan.

This paste is then transferred in huge moulds where it is left to cool, until it becomes hard and becomes what is eventually called jaggery. The colour of the jaggery may vary from light to dark brown, depending on the quality of sugarcane and the juice it produced.

## ART WITH A LIQUID

**Flair bartending** is the practice of bartenders entertaining guests, clientele



or audiences with the manipulation of bar tools (e.g. cocktail shakers) and liquor bottles in tricky, dazzling ways. It has become a sought-after talent among venue owners and marketers to help advertise a liquor product or the opening of a bar establishment. Competitions have been sponsored by liquor brands to attract flair bartenders, and some hospitality training companies hold courses to teach flair techniques. Flair bartending is sometimes referred to as "extreme bartending" or contracted to "flair tending".

The word *flair* became popular among practitioners in the mid-1990s. "Flair" is also used as a verb (e.g. "to flair"), referring to any trickery used by a bartender in order to entertain guests while mixing a drink. Flair can include juggling, flipping (bottles, shakers), manipulating flaming liquors or even performing close-up magic tricks (also referred to as "bar-magic"). Flair is showmanship added to bartending that enhances the overall guest experience. The ideas behind mixology and drink-oriented or service-minded bartending can still be upheld with the correct application of **working flair**.

### FLAIR COMPETITIONS

Both working flair and exhibition flair can be seen in competitions, depending on the rules and regulations of each event. The important distinction between working flair and exhibition flair is not so much the level of liquid in the bottles (though that is a criterion) but the speed in which the bottle is thrown and/or the drink is made.. This

also opens the bartender to be able to use similar routines, regardless of what bottle they grab, as the level of liquid is not a factor. The accepted definition of working flair is "flair that does not noticeably slow service", usually involving bottles filled to various levels that are quickly manipulated and then poured. Exhibition flair almost always involves bottles that are often pre-set with less than 2 ounces (60ml) specifically for flipping. Exhibition flair often involves longer sequences and routines, multiple objects, and performances choreographed to music.

The first open competition to have an exhibition round was the Quest for the Best Bartender in 1995.

The first open competition to have a working flair round was the Quest for the Best Bartender in the World in 1999.

The first all Working Flair bartending competition was the Flair Bartenders Shakedown in 2006 organized by BarWars LLC.

There are different styles of flair bartending competitions. *Legends of Bartending* World Bartender Championships test the bartender on four disciplines of bartending, accuracy, speed, working flair and exhibition flair.



- Remember a tipping ‘golden rule’: **People tip people they like.** So, be likeable. Be warm, professional, light-hearted but attentive, prompt and results-focused.
- Eye contact + smile = winning combination.
- Introduce yourself. Say hi, and say that it’s great to meet your customer.
- Know your menu, inside out.
- When a customer asks for a drink, ask if they’d like a ‘good’ one and make it look like you are putting extra effort into it.
- Check back on customers. Ask them how their drinks are. Ask them if they are enjoying everything. Ask if you can get them anything else.
- Be funny – make your customers laugh!
- Have manners – super manners. Say please, thank you, sir, madam, yes sir, no madam etc.
- Carry a pen and paper, in case a customer needs it.
- Choose one wine, one beer, one cocktail, and one spirit on your menu that you consider as your ‘personal recommendation’. Memorise the following things about the product, so you can do your best to sell it.
- Serve two customers at one. It looks great when you do this, and you serve your section faster too.
- If you have customers sitting at the bar, give them a small glass of water each. Keep it topped up. Make sure the glass is never empty!
- Let your customers try new things. Give them a taste-test of something. You might need to clear this with your manager first.



## PLACEMENT



**Thank you dear Recruiters !!**

## CAMPUS UPDATE

### Students Association “EPICURIENZ” – Inauguration



### ORIENTATION PROGRAMME





## MAGAZINE RELEASE



## Internal Workshop - CHISELER



**WORLD  
TOURISM  
DAY  
CELEBRATIONS**





## FACTORY VISIT



## GUEST LECTURE



## EXTENSION ACTIVITIES





## INTER DEPARTMENT COMPETITIONS “KAPSIMO 2018”





A drop of water is worth more than a  
sack of gold to a thirsty man.

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