



A monthly e-newsletter
brought to you by Merit
Swiss Asian School of
Hotel Management,
Ooty.



A gamut of events at MERIT!

SPECTRUM



"Live simple. Expect
little. Give much,"
Mr. Pumpko.

AUGUST 2010

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From the Desk of the Head-Academics

Dear Stakeholders,

Greetings from MERIT !!!

A spectrum is a condition that is not limited to a specific set of values but can vary infinitely within a continuum. Newsletters delivered electronically via email (e-Newsletters) have gained rapid acceptance for the same reasons email in general is gaining popularity over printed correspondence.

I owe a debt of gratitude to faculty members Dr.N.Gopalakrishnan and Miss.Anju Mahbubani and all contributions made to the **August edition of MERIT's e-Newsletter SPECTRUM 2010.**

Thanks to their vision and planning, that provides you with upcoming events, relevant and current information in a more user-friendly, consistent, and professional format.

In the inspiring words of Ralph Waldo Emerson, "Nothing great was ever achieved without enthusiasm", and here at MERIT, we all reflect that philosophy. We are a dedicated, finely disciplined, motivated, student-centered hospitality institute that provides superb and competitive academic excellence while celebrating that there are different paths to learning and all learning is valued and developed.

'Let us keep climbing even higher; never fearing the step that is next, for our goal is in our grasp, just beyond our hopes and dreams.' - Thomas M. Smith

I am sure that the sincere efforts taken by my peers in developing Merit's e-Newsletter SPECTRUM, would be a benchmark in stringing all chords. I wish happy reading to all our readers and heartily congratulate our SPECTRUM team for the commitment to have unique events highlighted in every edition.

Yours in Education,

M. Anandraj, MBA, PhD

Head - Academics



MERIT SWISS ASIAN SCHOOL OF HOTEL MANAGEMENT, OOTY



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Dear Readers,

It is with immense pleasure that I present to you Merit Swiss Asian School's first newsletter SPECTRUM, which, keeping in mind the gradual rising effects of Global Warming, will be *in your inbox every month*. I thank Mr. Anandraj, our beloved Academic Coordinator and his team of talented professionals for giving the students of MERIT the opportunity to participate in this new endeavour towards greater recognition and progress. I'm certain that I speak on behalf of the entire Editorial Team and the students of this meritorious school when I say this.

I would like to compliment Mr. Syed Faizan Ahmed, my fellow Chief Editor for this month, for giving our newsletter its name and also for giving me the opportunity to talk to you personally. Last but not the least, I thank Ms. Akansha Patro, my senior, for the choice of the logo for *Spectrum* and for giving us this colourful identity.

I invite you to delve into some of the newest trends in the Hospitality industry, also a review of a Bartending Seminar held at MERIT in July, all in this issue. Please feel free to drop in your feedback to spectrum@meritworldwide.com. We'd love to hear from you!

That being said, I will let you get on with the reading and will leave you with a phrase to muse on: "Work keeps us from three evils: Boredom, Vice and Need."

Aditya S. Shastry

Chief Editor of the Month



J. Nishar Ahmed
Senior Faculty
B.Sc-HM& CS, MTM

St. John Ambulance is a common name worldwide, dedicated to the teaching and practice of medical first aid and the provision of ambulance services, all of which derive their origins from the St John Ambulance Association founded in 1877 in the United Kingdom.

They believe that it's absolutely unacceptable that so many people die needlessly because no one could give them First Aid when they needed it. St John Ambulance teaches people First Aid - about 800,000 last year alone so that they can be the difference between a life lost and a life saved.

- *They teach young people in schools and through our activities for young people.*
- *They teach people in the workplace and provide first aid products.*
- *They teach people in the community.*

With nearly 300,000 members in 42 countries across the globe, St John Ambulance has diversified to meet local community needs around the world. In addition to First Aid activities, it has developed ophthalmic and dental care, primary health care, youth programmes, relief work and disaster planning.

First aid advice

St John Ambulance believes that everyone should learn at least the basic first aid techniques. We may need to use them at any time at home, at school or work or even while we're travelling. If more people knew these procedures, more lives would be saved. Some of the topics covered in the First Aid Courses conducted by St. John Ambulance include :

Dealing with every day cuts, scrapes and nosebleeds.

First Aid advice is given for asthma, fractures, sunburn, poisons, hypoglycaemia (low blood sugar) and more.

Heart and circulatory disease is one of the biggest killer diseases. Learning how to recognise and treat heart attacks and shock.

Recognising the importance of such life-saving skills, MERIT has invited Mr Noel Jayraj, a lecturer by profession and a member of St. John Ambulance, Coimbatore division to conduct a 2 day session in August 2010 with our students. The First Aid course conducted by him will cover various aspects of General First Aid along with demonstrations. Participants will be awarded a Certificate which is internationally valid and they become eligible to administer First Aid in any emergency situation around the world.



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NEWS @ MERIT

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MERIT launches Global SMS Communication System

In the new academic year, MERIT will stay in constant touch with the parents of all students via the most commonly used medium today, Short Messaging System, more popularly referred to as SMS. We have partnered with Dubai-based GSM Communications Ltd who has designed a customized college-parent interface software to meet our special requirements

From now on, we will periodically update all parents on their ward's performance in Unit Tests, Exam results, classroom and hostel performance, excellence in extra-curricular activities etc,. Untoward absenteeism, sudden illnesses and other such emergencies will also be communicated to Parents.

We believe that this facility will help keep parents in the know of how their child is coping with the curriculum at the Institute.

We have built a database of the mobile numbers of parents of all the students at the Institution. If you intend to change your mobile number in the near future, we request you to kindly email us on spectrum@meritworldwide.com with your new number for our records.

MERIT ranked third best Hospitality Management Institute in India

THE WEEK, India's most widely read weekly magazine has rated MERIT third in its list of top Hospitality Management Institutes in India, in its issue dated 20th June. It is a matter of great honour to be awarded this ranking in our 20th year of service.

It stands testimony to our mission of academic excellence throughout the years and also inspires us to continue our journey towards academic superiority in years to come.

THE WEEK · JUNE 20, 2010	
Aviation & Hospitality Preferred courses and colleges	
COURSES	INSTITUTES
Hotel Management	<ul style="list-style-type: none"> Christ College, Bangalore Institute of Hotel Management (IHM) Merit Swiss Asian School of Hotel Management, Ooty NSHM Knowledge Campus Oberoi School of Hotel Management, Delhi Rizvi College of Hotel Management, Mumbai Welcome Group School of Hotel Administration, Manipal
BSc /BE in Aeronautical Engineering	<ul style="list-style-type: none"> Bengal Engineering & Science University, Shibpur Bharat Institute of Aeronautics, Patna Birla Institute of Technology (BIT), Mesra, Ranchi Indian Institute for Aeronautical Engineering & Information Technology, Pune Indian Institute of Space Science and Technology, Thiruvananthapuram Indian Institute of Technology (IIT), Chennai Indian Institute of Technology (IIT), Delhi Indian Institute of Technology (IIT), Kharagpur Indian Institute of Technology (IIT), Mumbai
Commercial Pilot Training	<ul style="list-style-type: none"> Flytech Aviation Academy, Secunderabad Indira Gandhi Rashtriya Uran Academi, Raibareilly
Other Courses in Aviation and Hospitality	<ul style="list-style-type: none"> Air Hostess Academy, New Delhi Franklin Institute of Air Hostess Training Kingfisher Training Academy (KTA), Mumbai Kuoni Academy, Chennai Trade Wings Institute of Management

Faculty hired to conduct Carving classes



In the pic: Fruit Carving done by Karumbaiah, II yr B. Sc-HM & CS.

Mr. Nandakumar, an expert in Food Craft has joined MERIT as Faculty to impart his skills to the students. He is very accomplished at fruit carving, vegetable carving, ice carving as well as sugar art and has many years of experience in the Industry. Mr. Nandakumar has displayed his creations at many Star Hotels and Hotel Management Institutes across Tamil Nadu.

Carving is an additional skill that is not a part of the University Curriculum but which would make students more employable to prospective employers in the Industry when they leave campus in search of jobs. Keeping this perspective in mind, Mr. Nandakumar will spend 2 hours every per week teaching the students the various nuances of attractive carving.

MERITORS undergoing Industrial Training at Star Hotels this year

We are proud to announce that our students are undergoing Industrial training at some of India's most renowned hotels this year. The hotels include:

New Delhi
Hyatt Regency

Lucknow
Clarks Avadh

Jaipur
Sheraton
Rajputana

Bangalore
Taj West End
Leela Palace
Kempinski

Goa
Park Hyatt Resort
& Spa
Goa Marriott
Zuri White Sands

Ahmedabad
The Pride Hotel

Chennai
ITC Park Sheraton
Radisson GRT Grand

Hyderabad
Taj Krishna
Hotel Novotel & HICC
Leonia Holistic Destination

Indore
Crown Palace

Jodhpur
Taj Hari Mahal

We thank the Hotels for giving our students this wonderful opportunity to gain on-the-field work experience.



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NEWS @ MERIT

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Bartending Seminar & Workshop enthralls students

Akansha Patro
III B. Sc-HM & CS

Do you ever wonder if Bartending really lives up to the hype?

A full day Bartending Session was organised on Tuesday 27th July, 2010 to answer this particular question and to give appropriate knowledge about Bartending to the students of Merit Swiss Asian School of Hotel Management. Special thanks to our Academic Co-ordinator Mr. Anandraj and his efficient team for the event.

Thousands of Bartending Institutes have come up across the country which promise a fruitful and glamorous career in the ever- growing Bar Industry, but it is very important for an individual to first understand the Job opportunities, duties, responsibilities and the magnetism quotient of a Bartending career. For students who enjoy the art of Mixology and are interested in learning about the wonderful World of Alcoholic Beverages, the session proved to be helpful and those who were not thinking about Bartending as a good 'option' were inclined towards it by the end of the day.

The session was held by Mr. Kumar, Mr. Sunair and Mr. Nagesh from Indian Institute of Bartending, Chennai which is affiliated with World Bartenders Training Organisation, British Columbia, Canada. This Institute offers Full time and Part time courses in bartending.

Mr. Kumar started the session with the theory of Bartending, responsibilities & duties of a bartender, definitions of different words used in Bartending, Cocktails its parts and methods of making Cocktails. He then went on to teaching about the equipments used in a bar station.

Mr. Sunair and Mr. Nagesh taught us how to make some classic and contemporary cocktails like *Pink Lady*, *Spicy Capiroska*, *Blue Lagoon*, *Tom Collins* and many more. They are people who are genuinely interested in the art of Mixology and with years of experience, it was not at all hard for them to keep everything in line with the process of making a fine cocktail. They invited many of the Meritors to come up on stage and make cocktails with their help. The drinks made by grabbing different glasses, speed- pouring, and layering were very eye-catching and I am quite sure, good in taste.

Bartending personnel are known to work with "FLAIR". Mr. Sunair elaborated about the types and importance of Flair while working at a bar station. He demonstrated a Working Flair and an Exhibition Flair. The speed, accuracy and rhythm with which he worked won him a huge applause. The Tower burning shot was performed by making a structure somewhat similar to an Eiffel Tower made by placing glasses on top of each other and then pouring spirit on it which was ignited it appeared as if the flame has engulfed the structure. It was by far the best of all the Bar tricks and definitely the cherry on the cake!

By the end of the session some videos of professional Bartenders were displayed and Mr. Kumar showcased amazing bar tricks. The session was entertaining and fruitful. We learned new aspects about the Bar Industry and it opened new avenues for us possibly as future 'Professional Bartenders'. I am sure none of the students wanted the session to end as we had a wonderful time and a great learning experience!



Pics (L-R) : Mr. Sunair, Mr Nagesh and Mr Kumar of IIBT, Chennai. Serving a drink with flair. The art of Juggling. Swaha Samantaray of II yr learned to make a Spicy Capiroska. Balaji of II yr displaying a Blue Lagoon taught by Mr. Nagesh. P. Mithun of II yr learning the art of mixing a cocktail.



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Food for tomorrow?

How the scientific discipline of *Molecular Gastronomy* could change the way we eat.

Molecular Gastronomy is the knowledge of whatever concerns man's nourishment. In essence, this does not concern food fashions or how to prepare luxury food, but rather an understanding of food i.e. the chemistry and physics behind the preparation of any dish: for example why mayonnaise becomes firm or why a soufflé swells.

One example of how chemistry and physics can lead to new ways of cooking is provided by the egg. If we heat an egg, water evaporates, the proteins denature and polymerize to enclose water, and the end result is a cooked egg. Is there another way to do this?

Yes, alcohol can do the same trick because it can denature proteins; thus we achieve the same result by adding liquor to a raw egg.

It is now the newest fashion for chefs to offer their customers fake caviar made from sodium alginate and calcium or burning sherbets & spaghetti made from vegetables or instant ice cream, fast-frozen using liquid nitrogen.

One of the most important and worrying trends is the current pandemic of obesity caused by a fatal attraction to junk food, soft drinks and sweets. This is where the scientific programme of *Molecular Gastronomy* can be useful. If we are able to use the knowledge gained on food preparation, we might find new ways to make healthy food more attractive, we might persuade more people to cook better food and last but not least, we might convince society to regard eating as a pleasure rather than a necessity.

All these developments will inevitably have an important impact on what and how we eat and accordingly, on how we prepare our food. The main aim will be to surprise and delight our guests or their family with exciting, tasty and healthy food.



Pics (L-R): Molecular Gastronomy. Ice cream .

Feather in our Cap!



MR SENTHIL KUMAR, student of MERIT was awarded First Rank in the University Exams held by Alagappa University, Karaikudi in May 2009.

The Degree was conferred on him by His Excellency Dr. Surjit Singh Barnala, the Honourable Governor of Tamil Nadu on 9th January 2010.

MERIT Prayer

Composed by Dr. N Gopalakrishnan

We salute our Nation and we will make it proud.
We salute our parents and we will make them happy.
We salute our own MERIT, that nestles in the Nilgiris, that
gives us ethics and education,
also knowledge, skill and confidence.
Round the globe we will spread your name, fame and service.
This is our prayer to thee our Lord, one score and more to come.
In the service of all, we are MERITORS!



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Apple's sensational PAD

Siddarth Sherwyn Godinho
II B. Sc-HM & CS



The Apple iPad

As expected, Apple has yet again made an impact in the field of innovative technology. The iPhone which seemed to project the Apple brand is now second to its latest prodigy, the iPad. Released in April 2010, the iPad is a tablet computer particularly marketed to all as a platform for audio and visual media such as books, periodicals, movies, music and games, as well as web content. At about 700 grams, it has sold 3 million of the devices in 80 days. It can run its own applications as well as ones developed for the iPhone. Without modification, it will only run programs approved by Apple and distributed via its online store.

There is no doubt that Apple's iPad has the potential to revolutionize the dining and Hospitality Industry. The functional ambiguity of the iPad can serve various applications in both hotel and restaurant settings.

Intercontinental Hotels Group, a multi-national company has conducted tests to research the benefits of hotel staff being equipped with iPads. Results have shown that concierges with an iPad by their side are more versatile to fulfill services for hotel guests. By not being stationed at their behind-the-counter desktop computers, concierges are able to roam around the lobby to assist their customers, creating a less static and much more effective method of customer service. The company also discovered that by supplying iPads to concierges, it greatly reduces the time of training for new employees, crediting the tablet's intuitive interface and ease.

San Diego's *Hotel Indigo* is incorporating the iPad to act as a virtual guestbook for guests to use! It has also begun to replace menus at exotic restaurants. It does seem like there is no end to the flexibility of the iPad and establishments all around us seem to be getting the hint.

No doubt the iPad would be a great benefit for budding students and leaves behind the hassle of carrying expensive laptops for daily use.



Pic: An iPad being used to place orders at a restaurant.

Thought for the Month



This photo taken by Kevin Carter, won the Pulitzer Prize in 1994. The picture depicts a famine stricken child in Sudan crawling towards a United Nations Food Camp, located a kilometre away.

The vulture in the background waits for the child to die so that it can eat it. This picture shocked the whole world.

Three months after being honoured with this prestigious award, Kevin Carter committed suicide out of Depression.

Let's remember the hungry millions across the world every time we wish to throw away what's in our plate. Let's not waste food. We are blessed to have it in abundance.