

EDITION 8

APRIL 2024

GAZETTE

INDIAN SCHOOL OF HOSPITALITY

THE BATON PASSES, AND WE
LEAVE TO DISCOVER LIFE
AHEAD. READ WELL, FOLKS.



Table of Contents

Page 5:

Storytelling in Modern-Day Businesses

A dive into why and how it is important to build a connection with your audience...

Page 8:

Concocting Conclave 2024

The beverage conclave at ISH is back—and this time with the theme of “Made in India.” Read on to find out...

Page 11:

Apparel out of Food Waste

Recycling, composting, and upcycling may be limited in definition to some of us, but what if I told you there are people who use them to reduce food waste in ways even more interesting?

Page 14:

Why Mahek chose Culinary Arts

Read about how she discovered so much more in the industry than just cooking...

Page 16:

Black Tomato

Fancy a trip to a place that can charm you beyond your expectations? Get on board with this luxury travel company!

Page 19:

Talent Acquisition in Hospitality

Know Mr. Kunal Vasudeva’s take on driving the right talent into the hospitality industry at the event hosted by Hotelivate.

Page 21:

Gastronomic Escapades

Ever had a drink more memorable than a meal? If not, this one is just for you!

Page 24:

The Tail Wagging the Dog

How fashion and film create waves when they meet...

Page 27:

60 Minutes Later

Ever wondered how you are supposed to feel after letting things off your chest? There might not be a single answer to that, but one of our members’ take on therapy might help!

Page 29:

Discovering Indianisms

Navigating the eccentricities of Indian culture through this special exhibit...

Page 32:

In a Nutshell

Here’s what we have been up to at ISH!

Letter From The Editor

Nothing lasts forever, and all good things come to an end — a rather sombre way to start my letter, but I take the liberty to do so on the occasion of releasing my final ISH Gazette. Ironically, I seem to find it hard to put into words what an entire year of releasing eight versions of the magazine has felt like, but I will give it a go.



The days have been fulfilling and yet equally trying, making me grow into a person who is able to face things I could not have imagined. To see my teammates grow along with me has also been a matter of immense joy.

People come and go, creating new memories while others fade away; and time greets us only to run by rather quickly. We honour the old, embrace the new, revive the forgotten, and reimagine the present in reverence for the process of our evolution. And while these may have been the themes of my letters up until now, I firmly believe that they will remain and form the core of my ideals in the years to come.

I hope I have done justice to what I aimed to bring and repent of what I could not live up to. The beauty of humanity lies in its mistakes, and mortality is a gift. This line of thought, somehow allows us to respect what we have and make peace with all that could have been.

For now, I leave us all with some time until the next stage of the life of this magazine, and until then, here's hoping it is all revoir and not a goodbye — until we meet again, my friend.

Raagini Poddar

Editor-in-chief
(Raagini Poddar)

Letter From The Creative Director

As I sit here finally writing something for The Gazette, I find myself drifting back to the beginning of this incredible journey. It's funny how life leads us down paths we never expected, yet somehow, they become the very essence of our existence.



With each edition, we have poured our hearts and souls into every word, every cover and every layout. It was dedication, fueled by late nights and endless tears. But, amidst the chaos, there was one compliment that went "The Gazette looks incredible that made it all worth it. There was beauty in bringing ideas to life and watching them unfold on the pages before us.

As I say goodbye to this chapter of my life, I am overcome with gratitude for the moments we shared and the obstacles we overcame.

so, here's to The Gazette, My canvas of creativity, My platform of expression and the guiding light of our journey here at ISH. Thank you for the memories and the lessons. And though our paths are parting, know that a piece of my heart will always belong to you.

Reeya S.

Creative Director
(Reeya Shukla)

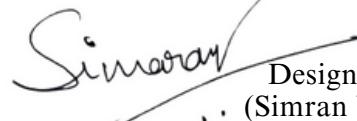
Letter From The Design Lead

As I sit down to write this letter, memories of my journey with the ISH Gazette flood my mind. It feels like just yesterday when it landed in my hands during my first semester, a daunting yet exciting moment. From the outset, I was thrust into the role of Editor-in-Chief navigating the editorial world with just a handful of team members by my side.



As the seasons changed, so did our team. Members came and left. Yet, through it all, one constant remained: our commitment for the Gazette. The creative aspect soon became my domain, and as the Design Lead, I honed my skills and developed an eye for detail. With each stroke of the design brush and every pixel meticulously placed, I poured my heart and soul into the Gazette. In the midst of academic pressures and personal struggles, it was here, between these pages that I found solace. It was within these walls that I discovered my passion for design and ability to breathe life into words and images.

Now, as I bid farewell to the Gazette, I carry with me a wealth of memories. Though my time with the magazine may be ending, the friendships forged and lessons learned will endure forever.


Simran
Design Lead
(Simran Nanda)

Story-telling in modern-day businesses



**Written by: Mr. Arun Prakash Ray,
Director- PG Education, Indian School of Hospitality**

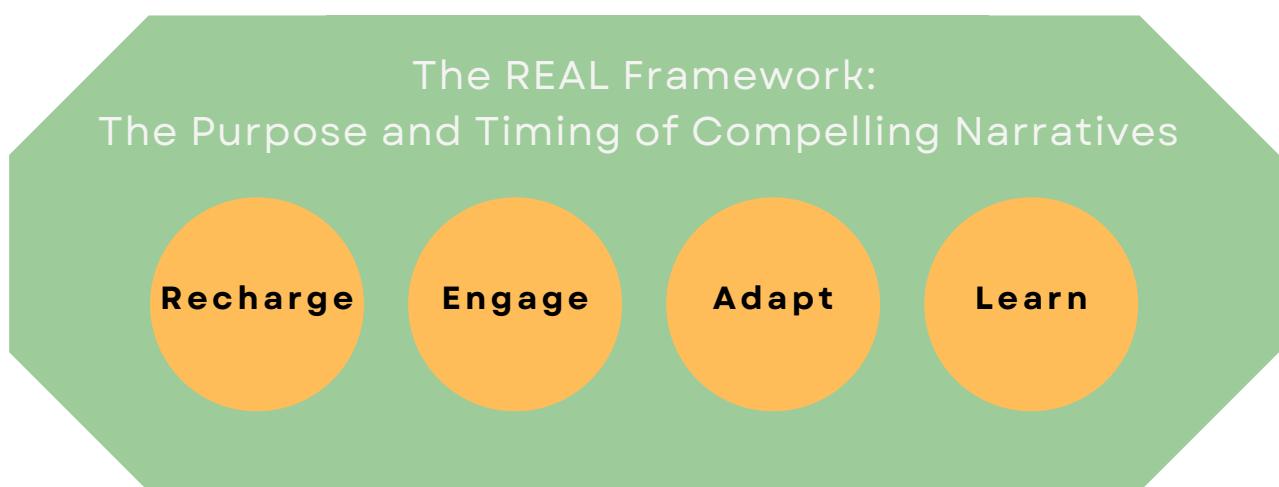
It is not the simple sounding co-operative housing society or an apartment named after the local promoter's ancestors, a fancy named one with Rainwater Harvesting, acres of green playground for children, tennis and squash court for the adults, heated swimming pool, a clubhouse with a 'state of the art' gym and a multicuisine restaurant serving craft cocktails and Edamame Sushi over the weekends sound more attractive to the new age investors in real estate.

Gone are those days when the upper middle-class travelled in an AC 2-tier train to a popular tourist destination and stayed in a good hotel with the extended families. A luxury travel agent can curate a trip for a high-net worth individual and their business partners' families to Siberia or Jordan to 'live like locals' with an Eskimo or a Bedouin family for a fortnight, travelling business class in an Airbus A-380 aircraft or a private jet. Can you smell a story here? People learning about the hospitality trade—secrets can beautifully build a scalable business around this, while the large hotel chains are ramping up their operations in India. There is a very large pool of prospective staffers needed by the industry in the years to come, and the pre-requisites would remain a thinking, problem-solving, and a storytelling mind who can orchestrate a compelling story through her experiential learning and creative bend of mind. A real estate with luxury specifications can be pitched to a client by an associate in the sales team who can articulate the luxury propositions well during the venue presentation or the property walk-through.

The Aviation ground-staff or the crew need to give the right kind of communication to the passengers during a flight delay, it technically requires conflict resolution skills, and thinking on feet. The luxury retail store staff would need the skill to tell the brand story like a social media influencer to complete a sales process from a customer walk-in to the billing and the transaction completion.

The team leads, their managers and the senior leaderships need to tell the stories to their respective teams and their stakeholders.

Business storytelling should have four must-haves:



You tell stories in business to recharge a set of dormant future customers.

You engage them with compelling stories over every possible media.

When they start adapting the concepts shared with them in form of stories— they learn to apply those concepts to their benefit.

All the startup businesses first identify a problem, create a solution and a story around it to capture its future market. The story goes on.

I would love to take three brand examples. DLF associated their brand to luxury living since the early-2000s. Talk about a Camelias or Aralias to a near-Unicorn start-up CEO living in the luxury condominium, and she would love to share her pride in staying the cleanest complex with sprawling lawns and high-end clubs, a walking distance from her apartment.

The “casual gourmet dining” is the story of a South-Delhi speakeasy named after the Delhi socialites’ iconic laughter— Khi Khi. The cocktail bar serves brilliant cocktails paired with Lotus Stem Chips on sides, instead of wafers or peanuts. The owner, a chef extraordinaire, pays personal attention to his guests to live a compelling story of happy and warm experience for the guests. He co-owns five more upscale bars in Goa & Bangalore. It takes multiple outlets to scale-up F&B business and to clock profits.



An Indian garment brand named “Monks of Method” sells their denims at a price point ten times than the mass premium brand leaders. The story is, “the denim is not stretchable, edges are not machine-fused, the denim is the ancient self-edge or selvedge, looks classier than a contemporary mass-produced pair of Jeans.

It would be unfair to leave aside the T&L award winner in the Transformative Hospitality category in my friend Kapil Chopra’s luxury brand – Postcard Hotels. The story is super clean, anytime breakfast, anytime check-in and check-out, welcome cocktails, and authentic regional cuisine. I have personally experienced the story at Postcard-Velha, in old Goa, a six-room colonial property in white with brilliant landscaping.





CONCOCTING CONCLAVE 2024



Written by- Raagini Poddar

That last year's Concocting Conclave was a significant milestone at ISH is something most of us can attest to, with a focus that lay on the alco-beverage industry and the opportunities that lay within it. This year's edition, the second of a series with many more to come, was even grander. Based on a theme close to many of our hearts, "Made in India," it was an ode to the unique beverages crafted within the subcontinent. India's bars and largely the ringmasters of the alcohol-beverage fraternity—the bartenders, producers, sommeliers, educationists, and consultants—are known for their skill, and we no longer have the excuse to complain about not having the best of it all, for a lot of what we create has gone on to be recognised internationally.

The event began with a speech by Mr. Kunal Vasudeva, **Co-founder and Managing Director at the Indian School of Hospitality**, about how it was our duty to cater to the dynamism of this industry if we were a part of it. It was shortly after that he introduced the audience to the oracles of the Indian beverage industry—the chosen ones for the panel. Amongst those present were Mr. Vikram Achanta, Co-Founder & CEO of India's premier beverage education company, Tulleeho; Mr. Yangdup Lama, renowned bartender and consultant, Founder of Cocktails and Dreams Speakeasy and Co-Founder of Sidecar; brewing veteran Mr. Amar Shrivastava, Co-Founder of Siqera; specialty roaster Mr. Paritosh Birla, Founder and Director at Cohoma Coffee Company; Mr. Rahul Singh, Founder at the Beer Cafe; right until passionate entrepreneur Mr. Pradeep Gidwani, Co-Founder at the Beer Cafe, which is India's leading alco-beverage chain boasting over 40 locations.



Ms. Krity Malhotra, Sommelier and Assistant Director of Hospitality Studies at ISH and even the convenor of the conclave, was the one who moderated the discussion that morning. Each panellist, willing to play a role in contributing to academia and assisting the students at ISH, embarked on an invigorating exchange on the rise of the beverage industry in India and its effect on consumer preferences.

Be it Mr. Achanta for being the co-editor of Brews and Spirits magazine and the co-creator of 30 Best Bars India, or even Mr. Paritosh Birla for investing time and his expertise into making coffee beans accessible in the country where they have always grown in abundance, there was something for each person to learn from. And when it comes to revolutionising the way people observe alcohol, Mr. Yangdup is no stranger to the cocktail scene in India. Having founded Sidecar, which topped the list of India's Best Bars in 2023 and even made it to Asia's 50 Best Bars List, he went on to be inducted as a "Keeper of the Quaich," a matter of great prestige. Mr. Shrivastava founded Siqera to show that fermentation went beyond just wines and introduced Indian cider, meads, and perry. As for Mr. Rahul Singh, he was known as the gentleman who had taps running beer in India, suddenly making this drink cheaper and accessible to all at the Beer Cafe, now renamed Bira 91. Last, but not least, was his accomplice who has taken the extra step to make "Beer" his middle

name: Mr. Gidwani, a stalwart of this fermented libation and the man who helped set up many businesses in this niche.

For the masterclasses, we had Mr. Yangdup Lama unveil the secrets of opening a good bar—discipline, perseverance, and creativity—which he believed were the true recipe for a good cocktail to success. Sommelier Sahil Misra of Sula Wines spoke about his craft while sabering a bottle of wine and bringing Nashik to ISH. Mr. Varun Sharma, Head of Bars at Indian Accent, HOSA, Comorin, and Fireback, taught people the basics of a good cocktail, followed by Mr. Jarnail Singh of Ikviti Coffee, who curated a coffee tasting and treated it as a subject instead of just a beverage. In a quest to make Indian meads and ciders a rage, Mr. Amar Shrivastava took his masterclass a notch above by familiarising people with the systematic approach one must take to understand the nuances of these beverages. Mr. Gaurav Sannan, the Co-Founder of Odd Fellow Brews, busted the myth that kombucha is not alcohol but instead a probiotic made of tea, while Mr. Arjun Davar, an experienced venture capitalist turned strategy consultant, showed the reality of what kind of mindset it takes to set up a business from the ground up.

The competitions were a hit among students, with several options at their disposal, such as Brand Brew, an exciting campaign design activity for drinks; Sip and Savvy, a brain-tickling quiz; Liquid Logic, a stimulating blind tasting; and Hidden Recipe, where people had to create what was taught to them using a twisted ingredient, keeping people on their toes and eager to take part.

To say that this event was a success would be an understatement. Deputy Director Sanwar Pavithran said, “Goals are made to be achieved, and the conclave got me a step closer to them. It allowed me to take important decisions and interact with veterans.” During my conversation with some other organisers, I asked them what it felt like to have pulled this off so well. For Kriti Gaba, it was a hands-on approach to all aspects of organising an event and broadening her horizons by connecting with people in the industry she too wishes to be a part of. As for Prithvi Varma Raja, reaching out to prominent panellists and sponsors helped him work on his persuasion skills, but the biggest learning was to stay humble and work well with a team.

As the curtain closes, I pass on Sommelier Krity Malhotra’s message to all the students who formed the committee: “Thank you for making this event a big success. Until next year.”

• Organizing Committee: Prithvi Varma, Sanwar Pavithran, Hunar Vohra, Dev Batra, Neyhmat Gill, Kriti Gaba, Divina Arora, Jaanvi Gupta, Sayam Chawla, Yashwardhan Karol, Saanvi Sahgal, Nakshatra Sonkhiyan, Sanwar Zara and Anirudh Singh



EAT IT, OR WE EAT IT



Written by- Raagini Poddar

If I had to drink out of a **chalice** that swore me to be a conscious consumer on a planet infested with too much of everything, I would think twice before lurking near it. I do not mean to sound selfish; I have shopped for clothes ethically, but only until it almost blew a hole in my pocket. Harping on terms like carbon footprint, sustainability, and a few others that most of us hear but fall short of acting on can get draining, and being better is something we envision for ourselves by most of what we do until it becomes more of a burden than an act of responsibility.



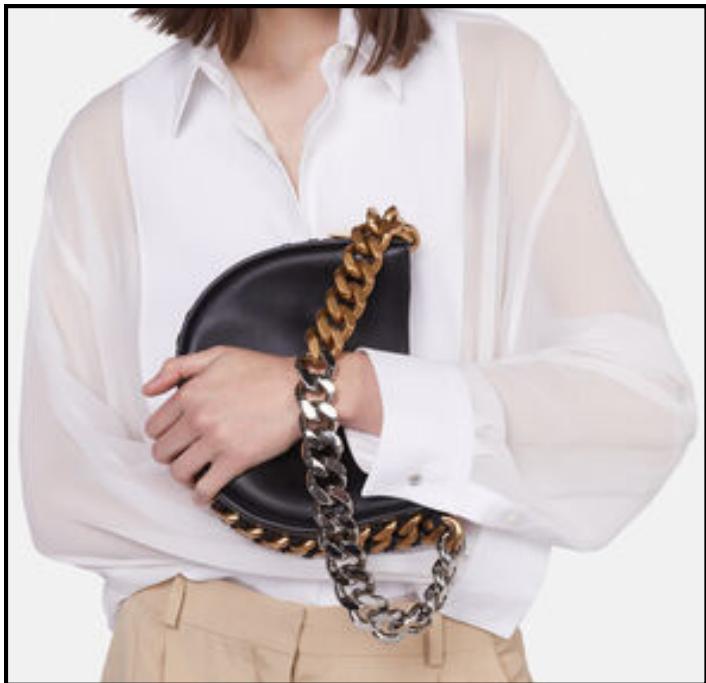
It would perhaps be my duty now to make it known that the global food system and the textile industry each contribute to greenhouse gas emissions significantly enough to raise cause for alarm. You may ask, "*Oh, so now what?*" And while I might not have an answer, the least I can do is display the best examples that we could do our best to learn from.

Creators in fashion and textiles have gone above and beyond to be instrumental in decelerating such effects over the past few years. If you like piña coladas, then Ananas Aman, the pioneer of Piñayarn and Piñatex—made from waste pineapple leaves in a closed-loop manufacturing process that requires no water — is another manifestation of the fruit that you might like.

Even QWSTION's 100% biodegradable Bananatex obtained from the Abacá banana plant in the Philippines is a role model in its own right. The slippery peel we are all warned to watch out for is used by Doodlage, an eco-fashion label in India, along with corn fabric for its products.



Discussing ahead, if I were to have you scratch beyond the surface to know what some big names are doing to promote this side of sustainability, you would undoubtedly land upon Stella McCartney's loyalty to vegan leather. Their Frayme Mylo crossbody, made in collaboration with Bolt Threads, uses mycelium from fungi and combines it with regenerated cellulose fabrics. Homegrown Indian brand "Sarjaa," by Anjana Arjun has been hailed for using apple skin and cactus leather to craft handbags in lieu of PVC leather which can cause immense environmental harm.



Increasing awareness has led to an emphasis on a circular economy, which, in other words, is a record keeper of all the costs incurred to produce it and even the impacts, disadvantageous or not. It may genuinely sound bizarre to have orange peels and coconut shells hidden away in the warps and the wefts, but these are, even now, only restricted to the label of "niche products." Ideally, I would love to parade around telling people I was the only do-gooder this world was waiting to see dressed in ethical apparel from head to toe. However, and in all honesty, it would take many garage sales, more mindful spending, and practiced humility to get anywhere close to that.



While I realise that such jargon and justification can be daunting and **discombobulating**, the consumer must address the plight rather than escape it. The line between what is right and what is not can, at times, get hazy, but art knows no boundaries, and that is the only food fashion survives on. So next time, remember that even the slightest nudge can set off a revolution of its kind.

Why Mahek
chose culinary
arts...



...and where she
thinks it will
lead her



As a starry-eyed high school student, I was charmed by the culinary world—chefs were the epitome of professionalism and artistry. I had my parents' unwavering support, and eagerly enrolled myself in a prestigious culinary institution right after school. However, as I immersed myself in the rigorous curriculum, my perspective changed. I discovered a newfound appreciation for what lay in this industry and the neighbouring ones, but of what lay beyond the kitchen itself.

My reverence for the dedication inherent in the culinary arts remains steadfast, but the passage of time has made me realise that my passion for cooking must venture beyond the dimensions of its monetisation. Being a part of a trailblazing generation known for its entrepreneurial spirit inspired me to walk my path within the culinary landscape—albeit not in a perceivably traditional manner.

These days, "job creation" takes precedence over merely accepting traditional roles, and I find myself drawn to the undiscovered opportunities that await. The allure of curating bespoke dining experiences—be it beverage-centric events or pop-up restaurants—fuels my desire to push the boundaries of what is possible if one imagines the unimagined.

Armed with the comprehensive skill set afforded by my Bachelor's degree in culinary arts and time spent during my internship, the wish to collaborate with local farmers to source sustainable ingredients or develop cutting-edge food technology makes the prospects vast and exhilarating.

As I forge ahead on this transformative journey, an insatiable appetite to make a lasting impact on the culinary world while nurturing my enduring love for the art of cooking will keep me going. I know I can, with confidence, say that this epiphany has been nothing short of liberating.

BLACK TOMATO



Written by- Kavisha Barot

That change is a constant is a universal fact, applying to everything that falls under the sun. The luxury consumer has evolved, bringing about an unquestionably redefined version of luxury travel today. With time and innovation working together, completing a checklist of the tourist traps included in the travel package is no longer an appealing option. There is more to it than just visiting a place; people want to be one with the culture, community, and nature. Do we all not yearn for a breathing space in a fast-paced world—to take a break and rest for a bit?

According to the **arbiters** of style over at GQ, Black Tomato is "one of the coolest things in the world," and they urge their readers to "not even try living without them." **Hyperbolic?** Perhaps so. Worth exploring? Most definitely.

Established in 2005 by a trio of friends and travel aficionados, Tom Marchant, James Merrett, and Matt Smith, the Black Tomato Travel Company set out to shelve the usual trend of trips on a package basis and selfsame vacations, not looking back ever since. The travel experts at Black Tomato fervently believe that luxury vacations mean something different to each of us—for us to set out on an adventure of our own where we experience the world exactly the way we want to see it, taste it, and hear it.

They work the other way from the norm, trying to capture how we feel and fashion a masterpiece vacation from that. However, it is not simply about creating the perfect itinerary for the people at Black Tomato. Instead of just putting all its energy into a generic travel pack, Black Tomato endeavours to be memorable. They act like a matchmaker of mutual interests, not only for guests but also for the local communities. While the guests get to witness the culture and community from front-row seats, the local community is endowed with the boon of being able to fuel their economy and preserve cultural heritage.



Now, one may be wondering, how do they curate such experiences? A research and development trip to a potential travel spot seems to do the trick. The Black Tomato team visits a prospective location to experience the place from the eye of the customer to craft the narrative for their guests and simultaneously smooth any snags on the journey.

One of their vacation concepts captures the essence of classic children's books, titled 'Take Me On A Story'. From meeting genies in Morocco to tumbling down the rabbit hole in Oxfordshire, families live these stories as if they have stepped inside the pages. While the charm and enamour are a part of such trips, the time spent amongst families allows them to bond and learn of stories that various generations grew up hearing. Black Tomato offers five itineraries inspired by 'Treasure Island', 'Alice in Wonderland', 'Arabian Nights', 'Call of the Wild' and 'Journey to the Centre of the Earth'. However, if a guest has another story in mind, the proficient travel experts even build a vacation from scratch like an artist sculpting wonders out of clay.

Such highly customized and extraordinary experiences undoubtedly come with a hefty price tag. Despite it being an expensive endeavor, for those with the means and the appetite, an adventure via Black Tomato would be money well spent. Life, perhaps, did come full circle for the travel company ever since the founders encountered a black tomato on a menu in the backstreets of Eastern Europe and vowed to make their company just that: rare, remarkable, exceptional, and extraordinary.



utive Search
elivate

President People
Third Wave Coffee

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TALENT ACQUISITION IN HOSPITALITY

TALENT TROUBLES: QUALITY VS QUANTITY

MODERATOR

Kunal Vasudeva
Co-Founder & MD
Indian School of Hospitality

PANELLIST

Anjali Dureja
Managing Director
Executive Search
Hotelivate

PANELLIST

Diya Suri
Vice President People
Third Wave Coffee

PANELLIST

Chintan Pakhriyal
Executive Vice President
Human Resources
IHCL



If there is a paradox that has intrigued Mr. Kunal Vasudeva, the Co-founder and Managing Director at the Indian School of Hospitality, it is the one that says, “Whatever you see in India is true, and the opposite of that is also true.” This statement is perhaps an inference of how, while we achieve so much as a country, there are many aspects in which we seem to be lagging behind. And the fact that statistics and graphs triumph over the perspective of a simplified narrative is why we fall short of observing a phenomenon from all angles.



In a recent event curated by Hotelivate, a hospitality consulting firm offering its services across Asia-Pacific and Middle-East regions, Mr. Vasudeva was the moderator of a discussion on Talent Troubles: Quality vs. Quantity. The panellists included Anjali Dureja, Managing Director, Executive Search, Hotelivate, Diya Suri, Vice President People, Third Wave Coffee, and Gaurav Pokhriyal, Executive Vice President, Human Resources, The Indian Hotels Company Limited (IHCL).

To elaborate further, it posed the issue of how, although the growth of the industry was steady and contributing to the GDP, the number of graduates opting for hospitality, culinary, or allied education such as tourism saw an annual degrowth of about 10–12%. If we break it down, one may say that the hospitality industry is not on par with what education has to offer. "If the educational counterparts of the technology industry can produce individuals at three times the required level, why can hospitality not do the same?" he remarks.

According to Mr. Vasudeva, the conversation around the compounding problem of not having enough skilled professionals in the industry still pertains. An excess of youth flocking to one industry and leaving a gaping hole in another causes a distributional disparity, impeding the availability of a high-quality workforce. “The bigger picture is almost always elusive to the youth,” he says. The unconventionality of it is daunting, and there is not enough information at their disposal. One may wonder—where does the solution to this come in? Would the coalition of both education and the industry itself help increase the aspirational value of hospitality careers in coming generations? The answer lies somewhere in between knowing which problem to address and springing into action promptly.

While India has forayed into an “experience economy,” most people are avid benefactors instead of being wishful contributors. This irony has placed hospitality education within the box of vocational training. The integrity of it can be recognised once premium standards for this scope of education are established, just as they are in various other fields. Along these lines of progression, Mr. Vasudeva even aspires to witness the inception of the Hospitality Education Council of India (HECI), akin to bodies such as the Bar Council of India and the Medical Council of India, in the near future.

Hospitality is not just hotels, and this is the notion that most of the industry’s advocates are trying to shatter. The advantage of an “experience economy” is that a professional can come up with the most limitlessly imaginative concepts that might help increase the allure of this community. Attracting and retaining employees using foolproof approaches would drastically reduce the scope for skill mismatches within various jobs. And if we bring people’s attention to just how dynamic this industry is, it would allow us to create a positive feedback loop. By virtue of its interdisciplinary, liberal, and pedagogical approach, we could discover new niches and back them with credible standards for a far more promising set of offerings.

GASTRONOMIC ESCAPADES



In the vibrant streets of Delhi, where culinary delights adorn every corner, there lies a lesser-explored realm of indulgence: the world of beverages. As I set out on my journey through the city's labyrinthine lanes, I sought not just sustenance but a symphony of flavors encapsulated in every sip.

Join me as I traverse through the collective consciousness of four distinct individuals, including mine, each offering their unique perspective on the six quintessential beverage destinations that reflect the essence of Delhi's beverage diversity.



Venturing into a hidden nook in Connaught Place, my friends and I stumbled upon a whimsical spot reminiscent of Harry Potter's magical world. Tucked away in a nestled corner, this quaint place seated a mere three tables but promised a multitude of customizable hot chocolates. We picked the 28% white chocolate hot chocolate, infused with malt powder, a shot of peppermint, and vanilla, crowned with praline crunch, cookie crumble, and marshmallows. Flavours you would have never imagined, from the percentage of chocolate to the syrups are at one's disposal-- and believe me, you would not know how good it is until you try it for yourselves.

Must try: White: 28%, Ruby: 47%, and Gold: 30%

Close to where I live sits Shri Sahab Ji Dairy, a **beacon** of homeliness and comfort in my world. I found solace in the embrace of the finest *badam wala doodh*, a beverage that I grew up drinking and that defined my childhood. Picture a glass brimming with creamy richness, as comforting as a warm hug on a chilly Delhi evening. This elixir is what home tastes like a cozy kitchen filled with the aroma of freshly ground almonds, nostalgia, and the sound of laughter echoing off the walls. A reminder of the simple joys that make life truly fulfilling.

Must try: Badam wala doodh, Meethi Lassi



Celebrating birthdays with dinner at Chili's has been a cherished tradition in my immediate family for as long as I can remember. While the food at Chili's almost always hits the right spot, it is the beverages that never once fail to impress. Each sip is a burst of flavour, exceeding any other iced tea or lemonade I have ever tasted. They have the perfect glass of Virgin Mojito, but imagine an iced tea accidentally spilling into it with some crushed fruit, giving us their Moji-tea—a drink we all probably need but do not deserve.

Must try: Virgin Mojito, Blackberry Iced Tea, Strawberry Lemonade, and Peach Moji-Tea



At home in Delhi, there is a drink that holds a special place in my heart. Aptly named "Nostalgia," it is a concoction featuring Bombay Sapphire, Aperol, Berry, Passion Fruit, Citrus, Milk & Cream—a blend of dairy and citrus that defies convention but evokes a sense of homeliness, reminiscent of comfort and familiarity being my first love at La Piazza in Hyatt Regency. The cocktail fueled our behind-the-scenes celebrations after long days of work. With every sip of "Nostalgia," I am reminded of those moments of camaraderie and joy—it is not merely a beverage but a cherished part of my culinary escapades.

Must try:

Alcoholic beverages: Nostalgia and Mystic Mirage

Non-alcoholic beverages: Golden Melody



Sibang Bakery holds a special place in my heart, for it is here that I have spent hours studying, accompanied by a tall glass of cold coffee. I may be a finicky coffee enthusiast, but Sibang has a magical touch that I would never alter. From the affogato to the iced teas (especially their cappuccinos), each item is simply outstanding. Having frequented Sibang for about a year now, I am continually amazed by their unwavering consistency. While it may be somewhat of a local haunt for Golf Course Roads residents, Sibang Bakery is truly the prototype coffee shop for any given occasion.

Must try: Cold coffee, Affogato, Cappuccino and Iced Chamomile Tea



My inaugural cup of *chai* at this spot was on November 9th, 2023, a date I will not soon forget. Despite not living nearby, I boarded the bus back to the hostel just for the tea my friends had been raving about. While the circle of friends remains the same, this spot changed everything. Amidst the laughter and the bickering, in a fleeting moment of the evening, we realise why each evening is so treasured. Setting aside its sentimental value, the *chai* itself is exceptional. It is a taste of home for Mehul; it brings tears to Mitodru's eyes (these are my friends, in case you were wondering), and has me shelling out Rs. 120 for an auto ride home daily because of its irresistible allure. Honestly, I cannot enjoy *chai* anywhere else the way I do here.

Must try: GoodDay Biscuits and Dayanand bhai's Maggi

Fashion in Film



NAINA TALWAR

POOJA

J. ROBERT OPPENHEIMER

BARBIE

BLAIR WALDORF

ELL WOODS

The interplay between film and fashion is a rich tapestry that has evolved over the years. From the golden 20s, when the silver screen was the pinnacle of glamour and sophistication, to the present day, cinema has been instrumental in shaping and reflecting fashion trends. The 1960s saw films like "Breakfast at Tiffany's" that introduced the world to the timeless elegance of their 'little black dress', as worn by Audrey Hepburn. Moreover, the allure of the effortlessly glamorous Holly Golightly has become a persistent symbol of femininity and independence. More recently, the 21st century has seen groundbreaking movies like 'The Devil Wears Prada' that have created heightened frenzy and forever evolving trends in fashion.

Today, fashion's love affair with film has been distilled into a burning **ember**, where marketing is driving culture. Rather than fostering timeless trends that are associated with the film, inspiration lingers solely as a fad as promotional campaigns overshadow what the film really seeks out.

"Frankly, the marketing guys have invaded the companies," remarks the current CEO of LVMH, Sidney Toledano as a response to the growing trend of couture houses employing creative directors more for their marketing prowess than their artistic pursuits.

Marketing has been a tool to sell apparel for dog's years, but in today's world, the ethos of 'the product, followed by persuasion' seems to be straddling in grey area. The anticipation and excitement created by marketing campaigns often eclipse the relevance of the movie, eventually leading to the detection of one particular finding: "It's not as good as I expected it to be." "Fashion is becoming music, becoming pop culture, becoming a spectacle itself," says Pietro Beccari, chief executive at Louis Vuitton, expressing his discontent.

'Barbie', the most lucrative film of 2023, can attest to this notion, racking up billions in revenue before its release. More than the film's budget, a whopping \$145 million, was its marketing campaign, a staggering \$150 million. In the snap of a finger, 'Barbiemania' bred numerous memes and a surge in pink apparel across clothing brands and platforms worldwide. Online searches for pink clothing increased by 416% with the release of just one photograph of Robbie in a hot pink western costume. The bright outfits that lined the racks as part of Zara's capsule collection flew off within the blink of an eye so people could wear them to the screening—



almost as if mirroring the protagonist brought back childhood memories; only this time, instead of dressing up their dolls, they became their muses.

TikTok, Instagram, and Twitter had moviegoers feverishly adding to the endless thread of photographs of themselves dressed in pink from head to toe. However, contrary to popular belief, the surge in 'Barbiecore' left no prisoners, with couture houses feeling obliged to follow suit. Dua Lipa, a part of the cast, worked with Versace on the collection "La Vacanza," an ode to the retro Barbie look that was unveiled at Cannes. Chanel even joined hands with Greta Gerwig to create some special pieces for the film—hardly a surprise with Margot Robbie, the ambassador for the House of Chanel, starring in it.



While the rise of movies like 'Oppenheimer' and 'Barbie' successfully garnered a large audience towards fashion trends, one cannot neglect the untold environmental cost at which entertainment comes to us. The textile industry single-handedly contributes to 10% of the world's carbon emissions, and known to all is the fact that fast fashion and polyester apparel are notorious for being cheaper to produce and at the same time almost impossible to recycle.

Merely a month after the film's release in July 2023, consumer demand for 'Barbiecore clothing' began waning, leaving fashion houses to deal with a surplus of inventory. This vicious cycle of overconsumption leads to overproduction as a response to the exponential demand to gain profits relentlessly has led to dire consequences for the environment. With landfills choked up, the consumer can only look to suit themselves to refrain from feeding into micro trends; which can only happen when one realises that too much of anything is good for nothing.

Perhaps this is easier said than done, but if we make our peace with a culture where cinema uses fashion as a footnote rather than a marketing scheme, I strongly believe that creativity and artistry will always prevail over the ages.

60 MINUTES LATER

So tell me,
how do you
feel about this?



“Is it helping you?”
“Do you feel better now?”
“When will you be normal again?”

Written by- Manya Kadian

The number of times I have heard these sentences after people got to know that I go to therapy has increased exponentially, and I do not see the pace dwindling any time soon. Seeking therapy at the age of 16, in early September 2021, was the intervention that helped me get out of an extremely dark time in my life.

However, things did not always seem to get easier.

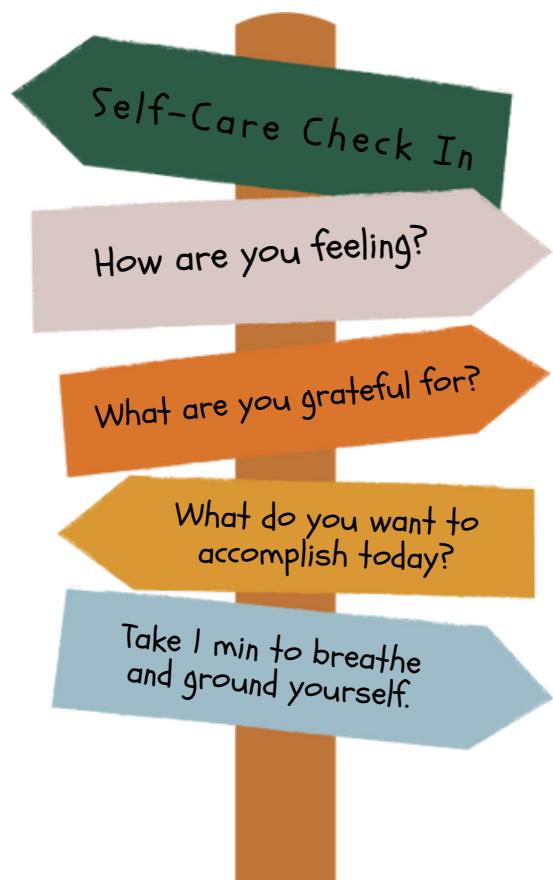
Contrary to popular opinion, 60 minutes with a licensed professional did not magically erase years of trauma, and it would be rather unfair to expect one to just "get over it." What unfolds during those sessions is raw, exhausting, and often pushes me to the brink of burnout, which leaves me wondering: do others feel the same way as well?

So let us dive deeper into the post-therapy vortex that many of us struggle with in our determination to get healed. I am not ignoring the fact that seeking help is a privilege, because it most certainly is, and we all deserve to be listened to and not just heard.

Many experience a range of feelings after a session, be it feeling as light as a feather after learning to reframe a previously distressing situation or feeling even more lost and perplexed.

However, there are times when both feelings manifest—such sessions are the exception, not the norm. Imagine having an extremely tiring day and only wanting to decompress to feel better. More often than not, a burning fatigue sets in post-appointment. Why?

Emotional exhaustion manifests in physical signs.



Therapy is a battle and each day is a struggle to find the desire to get better. The small hopes of recovery and support are what people have to feel safe and understood. One of the simplest I find is to let people have a say in what they need help with.

“Do you need advice, comfort, or a distraction?”

It narrows down the scope and makes helping one's friends seem a bit less intrusive. Support systems are vital for us to feel togetherness and community.

Towards the end, the entire reason to write something with such content is to ask people to be **kind**.

You never know what someone needs or is going through.

discovering indianisms



Kindly Adjus

Written by- Rhea Budhraja

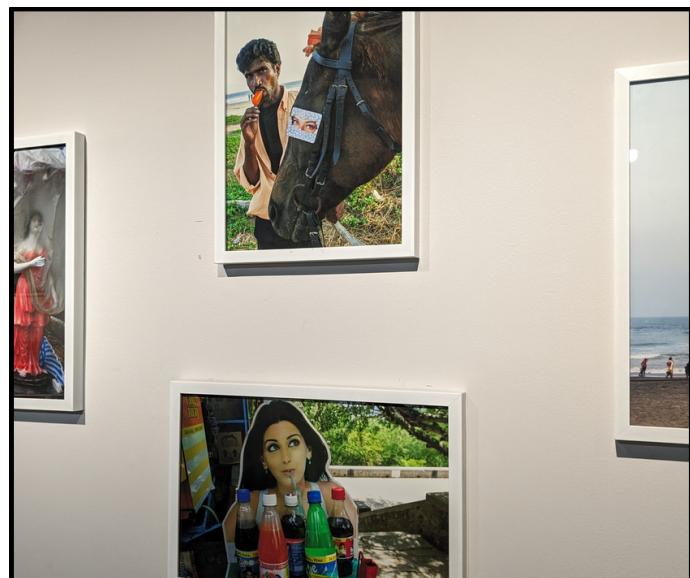


Picture strolling past those billboards with faces of Bollywood icons endorsing a soda with an accessory rabbit-shaped trash can underneath, followed by the honking approaching truck playing the *Dhoom* soundtrack. The graffiti on the walls is an ode to the urban way of life, a life that is not always forgiving. In the thick of the mayhem of the bazaar, where each corner reveals its spectacle of surprises, one finds themselves afore a myriad of visual oddities that mirror the theme of this artist's work. If one were to think of the family photographs, they would perhaps recall members trying to hold the Taj Mahal with their hand, and some pushing against the Leaning Tower of Pisa. These cultural oddities speak volumes of the Indian **penchant** for aspiration and imagination, honouring the spirit of Indian **ingenuity** and creativity for ages to come.



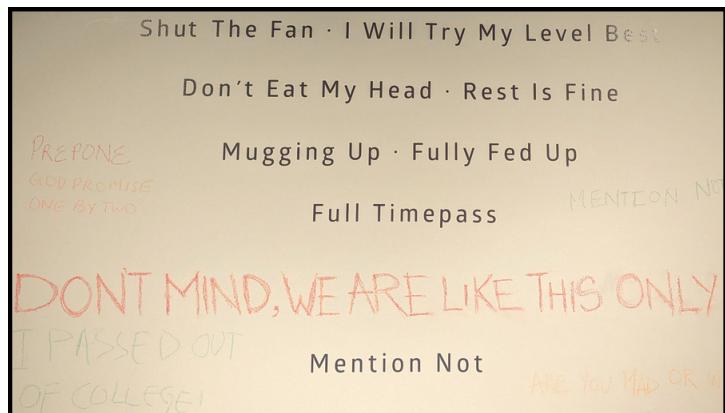
India is a land where every *chai* break amidst the bustle of a common traffic jam—where vehicles seem to scatter and just as soon converge chaotically—feels like a micro-jubilation. As these elements create their rhythm, I cannot help but marvel at the linguistic and habitual acrobatics that define the Indian way of life.

These peculiarities extend far beyond the streets and into the heart of the artistic world, providing the perfect **segue** for me to take you back to the 10th of March 2024. I made my way to an art exhibit that day itself and was intrigued by how vernacular visual language was used as a medium to bring these elements to life.

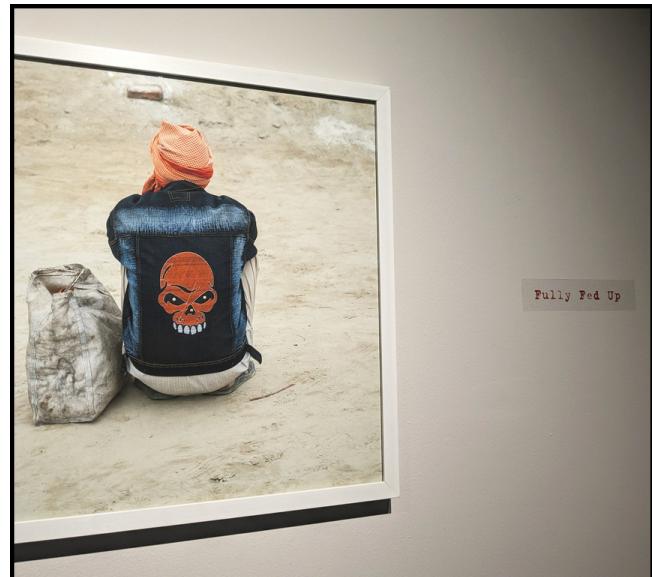
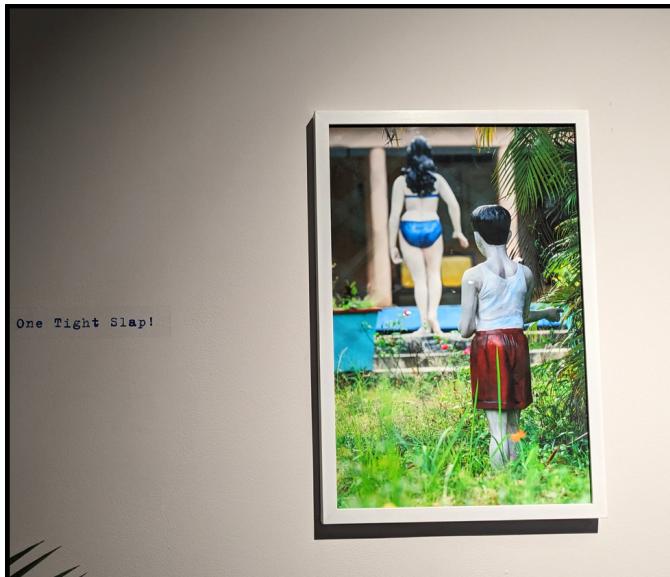




Despite their lagging nature, these visuals convey the truth about the Indian way of life: a willingness to embrace imperfection with a sense of resilience. In a world where conformity often reigns supreme, India stands out as a beacon of authenticity and individuality, celebrating the beauty of life in all its comical glory.



Transitioning to the realm of art and design makes one realise how fascinating it is to observe how irony serves as a cornerstone of creative expression in India. Much like the *mirchi ka achaar* that adds flavor to our *aloo parathas*, irony supports the unique charm and wit of Indian art—a tool used by the artists of the country for social commentary and humour. At some point, irony may have even invited viewers to pause, ponder, and perhaps share a knowing chuckle, allowing it to emerge as a vibrant yet potent force that challenges conventions and sparks conversation amongst various minds.





IN A NUTSHELL



ISHPL



When: 28th and 29th February

Who: FLYP

What: The Sports Day held at the ISH Ground was a vibrant celebration of sportsmanship and camaraderie. Featuring a variety of sports including Badminton, Cricket, Volleyball, Football, Table tennis, Tug of war, and Athletics, it offered something for every sports enthusiast. Participants engaged in spirited competition while fostering teamwork and a love for sports, making it a memorable and enjoyable event for all.

EUNIC Picnic

When: 4th March

What: The EUNIC Picnic, here at ISH, was an evening of culinary enchantment, where each slice, dice, and sauté promised to unveil world-class flavors and techniques. With EUNIC's dedication to promoting culture in international relations, the event transcended borders, uniting guests from 10 EU Embassies in a celebration of gastronomic excellence. As our talented young chefs showcased their mastery, the dinner became a mosaic of community and friendship, fostering lasting connections through a shared love for food and culture.



Pizza Making Workshop



When: 5th March

Who: Chef Rafael Parisi

What: Students recently embarked on an exciting culinary journey exploring the art of pizza-making. Amidst the aromatic allure of dough and the sizzling symphony of toppings, they delved deep into the secrets of perfecting each element.



IN A NUTSHELL



AAHAR, Asia's Premier B2B Food & Hospitality Fair By ITPO

When: 7th to 11th March

Who: Diploma 9

What: Organized by ITPO, AAHAR, became an inspiring culinary classroom for ED India's students. Renowned chefs and culinary visionaries took the stage, turning the fair into a vibrant study hall of inspiration. Their live demonstrations unveiled the secrets behind culinary masterpieces, igniting a contagious passion among the students. As conversations flowed and partnerships formed, a sense of community flourished among culinary enthusiasts, professionals, and students alike.

Bollywood Affairs

When: 8th March

Who: EVENTORIUM

What: The campus buzzed with the electrifying magic of Bollywood at this event. Attendees immersed themselves in the glitz and glamour of Indian cinema, surrounded by stunning movie-themed decor and grooving to curated Bollywood beats. Delicious food and beverages added to the festive atmosphere, making it an unforgettable evening of Bollywood entertainment.



Honda Manesar Half Marathon-



When: 10th March

Who: Batch of 2023

What: During the Honda Manesar Half Marathon promoting road safety, our 2023 batch seized the opportunity with enthusiasm. They managed the Nutrition and Hydration station, offering a delightful spread of cookies, teacakes, and chocolates, prepared meticulously. Their infectious energy not only boosted the runners but also earned admiration.



IN A NUTSHELL



Who am I? Art therapy



When: 19th March

Who: SWISH

What: The Student Wellbeing Society's Art Therapy Session, led by certified art therapist Ms. Shaloo Sharma, was a resounding success. Participants delved into their inner worlds, exploring creative expression in a supportive environment. The session offered valuable insights, embraced diverse perspectives, and empowered attendees through the transformative power of art.

Dish of the Day

When: 19th March

Who: UMAMI

What: This lunchtime fiesta was a hit! Guests indulged in crispy, sweet, and tangy orange chicken atop fragrant fried rice. Laughter filled the air as we savored every bite.



Holi



When: 20th March

What: The ISH Holi 2024 celebration was a resounding success. Students celebrated in vibrant colors, spreading joy at the ISH playground. Traditional music echoed through the air as everyone danced to the beats of the dhol. A variety of delicacies was prepared, and laughter filled the atmosphere, creating unforgettable memories with friends. It was a day of pure joy and togetherness.

Literature Week

When: 1st to 5th April

Who: SPITFIRE

What: Literature Week was a dynamic showcase of literary delights. Students participated in diverse activities including book donation drives, a captivating open mic session, and a unique communication workshop presented as an escape room experience. The grand finale, a splendid Great Gatsby event, a collaboration between Mascots and Spitfire on the last day, brought the week to a dazzling close.



DICTIONARY

Arbiters

Segue

Arbiters (aa-buh-tuhs) *noun* • A person whose views or actions have influence in a particular sphere.

Discombobulating (dis-kuhm-bob-yuh-layt-ing) *verb* • Disconcert or confuse someone.

Ember (em-buh) *noun* • A small piece of burning or glowing coal or wood in a dying fire.

Ingenuity (in-jee-nyoo-uh-tee) *noun*
• The quality of being clever, original, and inventive.

Hyperbolic (hy-puh-bol-ik) *adjective* • Deliberately exaggerated.

Jubilation (joo-bi-lay-shuhn) *noun*
• A feeling of great happiness and triumph.

Penchant (paan-shaan) *noun* • A strong or habitual liking for something or tendency to do something.

Segue (seg-way) *verb* • To move without interruption from one piece of music or scene to another.

CREDITS (photographs)

Concocting Conclave- HYPLE

Eat it or Wear It- respective brands' website

Why Mahek chose culinary arts...- Marketing Team @ ISH

Black Tomato- brand's website

Gastronomic Escapades- Provided by Rhea Budhraja

Fashion in Film- Pinterest

In a Nutshell- HYPLE

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