

GAZETTE

INDIAN SCHOOL OF HOSPITALITY



JANUARY 2024

LET GO; HOLD ON.
LOOK UP; KEEP YOUR HEAD
DOWN.
EMBRACE THE POLARITY,
FOR THIS IS **LIFE**—THE LIFE
YOU ARE SO LUCKY TO CALL
YOUR OWN.

Table of CONTENTS

Page 3:

Supermarket Buyer Behaviour

Grocery lists? Or buying on a whim? We tapped a little into why we shop the way we do, and here's what we discovered...

Page 6:

IMPACT

Watch our students and esteemed faculty conjure an event that aims to foster strong connections within the hospitality industry.

Page 9:

The Future at ISH: Manaswini Singh

She is the jack of many trades and a master of them all. Let us meet the rifle shooting champion of Madhya Pradesh.

Page 11:

Who Moved My Brand?

Who brings about brand perception? Is it the brand? Or is it the customer? We may just have given you some food for thought, so read along and find out!

Page 14:

Mocktails - the Zero Proof

To drink them or not to drink them? Let us find out. Hint: There is no right answer!

Page 16:

Ink-cognito

Perhaps there is a certain poetry in the process of getting a tattoo... and people who have them told us all about it.

Page 18:

Gastronomic Escapades

Here are 4 of the year's favourites amongst some of the gourmants of Delhi NCR. Happy eating!

Page 21:

Side Hustle

Fancy starting a business on top of being a college student? Let's find out how this duo managed to do it!

Page 24:

Founder's Day at ISH

As we walk through each year together, let us celebrate how ISH has grown and look back on our achievements.

Page 26:

Why you should visit Koh Tao

Fancy a vacation to paradise next summer? This may just be the closest we can get you to it.

Page 29:

Meet Chef Johnson Ebenezer

Remember this culinary pioneer from the previous edition? Let us learn of his work in the dining landscape.

Page 31:

In a Nutshell

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

Letter From The Editor



I often wonder why we see things the way we do, why we think the way we do, or why we are the way we are. Am I weak and subdued because people have made me out to be just that? Is this why I hesitate from embracing the duality of life — one that gently nudges me into believing that with weakness can also exist strength, and that being subdued births silent courage?

It is simple, and often not (do you not see it showing up again, the duality?). I am the culmination of many things. The storybook from my childhood, which I still call my favourite; the periwinkles on my terrace which I plucked almost every day; the trepidation of starting something new but the thrill that follows; the songs that remind me of the people who made me listen to them, who are now farther away than just a distant memory; the hues of the sky in whichever part of the world I may be in that moment. It is all changing, yet it is all still the same.

So if someone inquires, "Who are you?" My answer might not be the whole truth. I will never be the person you or I can describe very well. I wish to be boundless, formless, and ambiguous — a being with a sense of self but also one who knows how to be free from that sense of self. Until one day I shall stop, so I hear the wind whisper to me saying, "You see beauty and you feel pain in this quest of discovering yourself, and you feel them both together because they so very earnestly are trying to tell you that you will never ever truly stop discovering yourself."

Raagini Poddar

Editor-in-chief
(Raagini Poddar)

Letter From The Editor



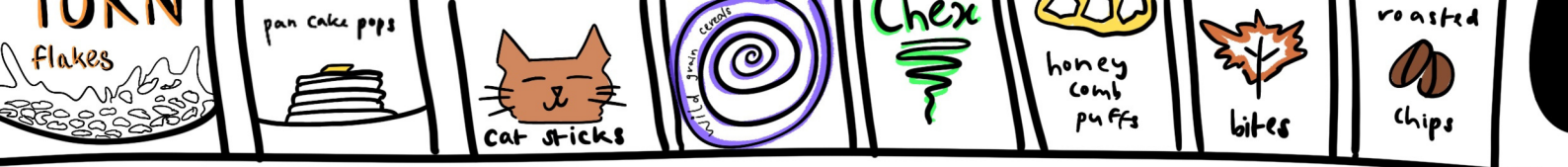
I often wonder why we see things the way we do, why we think the way we do, or why we are the way we are. Am I weak and subdued because people have made me out to be just that? Is this why I hesitate from embracing the duality of life — one that gently nudges me into believing that with weakness can also exist strength, and that being subdued births silent courage?

It is simple, and often not (do you not see it showing up again, the duality?). I am the culmination of many things. The storybook from my childhood, which I still call my favourite; the periwinkles on my terrace which I plucked almost every day; the trepidation of starting something new but the thrill that follows; the songs that remind me of the people who made me listen to them, who are now farther away than just a distant memory; the hues of the sky in whichever part of the world I may be in that moment. It is all changing, yet it is all still the same.

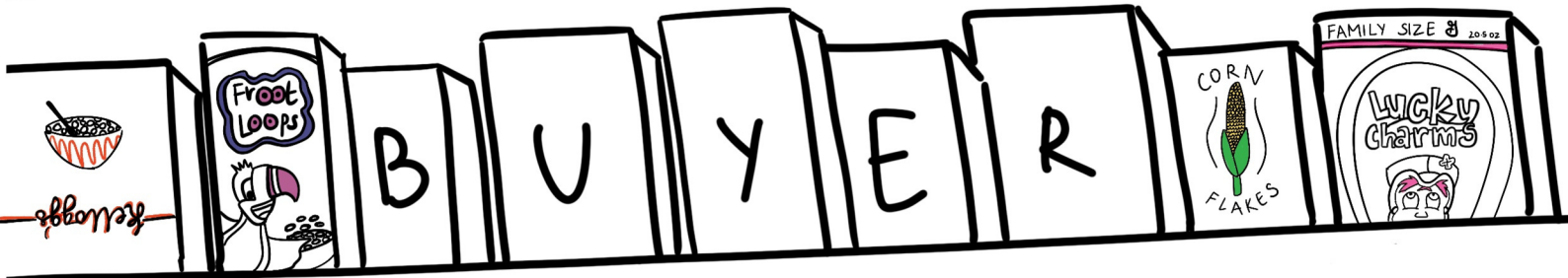
So if someone inquires, "Who are you?" My answer might not be the whole truth. I will never be the person you or I can describe very well. I wish to be boundless, formless, and ambiguous — a being with a sense of self but also one who knows how to be free from that sense of self. Until one day I shall stop, so I hear the wind whisper to me saying, "You see beauty and you feel pain in this quest of discovering yourself, and you feel them both together because they so very earnestly are trying to tell you that you will never ever truly stop discovering yourself."

Raagini Poddar

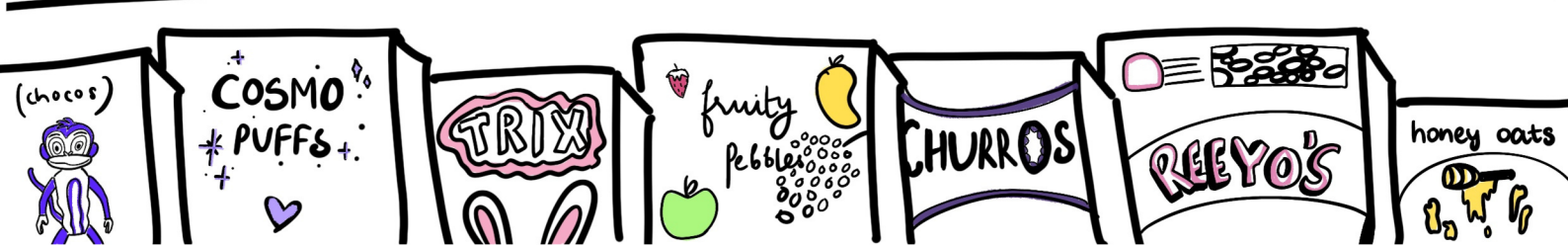
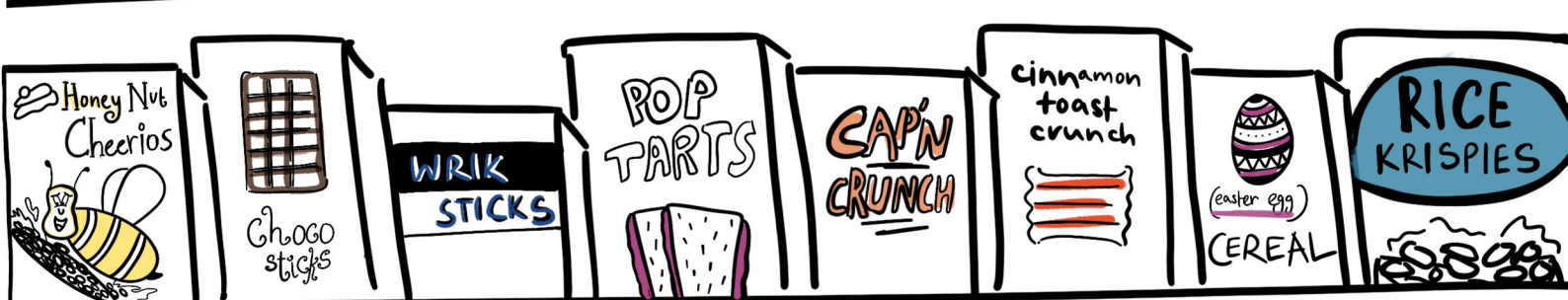
Editor-in-chief
(Raagini Poddar)



S U P E R M A R K E T



B E H A V I O U R



Written by: Manya Kadian

Spending habits **cascade** and have a generational effect. And, believe it or not, it goes beyond the “aesthetic” packaging and 30% membership discounts.

In the first (and only) edition of “What’s in my bag?” (unfortunately not a Hermès), we explore the contents of our shopping baskets, which we heave back home after a haul.

Every household, regardless of age, status, and the number of zeros in their bank accounts, owns a family of plastic *thailas* that is choking our planet (a discussion best left for another time).

So what is in the shopping bags of different generations in today’s market? Will Gen Z have the same product parameters as a millennial? Do children in the era of hyper-awareness care about a brand’s environmental impact, or are they happy with “Whatever mom told me is best”? We decided to find out for ourselves.



To examine buying behaviour among millennials, a lady in her late 30s entered the supermarket with a not-so-exhaustive list. The shopper purchased her usual body lotion—not because they needed it—but because it was at a 50% discount! She even threw in lip balm, which for her is a must in case of emergencies. It was not long before the most frequented part of the supermarket appeared—the food section.

Chocolates, cereals, sugary beverages, you name it, and the moment you enter, there they are—those Type 2 diabetes-inducing monstrosities! After almost being lured into trying a new granola variant, she thought, “I can at least pick up a can of tonic water to enjoy with some gin later on.” And oh, she must not forget the dairy section because a baker always needs to keep a good stock.

We even noted how, to increase the chances of it being bought, an imported item was usually placed between local brands. Something as small as buying a brand of cheese different from the one you had sworn your loyalty to after a lurking salesperson recommended it holds value. It seems like standard behaviour that I have explained here using words I looked up in a thesaurus at 4 a.m. but there is quite a fascinating psychology behind it:





Research on how psychology impacts buying behaviour has a long history. A study dating back to 1982 found that background music affects purchase decisions—perhaps the addition of some flowers to their dining table? It is not just external stimuli such as the physical layout, product placement, and packaging but also individualistic factors such as spending power, consumer habits, and the size of a family unit that come into play. Few enter a supermarket and consistently leave with only what they went for, especially age groups with high disposable incomes who would not think about it twice. Be it the brand on promotion or a new flavour of a pack of instant noodles, there is always something more to add!

And for this, there is a good reason. You see, we are hardwired to react to cues on our supermarket journey because they are not designed to simply fulfil needs. The culmination of these elements curates human behaviour and conditions people to purchase

in a certain way, even if it is completely unnecessary and avoidable. The sole aim is to get you to spend more.

For Generation Z, online shopping is the solution to almost everything. This is becoming more of a practice in the older generations as well. It still, however, begs the question: have the patterns changed? Can supermarket psychology have the same command it did earlier, on a generation so aware and quick to condone brands if they do not follow ethical guidelines or suit their custom needs? Or does privilege seep in and allow most people to look past it? The diversity in education, the world's goings-on, and familiarities with various subcultures affect, in varying degrees, the contents of one's shopping cart.

So think about it and tell us: Is splurging on the "nicely packaged box of pancake batter" or buying three shirts (which you might never wear more than once) at the cost of two really worth it?



IMPACT'23



Written by: Mahek Grewal

In late October, students of ISH orchestrated the inaugural edition of IMPACT, a strategic convergence uniting industry leaders, academia, and students with a focus on Environmental Social Governance. Themed "Beyond Blueprints," the event facilitated insightful discussions and perspectives from seasoned professionals. Executed with meticulous planning by semester 7 BBHM students under the guidance of Ms. Smeetha Guha and Mr. Pushp Mehra, it garnered generous sponsorship from Cohoma Coffee Company, Nodoka Spa and Resorts, Souvik Bose Designs, Hotel Raj Haveli, and Harsh Tourist and Taxi.

Day 1 featured a dynamic panel on "Reputation Management in the Era of Transparency," addressing challenges and strategies. The engaging discourse featured distinguished panelists, including Ms. Anjali Mehra, Chief Brand Officer and Senior Vice President of Marketing at The Leela Hotels; Mr. Rajiv Tikoo, journalist and development communication expert; Mr. Pranav Kumar, Managing Director of Allison India; Mr. Himank Tripathi, Chief Communications Officer at Baazi Games; and Mr. Adip Puri, Country Lead, APACMed India. Ms. Anuradha Agnihotri, Professor of Practice and Associate Director of Marketing at ISH, moderated this very riveting session.

"Grit & Grind" Day 1 showcased leaders such as Ms. Shivani Gilhotra Narang, a Tech Solutions Specialist; Ms. Sonale Zagade, General Manager at the Hyatt Regency Gurugram; and Mr. Titus Upputuru, Founder of The Titus Upputuru Company, who mapped out before the audience empowering narratives from their professional journeys. Masterclasses and competitions, including 'Responsible Beverage Making' conducted by Mr. Topesh Chatterjee, Food & Beverage Manager at Marriott International, and 'Luxury Meets Sustainability' conducted by Ms. Sonnia Singh, Director for the Centre for Executive Education at ISH, further enriched participants' creativity. The day culminated in an enlightening ESG debate wherein entrants eloquently presented their perspectives on ESG strategies prevalent across industries.



Day 2 delved into "Transitioning to ESG: Challenges and Opportunities" through a panel featuring Mr. Sandeep Sethi, APAC president at Work Dynamics, Mr. Girish Sehgal, President of The Brij, Mr. Rahul Singh, Chief Operating Officer for PVR Cinemas, and Mr. Dilip Puri, Founder and Executive Chairman of ISH. Moderated by Mr. Kunal Vasudeva, co-founder and Managing Director at ISH, the discussion explored the complexities and opportunities of sustainable practices across industries. This was followed by 'Grit and Grind' Day 2: Consumer First Sustainability, where distinguished speakers like Ms. Ruchi Jain, an independent M&A advisor, Mr. Ashwani Khurana, the founding CEO of Karma Lakelands, and Mr. Mrigank Devam, the founding CEO of ViralOps, offered their diverse perspectives on ESG implementation.

Afternoon workshops were a succession of diverse trailblazers from various walks, appealing to young minds and teaching them how it is never too late to try your hand at something new; who knows, it might just be a roaring success and fill you with great joy. There was a storytelling session by Mr. Arun Prakash Ray, author and innovation management expert, quickly followed in succession by the 'Pecha Kucha' competition based on the Japanese technique of presentation. Simultaneously, the 'Make it Fancy' contest challenged participants to craft and transform everyday objects into sustainable masterpieces. The day concluded with the exciting "Shrimp Tank" competition, featuring innovative pitches from small-scale entrepreneurs presenting energy bars, food heating technology, unique dog beds, and more. This enthralling session celebrated emerging entrepreneurs and their potential to make waves in the business world.

Ms. Smeetha Guha, the Dean of Hospitality Studies at ISH, said, "Consistent mentoring, inculcating a culture of innovation, and fruitful collaboration have led to the creation of IMPACT. By merging the event with academics, the students were intrinsically motivated to perform, and they even learned the tenets of creating a grand event along the way. The ideology behind IMPACT was to touch base with three areas: learning for students, a place of exploration for professionals, and a community-led event for the hospitality industry. I owe the successful execution of the event to the batch of 24' and commend them on their dedicated efforts to make this project a grand success."



MEET MANASWINI SINGH

The decorated Rifle Shooter and aspiring Luxury Retailer



The new students at ISH would agree that finding time outside of a jam-packed and constantly engaging schedule to pursue something independently is a feat in itself. Waking up at 7 a.m. to catch the bus and leaving campus late in the evening leaves students with very little time, but there are some who not only manage but excel at ventures outside of their daily coursework.

Manaswini Singh, a national-level rifle shooter and High School Captain at Daly College, Indore, chose to pursue her love for shooting long before she began her course at ISH. Born into a family of sporting excellence, her love for sports played traditionally in Rajput households was almost inherent within her. Eventually, she took up rifle shooting, a sport that her mother encouraged her to pursue after school and even as a possible career path.

“Mansa,” as her friends like to call her, began her journey with air rifles and eventually added the .22 rifle events (prone and 3 position) to her repertoire. Now that the young athlete is in Gurugram to pursue her studies at the Indian School of Hospitality, the 10 metre air rifle is much more accessible for her to practice and has come to be the main event in focus.

Some rather special awards that Manaswini has won are:

1. The Madhya Pradesh State Championship, 2021, where she became the state champion and won 7 golds in all 7 categories.
2. Her first nationals, where she qualified for the Indian team trials in all three categories during the first try.
3. Securing second place in the SGFI (School Games Federation of India) games.

“An instance that I will never forget would be my last IPSC tournament. Since 9th grade, after we had lost the trophy and the IPSC could not be held until further notice due to the pandemic, I had dreamed of securing the championship trophy and winning individual gold in my own category as well. When the tournament was revived, it was organised by my school, and that too under my captaincy. I had to make the 9th grade Manaswini’s dreams come true! Thankfully, it all happened as I prayed for it to, and here I am, telling you this story!” says Manaswini.

To ensure her success in both of her chosen paths, her schedule is mapped out to make ample time for both. Manaswini spends most of her time after college ‘dry training’ in the recreational area at the hostel, with weekends spent at the shooting range in Faridabad. As she wishes to advance her career in the luxury brand retail industry, she still intends to fuel the sport that fuels her for as long as she can.

Outside of shooting, Manaswini is a decorated equestrian and a talented baker who has held bake sales throughout the pandemic. Her dedication to succeed in her chosen pursuits is awe-inspiring and beyond commendable. Manaswini believes that discipline comes naturally to those who find something that makes them smile, and that the art of shooting is where she finds herself at her happiest.



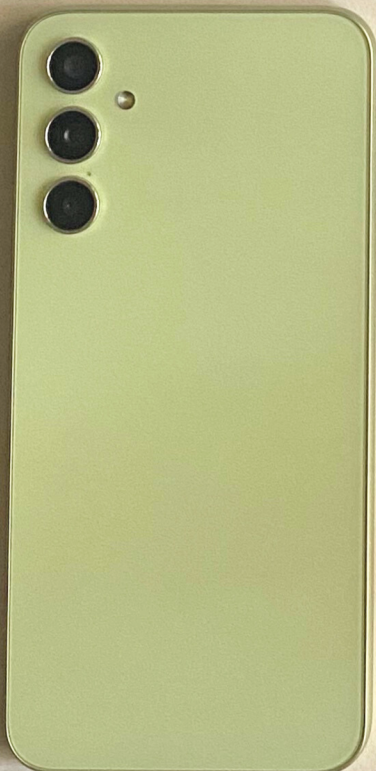
WHO



MOVED



MY



BRAND?

Written by: Anuradha Agnihotri

Professor of Practice and Associate Director
Marketing, Indian School of Hospitality

Brand perception is a summation of consumers' beliefs, attitudes, opinions, and feelings about a brand based on their experiences, interactions, and exposure to the brand's messages and products. Crucially it captures what consumers believe a brand represents rather than what the brand says it represents.

And if all this sounds like theoretical **gobbledygook**, pause for a moment and riddle me this: Why do millions of consumers around the world queue up in never-ending lines every September for the pleasure of shelling out more than a lakh for a phone?

Audience perceptions about brands directly impact their buying behavior and ultimately the growth and survival of organisation, whether it's an established player or the new kids on the block trying to carve a space for themselves.

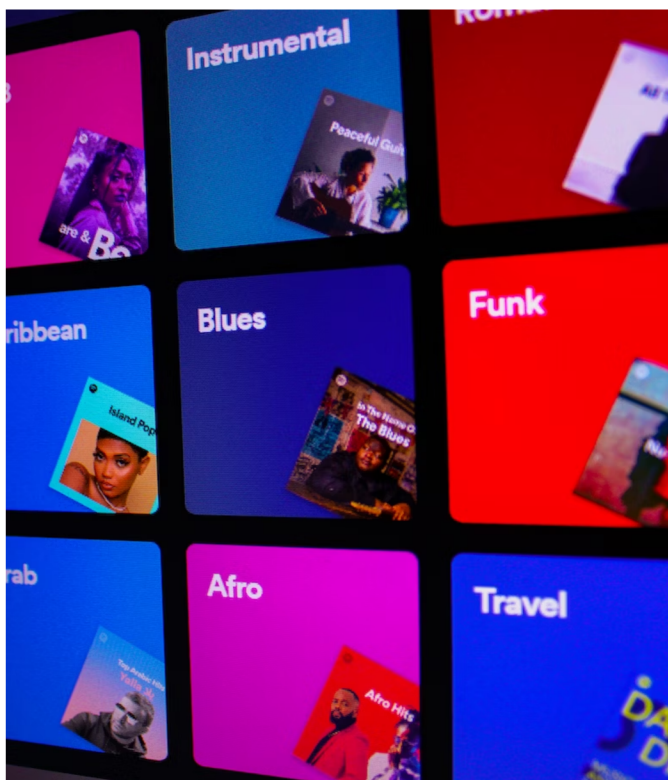


Consider the curious case of Liquid Death, a brand selling...packaged water! With its tongue in cheek campaigns, this is a brand that was built from the ground up on foundations of irreverence and **satire**, counting MAD magazine and Saturday Night Live sketches amongst its sources of inspiration. However, the true Eureka moment for its music-loving founder, Mike Cessario was the realization that 1) Most rock stars actually drank water secreted inside energy drink cans during concerts 2) Brands that were good for you had 'boring, stale marketing' while products that did you no good had massively appealing campaigns that pulled in consumers.

Rule books were thrown out, molds were broken and Cesarrio decided to launch a product that was great for consumers while parodying itself by pretending it wasn't. Enter Liquid Death with its skull logo encouraging you to 'murder your thirst' while also announcing 'death to plastic' (the preferred packaging material for most of the bottled water industry). The recyclable aluminum can packaging was no accident as it was a nod to the brand's 2 pillars of irreverent cool and environmental friendliness. In fact, so **irreverent** is the brand that launched an album on Spotify called "Greatest Hates," where the team took all of the brand's negative reviews,

comments and social media feedback, meshed it all together and put it into a heavy metal album. The mere fact that a water brand can evoke such extreme reactions seems incredible; but with a diverse, dedicated customer base ranging from students to tattoo artistes to white-collar professionals, it is Liquid Death which is laughing all the way to the bank with a valuation of US\$ 700 million within 5 years of its launch!

However, what happens when it is a heritage brand centred around a product that many believe has no place in a modern world striving for greater equality and equity? Consider the curious case of Barbie launched in 1959 with the objective of providing children an alternative to the 'infant dolls' that dominated the era. The brand over the decades however drew fire for its lack of racial diversity, perpetuation of gender stereotypes and the impossible beauty standards it seemed to feed to children with the ridiculously proportioned dolls (which also seem unable to stand flat on their feet for reasons best known to the manufacturers!) Consumer criticism was mirrored in declining sales and media



headlines declaring 'Barbie is Dead'; until manufacturers Mattel pulled off an incredible **coup d'état** with a comeback story riding on the back of a movie that grossed US\$ 1.4 billion at the box office and now seems to be galloping its way to Oscar glory. Barbie the Movie shines a spotlight on challenges confronting women in their daily lives, takes sly digs at some of the more troubling aspects of the Barbie dolls' history and though coming in for its fair share of criticism has planted the seed of a radical thought in the minds of even the most outspoken critic: Has Barbie at one level always been secretly feminist? The rebranding exercise has also yielded financial gain with Barbie doll billings having increased 6% in the July to September period compared with 2022; driven by the success of the film.

Walter Landour famously said that "Products are made in the factory, but brands are created in the mind.". It is indeed in the minds and hearts of consumers where the battles for shaping perceptions that ensure the survival or demise of brands are fought.

ZERO PROOF



**Written by: Raagini Poddar
& Rhea Budhraj**

Raagini: Mocktails are basically craft cocktails, but—and you probably already know it—without the alcohol. For me, I grew up not knowing that a virgin mojito was called one for a reason, thinking it was just a rather minty lemonade that I would get to enjoy at parties. It turns out, there was a whole new world waiting for me.

So... what exactly is making up for the complete eradication of a well-rounded, carefully distilled spirit? Is Bloody Mary's sober sister, Virgin Mary, “acceptable” because the **teetotalers** might actually not mind a peppery tomato beverage sitting in front of them, asking them to love it for the way it is? (Sorry, I let the cheese go out for a second there.) While most cynics would argue that bringing to you a cocktail that is not one is a rather **bungling** attempt at compensation, the optimists would still look at it as a means to get to try out some interesting concoctions without caring too much about “the original.” To a Puritan’s rhetoric of “but why wouldn’t you just drink juice instead?” they would almost definitely say, “But juice never tasted as good as asking for a virgin piña colada on a Tuesday night because I don’t have to worry about not waking up on time.”

Rhea: As much as one appreciates the elegance of indulging in the goodness of this sober party, they might mull (pun intended) over the absence of an almost rebellious joy provided by its spirited counterpart while maintaining the illusion of a perpetual Tuesday. If you really think about it deep down, mocktails are such **poseurs**, often portrayed as the designated drivers of the beverage world. Have you ever heard of unwinding at a Christmas party, pressing pause on life, and letting your worries drown in the comfort of a virgin eggnog?

Sounds like that one well-behaved cousin at all of our holiday gatherings.

I often wonder: do people really miss the spirited side of things? Take the classic espresso martini, for example, the elixir that turns your “I’m tired” into “I’m wired”—an alchemy of smooth vodka, coffee liqueur, and freshly brewed espresso that unite to create the laws of mixology (and defy those of physics). This choreography of flavors cannot be replicated unless, of course, you just ask for a cup of strong coffee, which happens to be cheaper and does the job just fine.

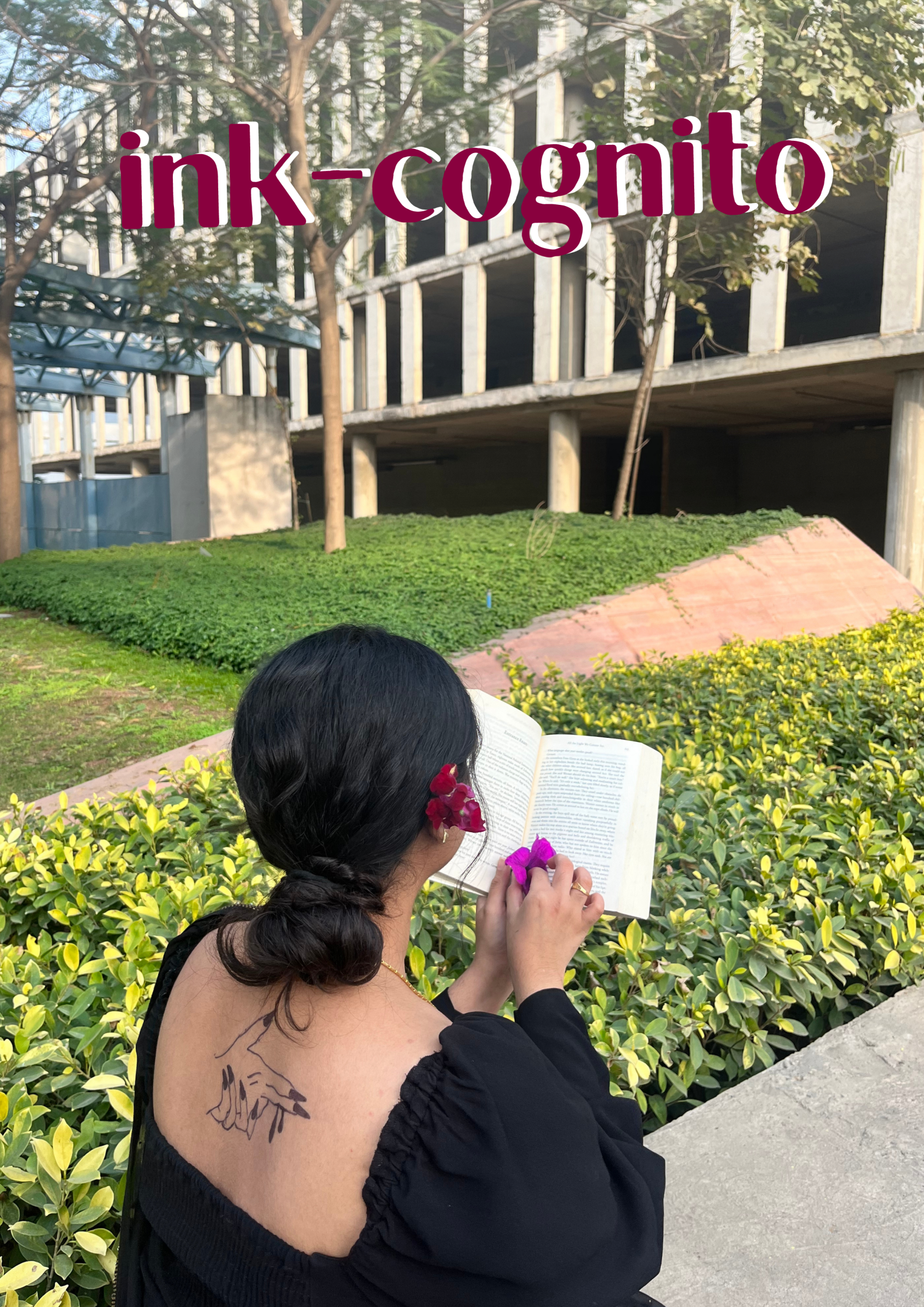
The Mai Tai, one of the most underrated cocktails of all time, is a blend of an aged rum taking the center stage, lime juice, orange liqueur, and orgeat syrup that whisper notes of



almond and orange blossom, served over ice, garnished with some fresh mint and a slice of pineapple. This drink is a vacation to the shores of Polynesia encapsulated in a glass and, when expertly crafted, a liquid luau for your senses.

Although now that I think about it, mocktails are often dismissed as understudies of this glorious performance of mixology. Some of these non-alcoholic concoctions are more than just placeholders. They have the potential to prove that the absence of alcohol does not necessarily equate to the absence of taste or sophistication. It allows the beverage world to compose vibrant potions of juices, herbs, and syrups that bring forth an experience for everyone to partake in—a celebration without compromises.

ink-cognito



The humble ink and quill have taken many forms since their birth in ancient Egypt.

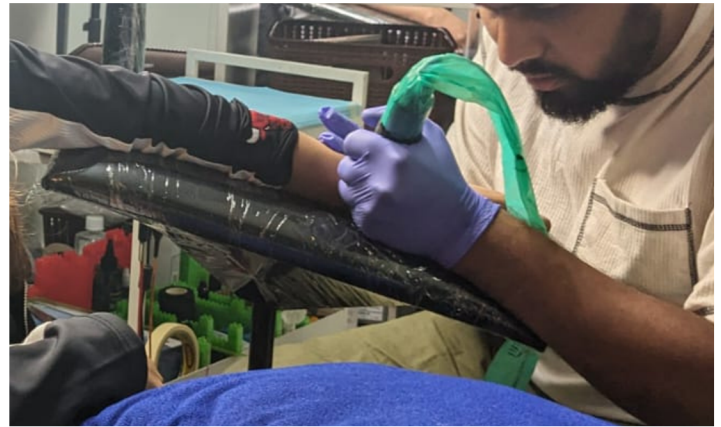
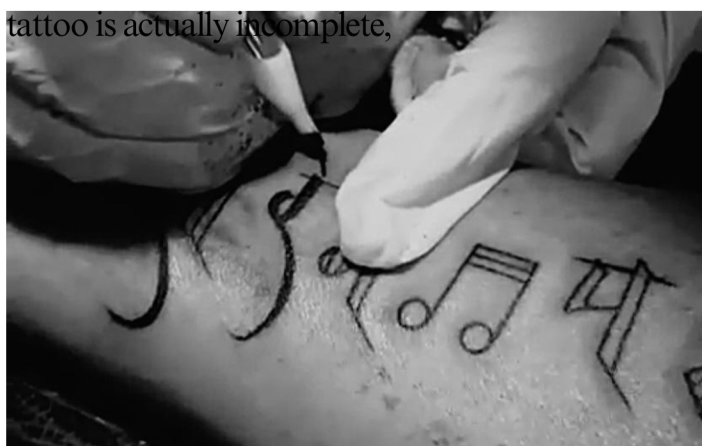
Its purpose, however, remains steadfast. *Creation.*

In modern times, the use of ink has evolved into a market for ballpoints, glossy gel pens, and fountain pens. Ink manifests itself in a **multitude** of forms. The most prodigiously popular today is its tattoo avatar. Be it quotes, fine lines, portraits, or even a much-humoured mistake to remember a night out with friends by—you will find the potion melding into the supple surface of one's flesh, sealing your emotions for a long time to come. As long as there is a canvas, a tattoo will always turn memories into a legacy.

What is the reason behind people getting tattoos? Is it intimacy? How many tattoos of theirs do we not know about? It almost feels wrong to inquire; it may just be too personal. What if I am invading their privacy? For they do at times appear sacred, almost something only for our eyes and their hearts to be aware of.

And if you do dare to ask, you may get to know a great deal about a person who has inscriptions of this ink etched on their skin. I walked up to **Mr. Pushp Mehra, Assistant Director of Hospitality Studies** and asked, “Sir, could you tell me more about your tattoos?”

His favorite, he claims, is the stoic lion drawn across his left arm, a testament to his time and journey in Australia and even a pillar of strength. “Each tattoo for me is a different story. If you get the opportunity to take a closer look, then you will learn that the



symbolizing my belief that there is always room for improvement.”

A tattoo on the body is a means of self-expression. Everybody has a story to tell, and tattoos are, for many, a way of being one with the story. They might not feel heavy, but in every way, their meanings bear massive weight on the wearer.

It could be anything— trials and tribulations, promises and parting, the beginning and the end of many journeys. Perhaps a parent's illegible handwriting or your dog's paw prints embossed on your skin's delicate epidermis. Maybe even a meaningless one of a ghost riding on a skateboard, as is the case for my friend, Harshita Malhotra, a semester one student of the B.A. (Hons.) in Culinary Arts course.

With an evolving society, perceptions evolve too. Tattoos might have brought around them an unflinching stigma that has hindered the path of a starry-eyed youth eager to step into the world, who soon began hiding them. Enshrouded by layers of clothing, not only to keep it personal, but because the world wanted them to be a certain way.

They say that, with time, the way we see things changes. While the culture of tattoos may not always be eagerly welcomed, people of the coming generations do not look at it as a factor **inextricably** linked to one's behaviour. Knowing this is a breath of fresh air.

We must always give people a chance—a chance to tell their stories and the chance to be free. After all, change is the only constant.

Gastronomic Escapades

January



February



March



April



May



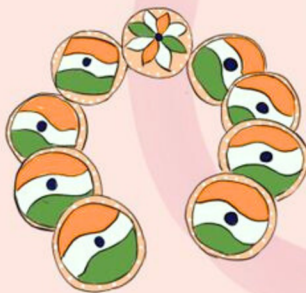
June



July



August



September



October



November



December





PLATS

In NCR's chock-a-block dining landscape, where authentic and honest food is hard to find, Plats is somewhat of a **maverick**. Chefs Hanisha Singh and Jamsheed Bhote's dynamic culinary careers led them to open the doors to their first restaurant in Malviya Nagar, one that neither tries to conform nor breaks away from anything. And the food is everything you want (and a lot more)– consistent, comforting, surprising, and thoughtfully curated. One visit is just the prelude to many more!

-Raagini Poddar

Price for 2 - INR 2,500 (approx).

Must try- Shroom Buns, Corn Croquettes, Chicken Ballontine, Lamb and Potato Agnolotti, Cottage Cheese Steak, So Amalfi Cocktail

An almost hole-in-the wall, understated Korean restaurant tucked away on the 2nd floor of South Point Mall, this place reaffirms the old rule of thumb that if any Asian restaurant has a laminated menu filled with pictures of each dish, then you know it is going to be good. And good it was! Bibimbap has quite an extensive menu, which will probably take many enjoyable sittings to make through, especially to enjoy the grills and the stews!

-Poorna Rajpal

Price for 2 - INR 2,500 (approx.)

Must try- Korean Fried Chicken, Bibimbap, Hotteok



BIBIMBAP



CARNATIC CAFE

Being from Karnataka myself, I can vouch for the fact that the Carnatic Café at Lodhi serves food reminiscent of a lunch home in Bengaluru. Their menu is simple; I can count on it being drenched in ghee, and I have no complaints about that. Carnatic even serves Jaatre specialty ice creams that are mind-blowing. The black pepper and cardamom ice cream wraps within itself layers of flavour that continue to reveal themselves long after you take a bite. Overall, Carnatic Café humbly, and pretty much effortlessly, provides an authentic Carnatic experience.

-Milind Kariappa

Price for 2- INR 700 (approx.)

Must try- Paddu, Malleshwaram 18th Cross Dosa, Manina Maga Dosa, Benne Khali Dosa

If there was a pizza place I would travel two hours to reach, Leo's would be the only one to earn that position. In a flurry of self-proclaimed Neapolitan pizza-making expert entrants, the establishment stands out for its novelty as well as its traditionality. The menu is 95% pizza since the focus is on the craft of making and breaking bread (get it?). Almost soupy in the centre and increasingly fluffier as you near the end, each bite tells you that the flavours belong right there, sometimes in unpredictable ways. I also deduce my loyalty to an Italian restaurant by the number of desserts on the menu—not many. And I can promise you that their tiramisu is a steady acceleration towards ending a hearty meal on a romantic note.

-Raagini Poddar

Price for 2- INR 1400 (approx.)

Must try- Piccante, Coppa e Funghi, Il Diavolo, Classic Pepperoni, Tiramisu



LEO'S PIZZERIA



Side Hustle: RIZE

Meet **Sahil Manral** and **Dhruv Verma**, the founders of **RIZE**— a wellness brand oriented towards creating a more informed and conscious society. Read on to find out what they have in store for us...



Sahil Manral

Founder

Sahil Manral is a second-year student at ISH pursuing a B.A. (Hons.) in Culinary Arts. As a dedicated fitness enthusiast, he had been looking to build a wellness brand that helped people and empowered them to prioritise their well-being in the long run. While he divides his time well amongst all of his pursuits, he also takes time out to paint and practices MMA, boxing, and judo when he is not working out.



Dhruv Verma

Founder

Dhruv Verma is currently completing his BBA while bringing the brand to life. It is his marketing skills and entrepreneurial eagerness that make him so devoted to creating a product designed to solve problems creatively. Dhruv leads a disciplined and healthy lifestyle and is one of those people who lights up rooms when he walks in. Aside from paying a visit to the gym each day, Dhruv has also been a rather passionate cricketer.

Note from the founders:

“Daniel Weber and Sunny Leone are proud investors in RIZE. The duo believes in our vision to solve various wellness problems, in addition to the functionality and taste that our products provide. We are happy to announce that Sunny will also be the face of the brand.”

How did you plan on establishing yourself in such a highly competitive market?

The FMCG and health and food segment markets make up a largely competitive terrain. Bigger players on the lookout for upcoming brands were not a factor that deterred us because we knew we still had a lot to work with if we identified opportunities prudently. It was what pushed us further to start "RIZE," as there is a saying that we usually affirm: "How will you know if you are the best if there is no competition?"



What was the gap that you noticed?

Problems such as sleep wellness and women's wellness were not spotlighted well enough. There also seemed to be a lack of nutritional diversity and a limited flavour variety. It is important for one to be fully aware, apart from only focusing on commonly highlighted areas of concern. This is our quest to bridge these gaps by providing quality, transparency, and functionality, all while creating a sense of community to win people's trust.

How did you develop your recipes?

We both researched and chose to show more than just the momentary nature of the solutions the ingredients provided. While caffeine increases energy levels, the presence of taurine favours post-workout stability. As for the sugar replacement, we largely use honey or small quantities of FOS (fructooligosaccharide), which is a natural, high-fiber, zero-calorie sugar.

What are the products you sell?

The Dream Bites are crafted with chamomile and valerian extracts to ensure sound sleep, while the Bliss Bites contain magnesium, potassium, and vitamin B12, which provide respite from menstrual cramps. The RIZE Energy Bar is designed with the energy requirements of a fitness enthusiast in mind. Our products have a shelf life of up to 18 months. Also, if we had to choose, we would pick the Berry Blast and the Caramel Crunch!

What are your short-term and long-term goals for the brand?

The goals we are looking to achieve right now include setting milestones and occupying broad visibility through online platforms (Swiggy, Instamart, Zepto, Blinkit, Amazon, and Flipkart) by forging alliances with them. In the later stages, we would also move to offline retail store opportunities like gyms, pharmacies, and grocery stores.



Where do you see RIZE Bar in the next 5 years?

In the next five years, we see RIZE uplifting people's lives through not only our range of products but also the ethos of our brand. We want people to perceive our brand as a friend who is not going to push you but will walk along with you on a path towards a better future. Look at it as an investment in your health. After all, the symbol 'Sun' in our logo is a symbol for a warm welcome to a new beginning.

FOUNDER'S DAY *at* ISH



Written by: Agrima Chopra

In the diverse landscape of our institution, Founder's Day at The Indian School of Hospitality (ISH) emerged as a thread that seamlessly weaved together the past, present, and future. As the academic year unfolded, ISH experienced a dynamic campus life, welcoming new students and faculty and hosting events such as TEDx, the Concoction Conclave, International Chefs Day, and IMPACT Business Conclave. Along the passage of these milestones, Founder's Day stood out as a day of recognition, blending tradition since the inception of ISH with a resolute commitment towards sustainability.

This year's Founder's Day theme was "The Unison of Blue and Green," a reflection of our dedication to sustainability, which led to a discussion on how the mindful and responsible management of resources took center stage. It reflects the philosophy that is a part of the core values of ISH, emphasizing 'being socially responsible and accountable.'



The stage was set for a day of reflection and reminiscence as dignitaries gathered, including notable figures like Mr. Ashwini Khurana, CEO of Karma Lakelands; Ms. Diki Bhutia, Director of Sustainable Practices at Karma Lakelands; Mr. Kunal Vasudeva, Co-Founder and Managing Director at ISH; and Mr. Prahlad Puri, Co-Founder and Executive Director at ISH. Deans Dr. Zubin D'Souza and Ms. Smeetha Guha, along with the visionary Mr. Dilip Puri, Founder and Executive Chairman of ISH, completed this stellar lineup.

Founder's Day was a befitting occasion to reflect on the institution's growth. To do just this, the ceremony commenced with a heartwarming video message from students within India and beyond borders, expressing gratitude to Mr. Dilip Puri and speaking highly of the learning environment at ISH.

Mr. Ashwini Khurana, an esteemed figure in sustainable development, took the stage next, delivering a powerful message on the importance of eco-conscious practices. Beyond sharing his personal insights, he reflected upon concepts of sustainable growth both professionally and personally.

ISH and its commitment to championing sustainability is reflected in the institute's noteworthy achievements in this field-- from donating discarded paper to underprivileged schools to a partnership with a renewable energy firm, and even the consumption of vegetables from our organic farm - Ankuram in Karma Lakelands. The institution even announced the launch of three new sustainability initiatives: rainwater harvesting for irrigation, the adoption of sustainable stationery, and the use of sustainable fabric for uniforms.



Mr. Dilip Puri, in an inspiring speech acknowledged the institute's accomplishments and reminded the audience of the vision and values that have shaped ISH. The students even put up stellar Bihu and Bhangra dance performances, after which the day concluded with a celebratory cake-cutting ceremony.

This Founder's Day will remain with us all and truly makes us wonder about what exactly goes into creating, nurturing, and developing a vision into a breathing entity.

KOH TAO



X
NANG YUAN
BEACH

X
MANGO
BAY

X
SAIREE
BEACH

X
HIN WONG
BAY

Ko Tao
เกาะเต่า

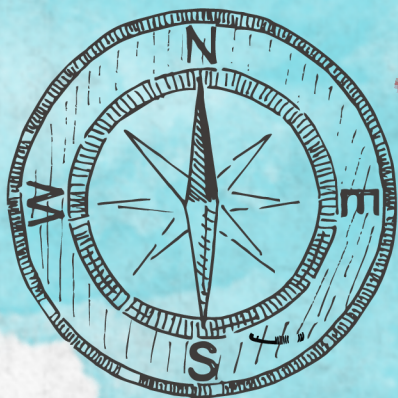
X
MAO BAY

X
JAMSOM BAY

X
TANOTE BAY

X
CHALOK BAY

X
SAI DAENG
BEACH



Written by: Maya Shetty

On the western shores of the **resplendent** Gulf of Thailand lies the island of turtles, Koh Tao. Apart from being an abode of mystical tropical coral reefs, Koh Tao is known for its economically priced scuba-diving and snorkelling activities. The island also, quite effortlessly, balances a delicate equilibrium between its **teeming** nightlife and more relaxing pursuits.

Upon arriving from Samui by ferry, my family and I disembarked at a humid and chaotic terminal, where it took a long, tumultuous fifteen minutes to find a tuk-tuk that would take us to our resort. However, as the mayhem faded into the distance, a wave of calmness descended upon us. Soon, we arrived at our property, located at Sai Ri Beach. Only a stone's throw away from the cottages was the sprawling ocean, its view greeting us from our cottages.

Life moves at a slower pace in Koh Tao. Our mornings began with coffee on the sunny deck, soothed by the cool breeze, and cuddles with the resident dog, Honey. The quest for breakfast had us taking short strolls through intertwining lanes filled with cafés. Over the days, we fell in love with several eateries serving the most delectable seafood rolls, salads, and berry bowls brought onto our plates using the freshest produce one could imagine. By sunset, the bar crawl culture would be in full swing. I remember the cabarets



blasting music all night long, while beachside restaurants had exhilarating fire shows on display.

For better or for worse, this sluggish lifestyle came to a staggering halt. I was a girl on a mission. Having cleared my open-water diving license a month prior, I was determined to track down more diving certifications. On an island where every corner had diving shops, choosing one that stood out was a task, but Big Blue was the place for me. Beyond the rave reviews, Big Blue is one of the more prominent schools on the island. Across a continuum of courses offered, this versatility allowed me to explore my interests in shipwreck diving and other arenas I was previously oblivious to. Over those five days, I bonded with people across the world and, for the first time, learned to be independent and self-sufficient.

Mornings would begin at 9 a.m., with a coffee in one hand and a debrief manual in another. Our instructor, Sjoerd, would then escort us to pick up a hefty pile of equipment, after which we would scurry along to get onto our dive boat. Each day unravelled a new breathtakingly gorgeous dive site, each better than the last.

Standing on the edge of a two-story boat, wearing flippers that bit into my heels and an air



Temperature

28°C

Weather



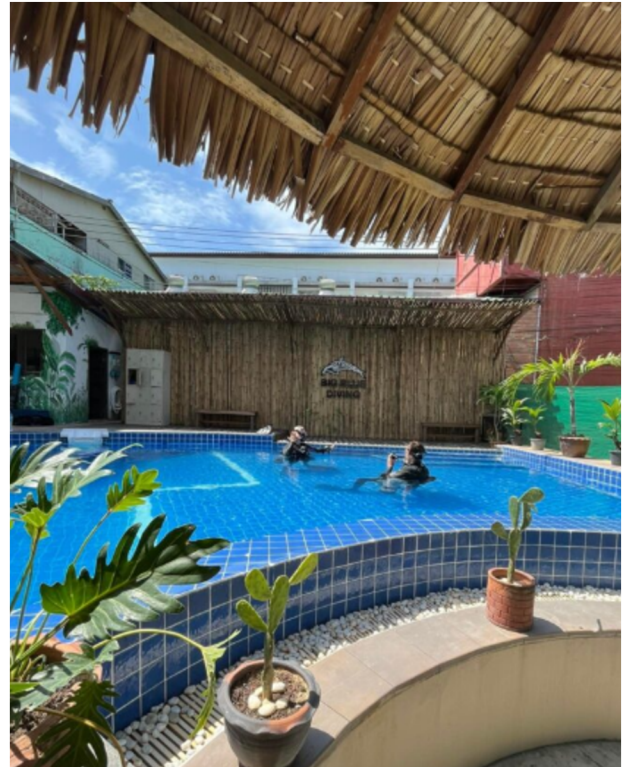
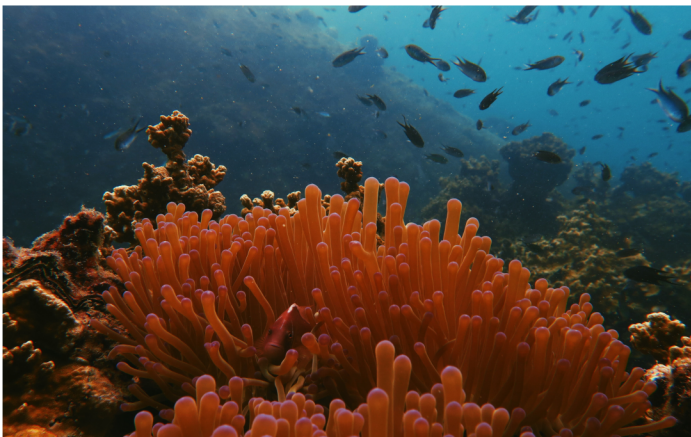
AQI

58
Moderate



cylinder on my back so heavy I was afraid I would topple over, I placed a hand over my face mask and took a massive step off the side.

The waters of Koh Tao have beckoned divers across the globe with their **scintillating** views. The world beneath the sea's surface transcends all description. Exploring the island's renowned sites and marine biodiversity truly sets Koh Tao apart from other islands. Its pristine waters and preserved shipwreck diving site, the HTMS Sattakut, offered a diving experience like no other.



The 120-hour course came to a bittersweet end as we bid farewell to our instructors, new friends, and staff at our resort. In five days, we learned skills, went hiking, ate delicious food, and truly immersed ourselves so deeply in island life that going home was painful.

Nobody can quite put their finger on why exactly Koh Tao is the jewel in the crown of the Thai islands, but every visitor can attest to its irrevocable charm. The allure of its laid-back lifestyle, yet a bounty of self-exploratory adventures for everyone, may truly be the icing on the cake.



Chef Johnson Ebenezer

The culinary pioneer slowly helping transform
the Indian dining landscape

Written by: Raagini Poddar

I left Malaysia to open a restaurant, so I began searching for investors. What I wanted was for people to dream along with me, not the same as me. Like in the movie *Inception*, all kinds of people build it together, and ideas collide to form a dream that you weave together.

As a chef, I did not think so freely at the start of my career, but it all changed over a period of time as I began working with many ingredients and flavour pairings. I would advise students not to worry; the creative process nurtures itself as time goes by. I like to call this “harnessing creativity.” It is like the story of Hansel and Gretel. You got to get the crumbs on the way and get home.

When it comes to sustainability and all things related, the word itself, at the moment, is a trending one, but not everyone lives up to it. You have to use your vision, and be your best judge, and know that it is important to be sustainable by yourself.

Farmlore is a destination restaurant, so people tend to make extra effort to get here and appreciate that a little bit more. Even the smallest of things you do will be noticed. Creating that exclusivity and living by it as well will allow the product to speak for itself.

When I get a very elderly guest at Farmlore, I feel that they might not get it, but after the 10th course, they tell me how they have never experienced native ingredients in this way. We also do not repeat any dishes, but one 85-year-old man whose



Chef Johnson Ebenezer
Co - Founder & Chef Patron, Farmlore

parents had gifted him this meal enjoyed our *jamun* sorbet so much that he asked for a refill four times, and I gave it because it just felt right.

Not everybody understands what we do; they see us creating dishes using ants and discuss it as something controversial, but all you have to do is stand by your principles. I say, This is what I want to serve; this is how it is going to be. The moment you come up with a closed mind and you say, “I can't eat ants,” I cannot push you, but the purpose is lost. It is easy to preach conscious eating, but wearing fur coats and leather shoes at the same time is hypocrisy.

Farmlore highlights locavore traditions. It is an open book in that sense. We don't give out much of the menu because what we serve is our narrative itself. There are different stories according to seasonality, and it is for us to weave them using our efforts, individually but most importantly, as a team.



IN A NUTSHELL



Nightmare on 83rd Street

Who: SPITFIRE

When: 31st October

What: This event was a splendid celebration of the holiday, Halloween with the campus decorated all over, some extremely well curated costumes, various themed activities and an extravagant spread of the holiday themed buffet.



Waste Collection Drive

Who: SWISH

When: 1st November

What: This initiative saw society members and many volunteers collect all the waste from the ISH sports ground to dispose of it, promoting the need for effective management of waste.



Sports Day

Who: FLYP

When: 2nd and 3rd November

What: The event marked the inauguration of our very own sports facility, exclusively dedicated to fostering the athletic talents of our students. With over 150 participants, including students, teachers, and staff, actively taking part in a range of sports such as football, volleyball, track events, etc., it is safe to say that sports day was a resounding success.



Ribbons of Hope

Who: SWISH

When: 6th November

What: With the purpose of spreading awareness and educating people on Cancer, our Student Well-Being Society organized this event and provided a platform for people to talk about their experience with Cancer themselves or with a family member. Post that, an educational tour was organized by the society members with QR codes planted around campus which on scanning would lead to informative videos regarding the topic. At the end of this emotional event, volunteers even came together to write some heartfelt letters to Cancer patients.





IN A NUTSHELL



Inter Society Rangoli Competition

Who: DIVERCITY

When: 6th November

What: With the festivities in place, this rangoli competition held a day before Diwali, was a great way to showcase creativity coming from each society by following the traditional rituals of the festival. These artistic skills were judged by our faculty with the winners announced at the end.



Diwali

Who: Student Societies

When: 7th November

What: This day celebrated the warmth and joy during the festival of lights. The campus was lit and the evening began with a pooja, followed by exciting performances, food stalls, games and activities, and happy hearts.



Blood Donation Camp

Who: SWISH

When: 8th November

What: This event was organized in partnership with the Rotary Blood Bank of Gurugram, whose staff was on campus with their set up, where students and faculty could volunteer for blood donation. Around 50 donations were received by the bank with ISH receiving a memento and the donors receiving their certificates and medals.



GU Dinner

Who: Prof. (Dr.) Dinesh Kumar, Vice Chancellor of Gurugram University

When: 8th November

What: ISH hosted Prof. (Dr.) Dinesh Kumar, the Vice Chancellor of Gurugram University with 200 delegates from the 28th International Conference on Nuclear Tracks and Radiation Measurements, for a lovely evening.





IN A NUTSHELL



Dinner to Remember by MasterChef AU ex-judges (Conosh)

Who: Matt Preston, Gary Mehigan and George Columbaris

When: 18th November

What: Students at ISH received a brilliant opportunity to host the popular presenters of MasterChef Australia and participate in the execution of their event at the Grand Hyatt, Gurgaon.



French Embassy

Who: BBAHM Semester 1

When: 20th November

What: This exceptional opportunity was given to the BBHM Batch where ISH was invited to the French Embassy for culinary and service operations, where several students had the opportunity to interact with several sommeliers and wine brand owners.



Italian Embassy

Who: Antonio Cera

When: 20th November

What: Our diploma students visited the Italian Embassy and had the wonderful opportunity to learn a great deal about breads and the art of making them from one of the experienced chefs coming from Italy.



Tree Plantation

Who: SWISH

When: 1st December

What: This initiative taken by society members and volunteers was to plant trees at the ISH sports ground to promote sustainability and the act of reforestation.





IN A NUTSHELL



COP28: UNFCC

Who: Diploma Students

When: 29th November to 14th December

What: Over 50 students from our campus have had the distinct honour of participating in COP28 for the first time. While being instrumental in their service design with experiential aspects of the event, displayed their culinary skills for around 70,000 world leaders, state ambassadors, presidents, prime ministers, climate scientists, experts, and journalists.



Culinary Masterclasses

Hungarian Cuisine

Who: Imre Erdro

When: 7th November



