

PRISM

A NMIMS NAVI MUMBAI NEWSLETTER

SCHOOL OF HOSPITALITY MANAGEMENT



In the Spotlight

SOHM Celebrates the Farewell OF BATCH 2019-22

We are delighted to celebrate the farewell of students of the 2019-2022 batch from SOHM. To bid adieu to certain milestones in life is heart breaking, but the essential philosophy of life is to move on, though with a heavy heart, to realise one's dreams.



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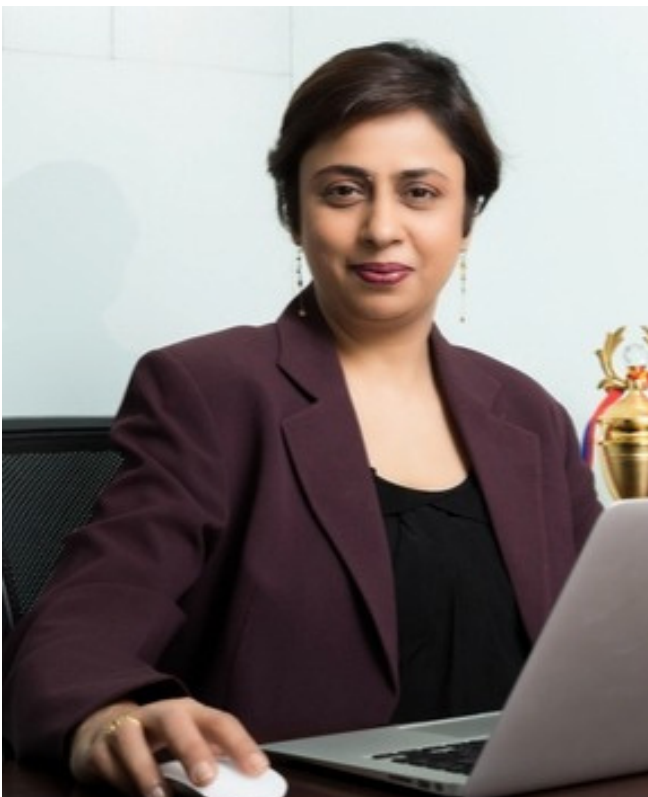
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Salvador Dali said, "A true artist is not the one who is inspired, but the one who inspires others".

The Cultural Committee is a dedicated platform whose main objective is to discover and hone the intrinsic talent and abilities of the students.

In NMIMS, Navi Mumbai the students can choose from a wide range of activities from the plethora of opportunities provided to them. Each activity is focused on the holistic development of the students.



Dr. Ruchita Verma
Dean
School of Hospitality Management

Even the pandemic could not stop the students from showcasing their talents. The students of the Cultural Committee took up the challenges of the new normal and organized many events, workshops, and competitions through the online mode and made sure that talent was showcased and the students remained inspired.

The Cultural Committee of NMIMS, Navi Mumbai hosts many events, fests, and competitions each year. TVARAN is the flagship fest of the committee on this Campus.

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THE EDITORIAL TEAM

Speaks

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NMIMS School Hospitality encourages students to be Entrepreneurial, The E-cell of SOHM is very active. The SOHM E-cell students get hands on training by making their own food stalls at every event happening in the Campus, this way they get to completely gain from an Entrepreneurial project. Students make profits and gain recognition through appreciation and certificates. Synchronously, SOHM students are constantly sent to Industrial events during weekends, to gain operational experience as well as how an event is run. The students are backed by constant counselling and coaching from the faculty mentors allocated to them. Apart from this the e-cell members are counselled by a group of experienced E-cell faculty heads as well as real life Entrepreneurs.



*Prof. P. Manikandan
Associate Dean
School of Hospitality Management*

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*Prof. Rahul Kanekar
Faculty Incharge
Public Relations Committee,
School of Hospitality Management*

The public relations committee of the School of Hospitality Management is in charge of providing thorough coverage of school events and activities. It transmits content for website upgrades and updates on social media regarding all SOHM activities, including the Wine Tour, Cheese Tour, Cocktail Session, and student accomplishments and school performance.

The main goal of SOHM public relations is to preserve a positive image of the NMIMS Navi Mumbai brand by maintaining an optimistic reputation of our school brand and a strategic engagement with students and stakeholders.

At SOHM, we promote the distinctive aspects of the school and raise awareness of its academic offerings, faculty, activities, and events to attract new students and even faculty.



3 Major Trends

TRANSFORMATION OF FOOD AND BEVERAGE INDUSTRY IN INDIA

India is known for its rich culture, traditions, and, of course, cuisine. As the population grows, they are spending a big percentage of their income on food consumption, which is driven by a vast urban consumer market with changing patterns.

In the Indian market, the food and beverage business is one of the most vibrant, with exemplary growth in recent years backed by continued rapid expansion. It is fueled by changing customer demographics, increased disposable incomes, urbanization, and the expansion of organized retail, with an expected annual growth rate of more than 7% from 2019 to 2024.

- **Healthy sugar-free foods:**

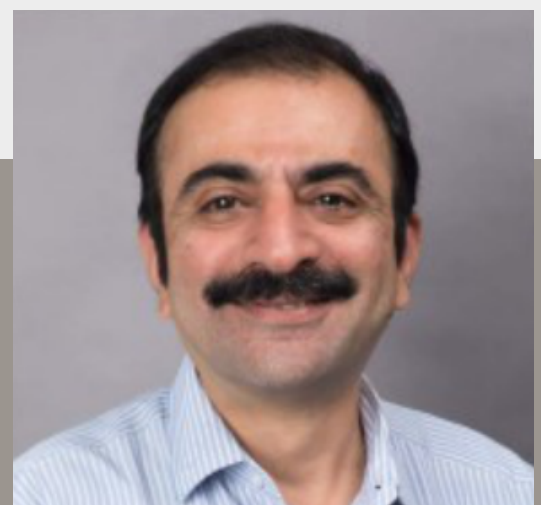
Consumers in India are growing more health-conscious and educated, especially when it comes to reading food labels. The use of sugar substitutes is one area that is changing dramatically. However, because each food product and method is different, substituting the qualities of sucrose is a difficult undertaking. Sugar contributes to a variety of functional qualities, including bulkiness, binding, texture, and shelf life, in addition to sweetness.

The following are some examples of the ingredients used and their respective applications:

- Reduced sugar muffins and cupcakes using soluble corn fiber
- Reduced sugar/no added sugar cookies using sucralose and soluble corn fiber
- No added sugar protein bar using soluble corn fiber

Let us scan the important food trends that are driving the Indian food and beverage business.

1. Healthy sugar-free foods
2. Foods enriched with fibre
3. Foods enriched with protein



Dr. Ketan Chande
Associate Professor-F&B Service
NMIMS, School of Hospitality
Management

- **Foods enriched with Fibre:**

Fibers are vital for not only gut health, but also for lowering cholesterol, controlling blood sugar, and aiding in weight management, to name a few functions. Even though whole foods provide ample fiber, our present lifestyle makes it challenging to achieve our daily requirements.

According to recent studies, more than half of consumers globally are now attempting to improve their fiber consumption through food. Fiber fortification is a suitable alternative because it does not involve any modifications to current eating habits, routines, or individual compliance and may be implemented rapidly.

Some examples of their applications are, Soup premix with added fiber using soluble corn fiber & Cookies with added fiber using prebiotic polydextrose and soluble corn fiber.

- **Foods enriched with protein:**

Globally as well as in India, there is an increased awareness for high-protein foods, especially in the direction of weight-loss products that incorporate all protein sources. The global market for protein ingredients surpassed USD 38 billion in 2019 and is expected to increase at a rate of more than 9% per year until 2027.

Some examples of their applications are high-protein cookies using functional whey protein concentrate. As per Mintel Global Market and Research, one in four consumers desires high-protein biscuits and cookies. They also expect them to look, feel, and taste much like any other coffee-time treat.

While the three trends mentioned above are the most prominent in India, several additional trends are also helping to revolutionize the food and beverage business. Gluten-free, lactose-free, and clean-label ingredients are just a few of them.



*"A Healthy
outside starts
from the inside ."*



To bid adieu to certain milestones in life is heartbreaking, but the essential philosophy of life is to move on, though with a heavy heart, to realize one's dreams. With copious blessings and loads of good wishes our Director Dr. Parthasarathi N. Mukherjee, Dr. Ruchita Verma, Dean – School of Hospitality Operations and Management, Professor Manikandan, Associate Dean- School of Hospitality, Operations and Management along with the entire faculty of SOHM and students of the first year and second year bid farewell to our first graduating batch of 2019-2022 from Narsee Monjee Institute of Management Studies Navi Mumbai Campus. The emotionally surcharged moment was followed by lustrous and bustling cultural performances appreciated by one and all. We then parted with warmth and good wishes.





WINE TOUR



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WINE TOUR



The final year students (2019-2022 batch) were taken for an Industrial visit to Sula Vineyards, Nashik, Maharashtra. Students were taken for a tour of the Winery to make them understand viticulture and the vinification process with a guide who explained to them the whole process of grape, as a fruit, to its final destination as a fermented beverage into bottle.

Sula Vineyards, Nashik



After a comfortable overnight stay at the hotel, next day the students were driven down to Sahayadri Farms to Mohadi, Nashik, Maharashtra. Sahyadri Farms is India's largest farmer collective in Fruits & Vegetables sector. They have transformed the scenario of traditional Indian farming. Students indulged themselves in the experiential learning which is the key to modern education.



COCKTAIL SESSION



COCKTAIL SESSION (BATCH 20-23 & BATCH 21-24)

SoHM students in May 2022 gathered at the F&B restaurant for a master class on cocktail-making. Mr. Varun Sudhakar, a bartender and cocktail expert, was invited by Dr. Ketan Chande to host the session. In addition to watching him mix a variety of drinks, other students volunteered to get attuned to the exquisite art of mixing a cocktail and learn how to make their mixed drinks.



Students learned a lot about cocktails from studying their history, chemistry, and pharmacology, apart from other essential. It was a lot of fun and a true work of art that required excellent presentation skills. After the session, students expressed their gratitude to Mr. Varun Sudhakar, Dr. Ketan Chande and Prof. Rahul Kaneka for their efforts in planning such informative and successful session.



CHEESE TOUR



CHEESE TOUR



Students started their morning quite early and left for Pune. The first place they visited was Morde Factory. The amazing experience came to an interesting end with some interactive sessions with the host followed by various types of chocolate tasting. Students were introduced to Mr. Sanjay Morde the owner. In the evening, the students indulge in fun filling activities. The next day students visited Bhagwati dairy farm (GOVARDHAN-PRIDE OF INDIA). They tested the fresh milk that gets packed in bottles of Pride of India to be delivered at various locations across.

It has been recognized as the best-packaged milk. Finally, they made it to the cheese factory (GO CHEESE WORLD). It was a learning experience watching how cheese is made. The students found it quite informative and realized that experiential learning is an indispensable aspect of modern education.



NEWSLETTER BY

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