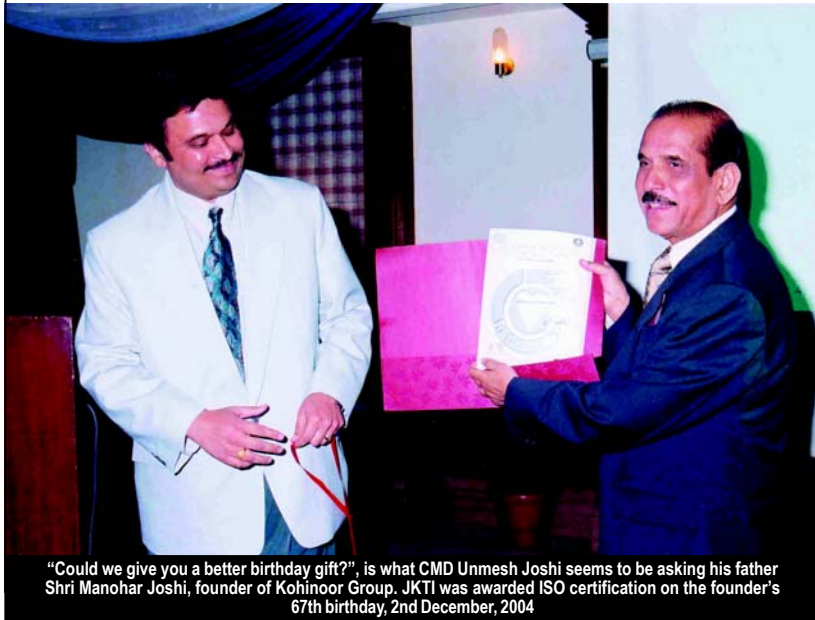




JKTI Makes History With ISO 9001:2000 Certification

Unique Birthday Gift



"Could we give you a better birthday gift?", is what CMD Unmesh Joshi seems to be asking his father Shri Manohar Joshi, founder of Kohinoor Group. JKTI was awarded ISO certification on the founder's 67th birthday, 2nd December, 2004

JKTI (Joshi's Kohinoor Technical Institute) has created history by becoming one of the first vocational institutes to get ISO 9001:2000 (Quality) certification. The certification was awarded by BSI Management Systems, a world-renowned management systems certifying body of great repute under the flagship of the UK-based British

Standards Institution – BSI Group, after a stringent audit of the business practices adopted by JKTI, the Kohinoor Group's 'technovocational' institute.

Founded in 1901, BSI is a leading business services provider to organizations worldwide and has over 5,400 employees spread over 110 countries. BSI Management Systems

has an impressive client list of more than 40,000 clients spread over the globe, which includes bigwigs of the international corporate world like **V o d a f o n e**, **E r i c s s o n**, **S o n y**, **N E C**, **3 M**, **H e a l t h c a r e**, **E a s t m a n K o d a k** and **S m i l e** - the Internet bank.

Starting with mechanical, workshop and electrical courses for hand skills endowed students 43 years ago, JKTI graduated to engineering, electronic and computer courses over the years and went on to become a leader in vocational training with courses as diverse as telephone operating, mobile servicing, screen and offset printing, photography, video shooting and special courses for ladies like a beautician's course, basic tailoring and fashion designing courses *et al*.

Not only that, with changing times, JKTI collaborated with reputed corporates like **V i d e o c o n** and **W h i r l p o o l** to design and conduct customised courses like **T e c h n o - S m a r t** (**V i d e o c o n**) and **S a r v a t h a S a m a r t h a** (**W h i r l p o o l**).

JKTI Deputy General Manager **J a y a s h r e e K a d n e** says, "The underlying philosophy of all our courses can be summed up in just a few words – to groom students into high-calibre professionals and empower them to earn a respectable living. Then, whether it is a simple chalk-making course for the local women of **L a t u r** or the highly skilled **W h i r l p o o l**'s **S a r v a t h a S a m a r t h a**, we derive great satisfaction from the fact that we have opened up one more

avenue for a means of livelihood for our students.

"In all our endeavours, we have always been extremely quality conscious and the ISO 9001:2000 certification has aptly endorsed the fact that adhering to best management and business practices comes naturally to us and is an inseparable part of our work culture. Believe me, it takes great individual effort and teamwork to achieve this."

Congratulating JKTI on its success in getting ISO 9001:2000 certification, Mr B Krishnamurthi, BSI India Senior Manager, Western Region, emphasizes, "Registration to ISO 9000 takes place

customers. ISO 9000 speaks an international language. We have closely scrutinized JKTI's management systems. The institute has exemplary business practices and this ISO 9001:2000 certification is well-earned and well-deserved."

The 43-year-old JKTI chain enrolls around 15,000 to 20,000 students every year. With more than five-and-a-half lakh students passing out of the JKTI network over the past four plus decades, JKTI has established itself as a force to reckon with in vocational and technical education.

By succeeding in becoming one of the first ones to earn

Joshi's Kohinoor Technical Institute
(Rev.0, Dec-19-2004)

QUALITY POLICY

TO EMPOWER AND ENRICH THOSE THAT ARE UNEMPLOYED OR SEEK BETTER OPPORTUNITIES BY PROVIDING TECHNICAL AND VOCATIONAL EDUCATION BY MEETING THE REQUIREMENTS OF THE ENGINEERING AND THE SERVICE SECTOR IN THE GROWING INDIAN ECONOMY.

बेरोजगार तसेच अधिक चांगल्या संधीसाठी इच्छुक असणाऱ्यांना सक्षम व ज्ञान समृद्ध बनविण्यासाठी संबंधीत आणि उपयुक्त असे तांत्रिक व व्यावसायिक शिक्षण देऊन, विकासाभिमुख भारतीय अर्थव्यवस्थेचा भाग असणाऱ्या अभियांत्रिकी व सेवा क्षेत्राच्या बदलत्या गरजा पूर्ण करणे.

(Signature)
Chairman & Managing Director

CERTIFICATE OF REGISTRATION
Quality Management System

Joshi's Kohinoor Technical Institute

Kohinoor Corporate Office
Senapati Bapat Marg
Dadar
Mumbai 400 028
Maharashtra
India

Operate a Quality Management System which complies with the requirements of **BS EN ISO 9001:2000** for the activities detailed in the scope of registration

Certificate No: **FS 9924**

(Signature)
For and on behalf of BSI
Originally registered: 02 Dec 2004

when an accredited third party such as ours visits an organization, assesses the management system and issues a certificate to show that the organization abides by the principles set out in ISO 9001:2000. Our Quality Management Systems certificate is a sign of acceptability which saves our clients from having to prove their quality standards to discriminating

the distinction of becoming an ISO 9001:2000 certified vocational institute, JKTI has once again proved itself and upped its own benchmark. The institute has 34 branches spread over Maharashtra, Delhi, Uttar Pradesh, Madhya Pradesh, Gujarat, Andhra Pradesh, Karnataka and Tamil Nadu and is poised to take off on a sprint of further growth and expansion. ☺

Christopher Levenson and his wife Oonagh Berry were in India recently as visiting faculty at the Kohinoor Business School. This is what he had to say while he was here:

Warm and Welcoming

Christopher Levenson, who was at Kohinoor Business School recently as visiting faculty from Carleton University, describes what makes it special

It's good to be back in India: this is my fourth visit and my wife Oonagh's second. (I was here for the first time for ten weeks in the Fall of 1986.)

This visit is our longest. We've been here a good three months. And it's satisfying too to get to know one place really well, for on previous visits we were

always on the move.

As for KBS, people could not have been more welcoming, - Dr Bigyan Verma, my faculty colleagues, the students, the security guards and the domestic staff have all quickly made us feel at home here, in total contrast to my last teaching assignment in 2002 at the State University of St Petersburg in Russia.

All the same, after teaching at Carleton for 31 years, with over 20,000 full-time students, most of whom I don't even know by sight, let alone by name, it's unusual to run into the 32 students in the corridors and at every meal time. Altogether, on our hilltop overlooking the village we feel almost like members of a gated community, a monastery perhaps.

It's strange too to be teaching in a business college since my whole life has been devoted to literature, but even if I'm here to give the students practice in writing reports and business letters, I'm hoping that some of my literary enthusiasm will rub off on them since, for me at least, business should also involve the kind of imagination and vision that literature promotes. Certainly Khandala's picturesque setting should help.

True, Oonagh and I have made forays into Pune and will soon be visiting old friends in Mumbai, but for the most part

we're happy enough here, enjoying the brilliant flowers and trees, the sun rising over the nearby mountain, and especially the moderate, dry heat rather than the minus 10° C and the snow that has settled in Ottawa. Moreover, in between classes and long, healthy walks, I've even managed to write a few new poems. ☺

'In a dark blue sari'

*In a dark blue sari
a beautiful,
lithe young woman
most likely a dalit, plucks
plastic and paper scraps
from the tracks at
Lonavala Junction,
thrusts them into
a garbage bag,
then as horns sound
a warning
gracefully steps aside
for the Deccan Express....*

- Christopher Levenson

Christopher Levenson was born in London, England, in 1934 and was educated at the Universities of Cambridge and Bristol in the UK and the University of Iowa in the United States. He has taught English at high school level in England and the Netherlands, was for three years English Lektor at the University of Muenster in Germany and from 1968 until his retirement in 1999 taught English Literature, Comparative Literature and Creative Writing at Carleton University, specializing in poetry, autobiography and, more recently, South Asian Literature in English. He has published ten books of his own poetry, the most recent being *The Bridge* in 2000, and two books of verse translations from 17th century Dutch, as well as many literary reviews and articles. He co-founded a literary magazine *Arc*, which he edited for its first ten years, and was for five years Series Editor of an imprint of Carleton University Press, devoted to publishing first books of poetry.

Both before and during his time in Ottawa he has travelled widely in Europe, North America, Asia and Australasia, often accompanied by his wife, Oonagh. His other interests include music, especially classical, opera and Dixieland jazz, the visual arts and architecture and animal life and he was delighted to be back in a country where cricket is the dominant sport.

A pat on the back for Shahrukh



"We want to say a very special thank you to Shahrukh Shahnavaz and his team of workers who made sure we had every comfort from the time we arrived to the day of our departure. Shahrukh is an exceptional manager and no amount of words could describe his attentiveness to us and our gratitude to him, from making sure we got the right train tickets, taking care of our laundry, speaking to rickshaw drivers when we went out on outings and even arranging a climb up to Duke's Nose. Thank you, Shahrukh!"

Christopher Levenson and Oonagh Berry



Christopher Levenson and Oonagh Berry at Kohinoor Business School

Oonagh Berry was born in Dublin, Ireland. She has lived in Canada since 1968. She retired recently from Amethyst Women's Addiction Centre, where she worked for 23 years as an addictions counsellor.

She has had short stories and poems published in both Ireland and Canada, and is co-author of a book of letters which will be published in the autumn of 2005. This poem is for her brother Brian.

Connections

- For Brian

*I watch a small boy
pretend his hand is a phone;
his fingers mimic the dialing,
his voice the sound of the ring.
His friend answers, unseen,
and they begin their chat
in Marathi.*

*Sixty years ago in Ireland,
you and I played the same way.
With empty cans tied to a long
string we yelled our secrets to
each other in English.*

- Oonagh Berry

Out of the Pots of Sugar and Chocolate

We were honoured and grateful for the invitation from Mrs Sunita Das, Director - Projects & Development, Kohinoor-IMI, to visit India during August 2004. The project involved doing two demonstrations each day in the art of sugar boiling and chocolate work.

Mr Rod Bunting, the Principal of the Khandala School of Hospitality Management, initially introduced us, made all the arrangements and liaised with the Kohinoor management. In addition to this tour, we previously did a tour of South Africa in 2002.

The day after our arrival we were driven from Mumbai to Khandala, where we were welcomed by Mr Rod Bunting.

We demonstrated our work in chocolate every morning and boiled sugar in the afternoons from Monday to Thursday. Our main concern was the humidity and volume of rain, which very rarely stopped, but everything had been thought out well in advance. Mr Bunting expertly had a kitchen specially refurbished to fit our requirements, for chocolate and boiled sugar work, including air conditioning and appropriate equipment.

Mr Bunting showed great

Ildo (Nicky) and Maureen Nicoletto share some sweet memories of their tour of India, courtesy Kohinoor-IMI



Ildo and Maureen Nicoletto demonstrate the art of chocolate making to Kohinoor - IMI students at Khandala

interest in our work and we were very grateful for the hospitality we received, during the four days in Khandala. We visited various places of interest in the area including specialized restaurants and shops. In Khandala we also received one of the regular visits from Indian television crews and various VIPs including Mr Peter David Aust,

Hotel and Catering International Management Association (HCIMA) Ambassador for the Indian sub-continent.

Our next venue was Indore, a two-hour flight from Mumbai, at Kohinoor - IMI Sayaji School of Hospitality Management. We were again made very welcome by the hotel management at the airport and at the hotel by the School

Principal Mr Jiten Acharya.

After the traditional Indian welcome ceremony, we performed two demonstrations in Indore, and again we created great interest for the students, staff and many local visitors. Later in the day, we were invited to tour the school catering department and we were very impressed with the advanced and up-to-date catering equipment and layout of the schools. We visited many of the kitchens, and met many of the staff and, of course, students.

We finally completed our tour in India, with two special demonstrations at the Mumbai Kohinoor Continental Hotel, for students and their parents plus visitors.

We have to compliment the students we met in the three Centres. They showed great interest in our work, asked many questions related to our work and skills and took hundreds of photographs. They were very diligent and polite,

respected our visit with diplomacy and the demand for autographs never ceased.

I am a Chef Patisserie/ Confectioner and during my career have created many great pieces of sugar and chocolate, particularly in the area of pulled and blown sugar.

Although I have now retired after 32 years of full-time teaching, I am determined, in partnership with Maureen, to continue to teach and demonstrate the art of sugar and chocolate confectionery in the future and am prepared to travel as required for anyone with interest to receive us.

Alternately we have facilities in our studio to satisfy any requests. ☺

Contact details for interested readers
Ildo and Maureen Nicoletto
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Artistry in Patisserie & Confectionery
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☎ +44-1691-659981
info@confectionerycourses.co.uk
www.confectionerycourses.co.uk



All About You From Start to Finish

That's what Kohinoor City is all about, says Nathan Andrews

This is the mantra for the huge new project being developed by the Group about an eight-minute drive from the Bandra-Kurla Complex in Mumbai. While the development has a number of unique features and aims to completely change the existing industry benchmarks, what sets it totally apart is the central focus and commitment to service and customer delight.

The construction industry has not been known for having any significant service element thus far. However, at Kohinoor City, that is about to change. From the initial concept development and planning to the final handing over of the property, the entire process has been driven by a keen desire to identify the potential customers' concerns and aspirations and sensitively answer their needs.

Each of the unique

features being developed is a result of this exercise. We heard that buyers wanted a great home without hurting the environment, that a true club with world-class leisure and Food and Beverage - F&B facilities would be a dream come true. Security and easy access to emergency services if ever needed was also important, while easy and free access for those who are physically challenged was a huge plus hitherto totally ignored.

All these, along with the timely delivery of the other



Nathan Andrews, Head - Projects (Real Estate), Kohinoor Planet Constructions Pvt Ltd

amenities that world citizens today take for granted.

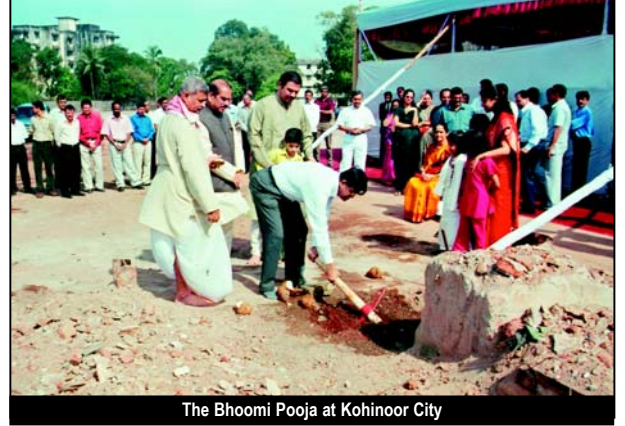
With these needs in mind Kohinoor City has been developed as the first residential township in India to:

▷ Meet certifiably eco-friendly standards by building to the US Green Building Code, using reverse osmosis and starting landscaping immediately to minimize soil denudation.

▷ An international and professionally managed club developed in conjunction with International Leisure Consultants - ILC of Hong Kong and member access at 4,000 other clubs around the world through the International Hospitality and Racquet Club Association - IHRCA network.

▷ A gated community, with emergency services on site 24 hours a day thereby providing a response time of less than two minutes plus smoke detectors and gas detectors in each apartment currently not mandated by the authorities.

▷ For senior citizens in addition to the security provided,



The Bhoomi Pooja at Kohinoor City

the complex offers as much care as is needed at any time, from medical services to laundry and even meals on wheels. ▷ Customized interiors with a huge choice of finishes available for selection at the time of purchase, no need to put up with what the builder decides you need.

▷ Wheelchair access to the entire development, be it the residential or leisure facilities.

In addition to the above, Kohinoor City will offer beautiful internationally designed

landscaped grounds, a kindergarten and secondary school, a hospital, shopping mall and parking for every unit. The service element, however, goes further right through to the end and even beyond as each of our customer care associates both in sales as well as construction are being trained and equipped to provide a seamless service experience to our customers.

Truly at Kohinoor City it is all about **you** from start to finish! 🌟

ISO: एक आगळ-वेगळ अनुभव



Jkti Product Manager Chhaya Khedkar recounts the ISO experience

ऑगस्ट २४, २००४ रोजी आम्ही सर्वांनी ठरवले २ डिसेंबर, रोजी श्री. मनोहर जोशी सरांचा

वाढदिवस. त्या दिवशी त्यांनी स्थापन केलेल्या कोहिनूर टेक्निकल इन्स्टिट्यूटला ISO प्रमाणित करायचे व कोहिनूरच्या स्थापना दिनी म्हणजे ७ डिसेंबरला ISO प्रमाणपत्र सरांचा भेट करायचे.

निर्णय झाला रविवार समाविष्ट करून हातात फक्त १०० दिवस होते. ISO म्हणजे काय इशपासून सुरुवात होती. इन्स्टिट्यूटची वाढ व आंतरराष्ट्रीय पातळीवर एक्सपोजर लक्षात घेता आमच्या सिस्टमला BSI (British Standards Institution) ह्या ISO प्रमाणित करणाऱ्या जगातील अग्रगण्य संस्थेकडून ISO (International Organization for Standardization) घेण्याची प्रक्रिया १ सप्टेंबर २००४ पासून सुरु केली.

आमच्याकडे सिस्टम होत्या, फक्त त्यात सुसूत्रता आणून ISO च्या आराखडयात सिस्टम बसवायच्या

होत्या. कोहिनूरच्या १३ शाखांच्या व्यवस्थापकांना व कर्मचाऱ्यांना सिस्टम समजावून त्यांच्याकडून राबवून घ्यायच्या होत्या आणि हे काम मोठं होतं.

इन्स्टिट्यूटने सर्वानुमते क्वालिटी पॉलिसी तयार केली. ह्याची प्रत पहिल्या पानावर आहेच. सर्व सिस्टमसाठी फ्लोचार्ट व त्याच्या प्रत्येक कार्य-पध्दतीसाठी लागणारे फॉर्म व फॉर्मेट तयार केले. हे फॉर्म व फॉर्मेट अंमलबजावणीसाठी पाठवण्यात आले.

या प्रक्रियेत इन्स्टिट्यूटच्या सर्व स्टाफचा समावेश करून त्यांना ट्रेनिंग दिले गेले.

निर्णय ठाम होता. जिद्द होती पण सगळंच नवीन होतं. परत परत सुधारणा येत होत्या. ध्येयाची वेळ तर चुकवायची नव्हती. मानसिक ताण, भिती, उसाह अशा संमिश्र भावनांनी सगळेच झटत होते. इंडरनल ऑडिट झाले त्यावेळी आढळलेल्या त्रुटींची (Non-Conformity-NC) पूर्तता करण्यात आली. शेवटी BSI द्वारे ऑडिट झाले आणि आम्ही यशस्वी झालो. सगळेच अनुभव अवर्णनीय होते. असं मिळवलं ISO! आणि ते सुध्दा सरांचा

वाढदिवस होता त्याच दिवशी! दादरच्या कॉर्पोरेट ऑफीससह महाराष्ट्रातील १३ शाखा ISO प्रमाणित झाल्या. ISO मुळे आंतरराष्ट्रीय स्तरावर QMS (Quality Management System) करीता मान्यता मिळते. संस्थेचा दर्जा उंचावतो. ISO ही एक अत्यंत स्पष्ट व काटेकोर सिस्टम असल्याने चुका होण्यास वाव नसतो. त्यामुळे ध्येयाची निश्चित वाटचाल होते, दर्जा व नियंत्रणात सुसूत्रता येते. 🌟

— छाया खेडकर



Shining Star

For people travelling on highways in Maharashtra, there is new reason to feel secure. A Pune hospital, Dinanath Mangeskar Hospital (DMH), has tied up with the Indian Red Cross Society (IRCS) to extend emergency medical services to accident victims on highways.

The service, called Star of Life - Highway Project, was

inaugurated in December 2004, and will initially cover the Pune-Satara, Pune-Solapur and Mumbai-Bangalore bypass skirting Pune.

According to Dr Prasad Rajhans, chief executive of the Pune Emergency Medical Services (EMS) Council, four hospitals located on the highways have been identified to provide help. They include the Shri Seva Medical Foundation at Shirwal, and Sai Sneha Hospital, Katraj, on the Satara highway; Divekar Hospital, Varand on the Solapur highway and the Aundh-located Kotbagi Hospital to cater to those on the Mumbai-Pune highway.

Five ambulances provided by IRCS have been redesigned and equipped with life-saving instruments, and doctors and para-medics from the hospitals will undergo special training in emergency services. 🌟

Just Dial

Helpline: 1050

Also call
 ♦ Shri Seva Medical Foundation, Shirwal: 02169 - 244110
 ♦ Sai Sneha Hospital, Katraj: 020 - 26959208
 ♦ Divekar Hospital, Varand: 02119 - 283444
 ♦ Kotbagi Hospital: 020 - 25882771

Pixeled by Digitals

By Gustasp Irani

It's a world of pixels out there, and it's going to snap you up sooner or later. Yes, photography is no longer the same as the new breed of cameras flooding the market is fast replacing old familiar



films with memory chips and digital images. As a result they are shrinking in size but not in features. And they give you instant feedback about the quality of photographs right away on the LCD screen.

Like computers, the prices of these gadgets have started to melt down, thereby making them more accessible than before, and since there is no film involved, one can keep clicking without feeling guilty about the cost of wasted film.

Yes, digital cameras are the best thing that could have happened to photography. The idiot-proof 'Auto' setting on these compact little gizmos makes them easy to use. All one needs to do is switch them on, point and shoot. The camera looks after all the details and finer settings and gives instant results. And they are amazingly good. They have digital zooms, allowing instant checkout of minute details.

Not happy with the results? Delete it and take another shot. Or download it

later onto your computer and tweak it around; crop out distracting intrusions, punch in more colour and email it to relatives, friends, even enemies! Or use them as wallpaper or screensavers.

Prints? No problem! A colour printer at home will do the job. Photo stores sell special glossy paper especially made for digital prints. Better still, copy only the images you like on a CD and take it to a photo-processing lab.

Picking the Right Camera

Pixels cost money. The higher the resolution, the more expensive the camera. If you just want to email images and view them on a computer screen, 1-MegaPixel (MP) will do. If you plan to make upto postcard sizeprints, settle for 2-MP. A 3-MP will deliver good 5"x7" and even larger prints. For critical quality results, go for a 6-MP or a pricey SLR.

Pixels occupy space. The higher the resolution, the more the space occupied on the memory card and fewer the images it can store. Digital cameras generally come with 16 to 64 MB cards. It is advisable to buy another 124 MB, preferably a 512 MB or 1 GB card as a backup. The images can be downloaded onto the computer or a CD, and the memory card reused.

Most cameras have settings allowing you to record images at resolutions lower than their maximum ability. Use them for small prints or emails as this allows you to store more images.

The greater the range of the built-in zoom lens, the higher the camera price. Optical and not digital zoom is what matters. Optical zoom is the camera's ability to pull in distant subjects. Digital zoom is the camera's ability to see details of the image captured on the LCD screen.

Most digital cameras are battery crunchers. Rechargeable batteries are the way to go. One way to conserve batteries is to switch off the LCD screen and shoot through the viewfinder.

Digital cameras come with CDs that have software – including image viewing and retouching programmes – that allows you to download the images directly onto your computer.

Finally, read the instruction manual. Most digital cameras are loaded with amazing features allowing you to extend their picture-taking capabilities. Like flash-off



enabling capture of dimly lit images, say Ajanta cave paintings, where flash photography is not allowed. Many also have 'stitch' or 'merge' options blending multiple images into large panoramic images. Some also double up as videos that can capture brief movie clips, overlaid with sound recordings. 🎧

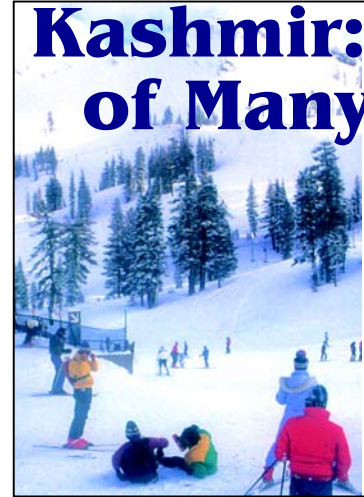
They say that life is divided into two stages: the first is before you visit Kashmir and the second, after you visit a land as close as you can possibly get to paradise on earth. But it does not stop there; once you have seen Kashmir, it snares you like a captivating and compelling mistress, tempting you with her many charms to keep returning and unravelling the reasons for her allure.

Yes, this enchanted land has many faces. The fertile plains of Jammu cradled in the shadow of the mighty Himalayas; the fabled beauty of Kashmir Valley, its rolling meadows and virgin forests dotted with lakes and streaked with fast running rivers and the raw and bleak yet savagely stunning landscape of Ladakh; Kashmir is as diverse as it is beautiful.

At another level, Kashmir is blessed with rich and diverse cultural heritage. The tolling of temple bells in Jammu, the call of the faithful to prayer in Kashmir and the chanting of monks in Ladakh merge like a *sangam* of different faiths across the state. The spires of temples, domes and minarets of

mosques and pagoda roofs of mountain top monasteries soar up to the heavens in a tapestry of devotion. These are a source of inspiration to the different people flocking to Kashmir.

Pilgrims aside, Kashmir attracts other devotees too: nature worshippers, adventure seekers like trekkers, skiers, golfers, white water rafters, and those seeking quiet retreats to meditate and escape



Srinagar

STD Code: 0194

Languages: Kashmiri, Hindi, English.

Nearest cities: Gulmarg (56 kms.), Sonmarg (87 kms.), Pahalgam (96 kms.), Jammu (305 kms.)

Access

Air: Srinagar is connected with regular flights to Delhi, Amritsar, Jammu and Leh.

Rail: The nearest railroad is Jammu Tawi (305 kms) which is well connected with fast trains to Delhi, Mumbai, Kolkata, Indore, Ahmedabad, Chennai, Bangalore.

Road: Srinagar is linked to Jammu with an all-weather highway.

Local: Tourist taxis, auto rickshaws, buses and mini buses.

Srinagar, the capital of Kashmir, is located on a plateau at about 1730 meters. It is located around a number of lakes, the Dal Lake being the most famous among them. The city is divided into two by the Jhelum River. Raja Pravarasen built the city in the 6th century. It got its name from the beauty it possesses; 'Sri - Nagar' means 'Beautiful City'.

Sights in and around Srinagar

Dal Lake, Shankaracharya Hill, Shalimar Bag, Chashmeshahi, Pari Mahal, Nishat Bag, Nasim Bag, Hazratbal Mosque, Hari Parbat Fort, Shah Hamdan Mosque, Pather Masjid, Tomb Of Zain-Ul-Abidin, Jami Masjid, Harwan (11 kms), Daichigam (21 kms), Charai- Sharif (30 kms), Yusmarg (42 kms), Avantipura (23 kms), Verinag (80 kms)

Pahalgam

STD Code: 01936

Languages: Kashmiri, Hindi, English.

Nearest cities: Amarnath (47 kms.), Srinagar (96 kms.)

Access

Air: Nearest airport is Srinagar (96 kms) which is connected with regular flights to Delhi, Amritsar, Jammu and Leh.

Rail: The nearest rail route is Jammu Tawi (375 kms) which is well connected with fast trains to Delhi, Mumbai, Kolkata, Indore, Ahmedabad, Chennai,

Paradise on Earth - KASHMIR GRAND

Day 1: Jammu to Pahalgam

Arrive by early morning trains and leave for Pahalgam. En route pass Kud, Patnitop, Batote, Banihal and Qazigund. Reach Pahalgam late evening and check-in at your hotel. (Overnight Pahalgam) (B L D)

Day 2: Pahalgam - Free Day

Morning return visit to Chandanwadi. Evening free for relaxation or for strolling along the Lidder river or browsing through the varied shops on the main road. (Overnight Pahalgam) (B L D)

Day 3: Pahalgam to Gulmarg

After breakfast, drive to Gulmarg, the 'meadow of flowers'. Upon reaching this beautiful hilltop resort we take a complimentary ride on the cable car. (Overnight Gulmarg) (B L D)

Day 4: Gulmarg to Srinagar - Shikara tour

Proceed to Srinagar and check-in at your house boats. After lunch, take a shikara trip in the famous Dal Lake. Visit the Bathing boats, Char Chinari, the backwaters. (Overnight

Srinagar) (B L D)

Day 5: Sonmarg return

After breakfast, proceed to Sonmarg, the 'meadow of gold' to enjoy its scenic beauty. You can take an optional pony ride to snowpoint – at extra cost. Return to Srinagar. (Overnight Srinagar) (B L D)

Day 6: Gardens tour

After breakfast, visit Shankaracharya Hill. Then visit the Mughal Gardens – Chashmeshahi, Nishat Bagh and Shalimar Bagh and return to your hotel for lunch. (Overnight Srinagar) (B L D)

Day 7: Srinagar - Free Day

Day free for relaxation, shopping or optional tours. (Overnight Srinagar) (B L D)

Day 8: Srinagar to Katra

Proceed for Katra and reach late in the evening. (Overnight Katra). (B L D)

Day 9: Katra

Take Special Darshan at Vaishnodevi and return to Hotel. (Overnight Katra) (B - D)

Day 10: Katra to Jammu

Relax in the morning and after lunch, leave for Jammu to proceed for Mumbai. (Overnight train) (B L -)

Accommodation - Cost Saver Tour

- ☐ Pahalgam (2nts) - Misty Meadows / Heevan / Mansion (or similar)
- ☐ Gulmarg (1nts) - Hill Top / Green Heights (or similar)
- ☐ Srinagar (4nts) - Lakeside Centaur (or similar)
- ☐ Katra (2nts) - Mount View (or similar)

NOTES

- ☐ Tours are ex-Jammu, rail/air fares at extra cost.
- ☐ Jammu departure dates are every Wednesday from 15th April onwards. Departures from Mumbai are 2 days prior.
- ☐ Passengers will travel Mumbai-Delhi-Jammu on connecting trains - those opting for the direct train to Jammu have to stay 1 extra night at Jammu at extra cost on both journeys.
- ☐ Though we provide the best hotels, we request passengers to cooperate and give Kashmir a few years in their infrastructure rebuilding exercise.
- ☐ Please ask for our detailed brochure to refer to other details, and rules and regulations.

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from the grind.

And the everyday tourist too! Kashmir offers them a rich bouquet.

In Jammu one can do the temple circuit, visiting all the holy shrines in and around the city including Vaishnodeviji tucked away in the Trikuta hills, drop in at Bahu Fort originally built over 3,000 years ago, marvel at the Mughal, Rajasthani and European influences in the

architectural lines of the Mubarak Mandi Palace and go boating on Mansar Lake some 60 km outside the city.

Then proceed on to Kashmir Valley. Check into a quaint houseboat in Srinagar, go on a romantic *shikara* ride on Dal Lake, stroll through the Mughal gardens or even go on a pilgrimage to the many shrines in and around the city. Srinagar is also your base for Gulmarg, the meadow of flowers; Pahalgam, the valley of shepherds and Sonmarg, the meadow of gold. Play a round of golf, trek through wild and beautiful countryside, sit by a rumbling river and indulge yourself doing nothing.

In sharp contrast, Ladakh is a high altitude desert. The bleak landscape dotted with monasteries and remote hamlets and peopled by a colourful and hardy race is a compelling country. The hub of the region is the capital city Leh, from where you can explore picture postcard territory draped across the folds of the majestic Himalayan ranges.

Like the mighty mountains that preside over much of the state, Kashmir is blessed with eternal beauty. ☺



**r: A Land
ny Faces**

Mata Vaishnodevi Shrine Board and its Activities and Achievements

The management of the Yatra and the governance and administration of the Shrine is done by Shri Mata Vaishnodevi Shrine Board, popularly called the Shrine Board. The Board was set up in August 1986 under the provisions of The Jammu and Kashmir Shri Mata Vaishnodevi Shrine Act, 1986. The main objective of the Act was to provide for better management and governance of the Holy Shrine of Shri. Mata Vaishnodevi and its endowments including appurtenant lands and buildings.

Today the Shrine Board is recognized as one of the major service providing organizations in the country. The objective of the Shrine Board continues to be to keep adding facilities for the benefit of the devotees.

Major Achievements of the Shrine Board in Providing Yatra Facilities

Track

□ The entire stretch of track from Banganga to Bhawan covering a distance of 12 kms is laid with tiles

□ For the convenience of the pilgrims, an alternate track measuring 5.5 kms has been constructed at a cost of Rs. 650 lakh; this track starts

from Inderprastha and reaches right up to Bhawan.

□ Over 55 shelter sheds covering a distance of nearly four kms have been constructed on Main Track and 18 are on the Alternate Track. Pilgrims can relax and take rest at these shelters, also called *vishram sthals*.



Electricity, Water and Sanitation

□ The entire track has been well-illuminated with approximately 1,200 High Power Sodium Vapour (HPSV) lamps.

□ Over 100 toilet blocks with over 600 seats, including European style seats, have been constructed at regular distances all along the track.

□ A total of 125 water points and 50 water coolers have been installed on the tracks to make available clean drinking water to pilgrims.

Sanjichatt and Bhawan and Vaishnavi Dham / Saraswati Dham at Jammu.

Food and Refreshments

□ A total of 12 viewpoints (restaurants) on the old track and three viewpoints on the alternate track have been constructed. The pilgrims can relax at these viewpoints, enjoy the natural beauty and have refreshments at reasonable rates.

□ *Bhojanalays* providing wholesome and hygienic food on no-profit basis are being run by the Board at Adkuwari, Sanjichatt and Bhawan and at Vaishnavi Dham / Saraswati Dham at Jammu.

Medical Facilities

□ Well-equipped Medical Centres manned by professionals have been set up at Banganga, Adkuwari and Bhawan.

□ 24-hour charitable dispensary at Katra.

□ At Sanjichatt, there is a 24-bedded full-fledged hospital with all facilities.

□ Round-the-clock medical facilities include an ICU available at Bhawan.

Other facilities

□ Cloak rooms, blanket stores are available at all important locations. All these facilities are free of cost.

□ Facilities of ponies, *pithus* and palanquins are available at fixed rates.

□ Helicopter facility at Katra-Sanjichatt route is available through Deccan Aviation.

□ Banks, police stations and post offices are available at all important locations

□ Computerized donation counters have been set up at Katra, Adkuwari and Bhawan.

□ Shops selling toiletries, provisions items, camera rolls are readily available. Medicines, eatables, walking sticks, shoes, caps, and raincoats are also available. ☺

Bangalore.

Road: Pahalgam is linked with Srinagar and Jammu.

Local: Tourist taxis and ponies.

Situated at an altitude of 2130 meters, Pahalgam has some of the most beautiful sights. It is 95 kms from Srinagar. The Lidder River flows through Pahalgam. At the junction of Sheshnag and the Lidder River are fire-covered mountains, snow-capped peaks and pine forests. Pahalgam is the first stopover for many pilgrims on their way to the Amarnath caves (auspicious place for Indians). Its name seems to be a contortion of *Pahala* (first) *Gam* (village), so named because of the pilgrimage stop.

Sights in and around Pahalgam

Mamaleswara Temple, Aru, Amarnath (46 kms)

Gulmarg

STD Code: 01954

Languages: Kashmiri, Hindi, English.

Nearest cities: Srinagar (56 kms.)

Access

Air: Nearest airport is Srinagar (56 kms) which is connected with regular flights to Delhi, Amritsar, Jammu and Leh.

Rail: The nearest railroad is Jammu Tawi (360 kms) which is well connected with fast trains to Delhi, Mumbai, Kolkata, Indore, Ahmedabad, Chennai, Bangalore.

Road: Gulmarg is linked to Srinagar with regular buses.

Local: Tourist taxis and ponies.

52 kms west of Srinagar, at an altitude of 2,730 meters, Gulmarg is one of the most popular tourist resorts in the Kashmir Valley. From some vantage points en route, one gets spectacular views of the Kashmir Valley and the snow-covered Pir Panjal ranges. Situated on the north edge of the Pir Panjal range, it is a picturesque place with lush green meadows amidst coniferous forest. It has a nine-hole golf course, said to be the highest in the world, and also the premier ski resort in India.

Sights in and around Gulmarg

Outer Circular Walk, Ropeway, Khilanmarg (5 kms), Alapathar (17 kms), Ziarat Of Baba Reshi (9 kms), Tangmarg (13 kms).



Accommodation

□ Free accommodation for the devotees available at Adkuwari, Sanjichatt and Bhawan.

□ Rented accommodation is available for *yatris* at Niharika Complex (Katra), Adkuwari,

General Information

Approx. time	By Flight	By Horse	On Foot	By Doli		
Katra to Bhawan	5 mins	3 hours (Rs. 2,000)	4½ hours (Rs. 200)	5 hours		
(Rs. 2,000)						
Bhawan to Katra	5 mins (Rs. 2,000)	2 ½ hours (Rs. 200)	4 hours	4½ hours (Rs. 2,000)		
Location	Distance	Altitude	Winter		Summer	
	From Katra		Min.	Max.	Min.	Max.
Katra	00 kms	2500	03	15	20	41
Banganga	01 kms	2800				
Charan Paduka	02.5 kms	3380				
Adhkuwari	06 kms	4800	01	14	16	33
Himkoti	08.5 kms	5120				
Sanjichhat	09.5 kms	6200				
Bhawan	13.0 kms	5200	-02	13	15	30
Bhairon Ghati	14.0kms	6619	-03	11	12	26

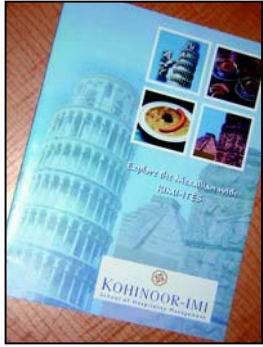
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Event of the Year!

Kohinoor-IMI's Mexallian Food Festival was a grand success



Those of you who were unable to attend the Mexallian Food Festival at Kohinoor - IMI School of Hospitality Management in October will never know what you missed!

This was the event of the year, or maybe the major event in the history of this school from the point of view of student planning, organization and participation. Supported by the faculty and staff members, the students put on an event worthy of any praise. More than 300 guests enjoyed the food and atmosphere that was Mexallian. Mexallian? A blend of foods and culture from two nations - Mexico and Italy. A special thanks to all who participated and supported the event, especially the kind people and organisations who helped to sponsor the evening.....

- Principal Rod Bunting

Perhaps no word in the English language evokes the immediate and electric response of the word 'festival'. For an overworked, under-rested and mega-stressed populace, an enjoyable festival is often the answer. Considering a population who loves to indulge and experiment with nouvelle cuisines, it was time to give them something that would challenge their tastebuds. Thinking on par with other catering institutes would not serve the purpose. Like my mentor Mr Rayomand Erance once told me, "Never run with competition, outdo them". As future managers, however, we cannot be satisfied with the public

thing my colleagues and I still hold very close to our hearts. I have always believed that management is best understood when practised and this offers an opportunity for students to undertake roles of managers to showcase skills and creativity inculcated in the college. To organize and manage people in excess of 300 requires a great deal of accurate planning. Even more important is the execution of those plans.

The work atmosphere in the college in this process was electric. Every passing day brought new challenges. There was learning for all 180 students residing in the campus. The enthusiasm the students displayed

A student's eye view

façade. We have to dig deeper. To be successful, we have to be like Toto, who pulled back the curtain and unmasked the secret of the Wizard of Oz.

Ninety-five days of grueling and rigorous planning finally saw the exciting Food Festival taking shape. The idea was, of course, sparked off by Mr Milind Pawar - Faculty, Food & Beverage Operations. A mélange of Mexican and Italian culinary creations was decided and 'Mexallian' was born. The reason I use the word 'born' is because 'Mexallian' is some-



was worth seeing. You would find students working after college hours, some missing meals, some travelling to Mumbai for festival work.

It was semantically made clear to all students that we had

to make this festival click, and with a bang. If you have to be a trend-setter you must be good enough to lay guidelines for your colleagues and other forthcoming batches.

There was no clear, comprehensive guide to understanding the myriad components of a food festival. However, with the diligent efforts and guidance of our faculty members, we managed to pull off a magnificent

event, ensuring that all the guests went out with smiles on their faces.

I now hear of plans to organize the next food festival in 2005. Well, I guess it's the thrill of transforming each of these fantasies into breath-taking reality. ☺

By Soham Bhattacharyya, a third year student, who was General Manager - Mexallian

Bowled out in the semi-finals!

Following a preliminary round at Kohinoor - IMI, Khandala, three students reached the regional semi-finals of the Agarwal Overseas Education Service (AOES) inter-collegiate quiz at Thane - Neha Chomal, Gayatri Mohile and Satnam Kaur Makkad. Hard competition against experienced competitors and their supporters, sadly, meant no progress into the finals.

There were some tough questions including questions on cricket for our ladies team. Kohinoor - IMI was not disgraced but the team should have known the definition of one of



New York's favourite delights - the bagel!

Anyway, thanks to Mr Shashi Agrawal, President, AOES, and his staff for making this a memorable experience. After a tip - top 'fusion' lunch at the Tip - Top Plaza Hotel venue, each competitor returned home with a certificate and a trophy. The fusion lunch? Oh yes, a Chinese Gujarati thali fused with a little of Maharashtra's best!

Finally to paraphrase the governor of California, Arnold Swarznegger, in one of his Terminator films - 'We will be back!' But we need to spend a little more time in the nets before the next competition.



Mrs Elizabeth Lee, Director, IHMES Intl Hotel School, UK, honours Kohinoor - IMI participants. Principal Rod Bunting looks on appreciatively

Kohinoor Korner



Kohinoor - IMI Sayaji School of Hospitality Management, Indore, co-sponsored a cultural event 'Kathak Through Times' organized by Alliance Francaise de Bhopal and Indore and The Indo-French Cultural Centre. The interesting feature of this event was that the performer was a young professional Kathak dancer from France, Isabelle Anna, who has passed the three-year Honours Diploma Course from Kathak Kendra, New Delhi, under the guidance of Pandit Jai Kishan Maharaj. Isabelle has given performances in Paris and Italy apart from India. She is presently deeply involved in a unique choreographic research blending Kathak vocabulary and Classical Western music in an original manner, a concept never before attempted. The event was followed by a symposium on 'Traditions and Experiments in Kathak' in collaboration with Abhinav Kala Samaj.



Navratri was the time for festivity. A Disco Dandya Nite was organized for the first time on the Kohinoor - IMI campus in Indore.

On the eve of International Bread Day (October 9), Kohinoor - IMI Sayaji School of Hospitality Management held a unique Bread Show showcasing a wide range of bread varieties. The Bread Show was sponsored by Coca-Cola.



20th November 2004, Dr Manfred Wuest, Director of Max Mueller Bhavan, Pune, presented certificates to successful candidates who had completed their course in the German language. As a token of appreciation the presentation ended with the students unexpectedly and spontaneously singing two songs in German for Dr Wuest, Principal Rod Bunting and Mr Chakya, the faculty member from Max Mueller! Thanks to Mr Chakya for his dedication to the success of the students.



Every year JKTI (Dhule) Branch Manager A U Waghi designs an innovative Diwali greeting card with a meaningful poem related to Kohinoor. The traditional lighting of the lamp by generations of the Joshi family, founder, mentor and Gen F (future) at the inauguration of Kohinoor Corporate House inspired him to create the above Diwali card with a beautiful poem in Marathi. ☺

Lawmakers in the state of Maharashtra deserve a pat on the back. The recent Supreme Court judgement, which held the Chhattisgarh Act as *ultra vires*, has again highlighted the difference in the quality of law-making in Maharashtra and other states

Maharashtra has always been on the forefront of reforms through legislative means. It was the first state to launch an employee guarantee scheme, which has become a model for the country. It was also the first to ban gender determination tests. In cases, where the state has not been the first to enact a law, it has ensured that much thought goes in drafting the law.

The Ordinance to provide for establishment of self-financed universities in the state, issued by the governor in 2004, is a typical example. While the state was not the first to promulgate such a law - Chhattisgarh having passed the act in 2002 - a careful perusal of the ordinance shows Maharashtra had learnt from Chhattisgarh's mistakes.

Chhattisgarh enacted the *Niji Kshetra Vishwavidyalaya (Shthapana Aur Viniyaman) Adhiniyam* in 2002. Its porous provisions, however, resulted in a nightmarish situation, which not only threatened the very fabric of higher education but was also a serious blow to the responsible involvement of the private sector in this sphere.

An astounding 112 private universities were established in the state within a year of the enactment of the law. Most had no infrastructure, no staff, no libraries or laboratories. Most operated out of shop fronts or even residences. Gems like Lovely University, based at Lovely Auto Complex, Jalandhar, abounded.

They also offered esoteric "degrees" like Master of Biotechnology Administration,

Towards Quality Education

Stricter norms in Maharashtra over private university education will ensure that the state does not go the Chhattisgarh way

M.Sc. in Cheminformatics - courses that were completely outside the purview of bodies like the University Grants Commission, Medical Council of India or All India Council for Technical Education.

According to the Chhattisgarh Act, to set up a university all one needed was a project report indicating the availability of land, means of resource mobilization, details of courses to be offered etc. The state government was to scrutinize this project report within 45 days and notify the establishment of the university through a gazette notification.

As the Supreme Court pointed out, such a scheme ended up conferring "some kind of a juristic personality on the University so created by notification in the Gazette which in substance and reality is a Project Report".

All universities established under this Act were completely independent of the University Grants Commission. It made the UGC's job of ensuring co-ordination and determination of standards impossible. "In the absence of any campus and other infrastructural facilities, the UGC cannot take any measures whatsoever to ensure a proper syllabus, level of teaching, standard of examination and evaluation of academic achievement of the students or even to ensure that the students have undergone the course of study for the prescribed period before the degree is awarded to them," the Supreme Court said.

It added that it was possible that persons with no knowledge in the subject may be awarded high degrees or other distinctions like a Ph.D., D.Lit., or D.Sc. "This is bound to create havoc with the system of higher education in the country and would result in nullifying the main object for which University Grants Commission has been established."

The Maharashtra Ordinance on self-financed universities on the other hand - right from the objectives for which the university is formed to its governance and financial management - ensures the broader objective of imparting quality

education is never lost and the supremacy of regulatory bodies like the UGC, AICTE and Medical Council of India etc. is never compromised. Section 3 (j) of the Ordinance, for example, makes it mandatory to ensure that the standards of the degrees, diplomas, certificates and other academic distinctions conferred by a university are not lower than those laid down by the UGC, AICTE, MCI, Bar Council of India etc. and other similar statutory bodies. The selection and scrutiny process before a University is formed is also much

stricter than what Chhattisgarh had. Under the Maharashtra Ordinance, after the sponsoring body submits its project report, it is to be referred to an Experts' Committee for scrutiny. The Experts' Committee has to submit a report to an Approval Committee which may approve the setting up of the university. The Committee is to be headed by the Chief Minister and comprise the deputy chief minister, chief secretary, and other senior ministers and bureaucrats. What also sets the Maharashtra Ordinance apart are its provisions regarding the Governing Body, Accreditation, Permanent Corpus Fund, Endowment Fund and Board of Equivalence. The Ordinance clearly stipulates that the Governing Body of a Self-Financed University will consist of representatives of the UGC and the AICTE, besides Secretaries of the Higher and Technical Education and Finance Departments or their nominees. It also makes it mandatory for all private universities to get accreditation from the National Assessment and Accrediting Council or National Board of Accreditation within five years of operation.

To ensure that fly-by-night operators do not make a mockery of the objectives of ordinance, each university established under it will form a permanent corpus fund consisting of a sum equal to five years of recurring and non-recurring expenditure. This corpus has to be invested in state

or Central government securities to minimise risks.

To ensure that private universities do not remain the domain of the rich, each university will have to set up an Endowment Fund to give freeships/scholarships etc. to needy students. The Endowment Fund would be equal to ten per cent of the fees collected during a year with matching grant from the body sponsoring the university.

To ensure that farcical degrees do not crop up, the Ordinance also envisages setting up of a Board of Equivalence to be chaired by an eminent educationist and consisting of Vice-Chancellors of all Universities constituted under the Maharashtra Universities Act 1994, Chairman of the Maharashtra State Board for Technical Education and representatives of UGC and AICTE. This Board will decide the equivalence of degrees/diplomas awarded by the Universities established under this ordinance vis-à-vis degrees or diplomas awarded by the Universities constituted under the Maharashtra Universities Act 1994.

All these provisions are in sync not only with the UGC's draft regulations on private universities but also the Supreme Court's judgement in the Chhattisgarh case. But the state will have to make one crucial amendment to the Ordinance when the Bill is tabled in the Legislative Assembly. The Supreme Court has held that the state legislature will have to pass separate acts for establishment of each university.

The bill is likely to be presented in the Maharashtra Assembly in the near future and all those interested in ensuring quality in higher education will keenly watch its progress.

Courtesy: Indian Forum for Higher Education
email: ifhe@rediffmail.com



Kohinoor's Corporate Social Responsibility: In a small but significant measure, Kohinoor also fulfils its corporate social responsibility



In the wake of the Tsunami disaster, Kohinoor Continental called off its New Year celebrations 'Starry Nights' on New Year's Eve to express solidarity for the victims of the monstrous Tsunami calamity. An amount equivalent to the profit that would have been earned from the New Year party was donated from the hotel resources for the relief of the Tsunami disaster victims. Kohinoor Continental management and staff members also willingly came forward to donate a day's salary towards the noble cause.

On the eve of Children's Day (Nov 14), Kohinoor Continental hosted a party for about 50 children and sisters of Dolores Sisters' Orphanage. Such children are a neglected section of society. The children were entertained with a delightful magic show and fun games. Of course, there were soft drinks, snacks and a lovely buffet dinner to appease their tongues and bellies.



Students of Kohinoor - IMI, Indore, in a tree plantation drive

In the Mother of all Tongues

नाभिषेको न संस्कारः सिंहस्य क्रियते वने ।
विक्रमार्जितसत्त्वस्य स्वयमेव मृगेन्द्रता ॥
No formal coronation or consecration (संस्कार) is bestowed upon a lion in a forest. For the lion who earns his livelihood on his own prowess, leadership of the beasts comes automatically to him.

Contributed by our reader Mr Bipin Bhavsar, Executive Director, Jaybharat Credit Ltd

Now, Post-Graduate Programs in Management from KBS

After providing world-class education at the undergraduate level, the Kohinoor Group takes a giant leap forward

After bringing unique quality undergraduate foreign programs in Hospitality Management and International Business at Kohinoor Global Campus, Khandala, **Kohinoor Business School (KBS)** will launch post-graduate programs in **Business Management (PGPBM)**, **International Business (PGPIB)** and **Hospitality Management (PGPHM)** starting July 2005.

With a vision to create business titans for society and a mission to develop dynamic professionals through an international educational environment and global-oriented curriculum, Kohinoor's PG programs are designed to groom students into hard-core professionals ready to take on global challenges, to sculpt them into true masters of the game.

The Cutting Edge

The **PGPBM**, **PGPIB** and **PGPHM** programs at KBS are professional programs for would-be professionals and entrepreneurs to sharpen their innovative and analytical skills.

For students on the threshold of their careers, there can be no better kick-start to a bright future. Development of close professional associations with Indian and international corporates comes as an added bonus.

Corporates Cheer

Corporates have reacted enthusiastically to this new initiative.

As **Mr P S Ghosh, Director of Sales - Pfizer Ltd** says: "The Program and the course objectives are very impressive. In today's world, where international barriers are being bridged, I am sure the course will create bright entrepreneurs in the future."

Adds **Mr R Murlidhar, Senior Software Professional, Accenture IDC**: "In an era of

fast-paced changes, recognizing, identifying and proactively responding to emerging tools and scenario is the key to success. KBS's course design and structure is comprehensive, which is well suited for the era of fast-paced changes. I do not have an iota of doubt that your school will emerge as the best B-School, giving world-class education right here in India."

Mr R R P Singh, Manager-Bajaj Allianz Ltd, agrees.

"I like the ambience of the place," he said, "Kohinoor Business School has all the necessary infrastructure required to harness the potential of budding managers.

"The course structure is extremely international to suit the emerging challenges of the corporate business environment. Its trans-disciplinary and global approach will do a lot for competitive future managers."

The Structure

The courses are divided into Core and Specialization papers spread over six trimesters. The first year covers all core courses. Students choose their specialization at the end of the second trimester.

PGPBM (Post-Graduate Program in Business Management) students will opt for dual specialization in any two of the following:

- Finance and Accounting
- Marketing
- Computer and Information Systems
- Media and Marketing Communications
- Production and Quantitative Methods
- Human Resource and Industrial Management
- Entrepreneurship
- General Management
- Technology Management
- Strategy and Management

PGPIB (Post-Graduate Program in International

The world is constantly changing. In fact, paradoxical as it may seem, change is the only constant factor. Over the past 15 years that I have been involved in business, I have seen a sea change, rather, ocean change in the business scenario. Kohinoor took its first step in business with Education. Even in the '90s when I plunged full throttle into business, the educational scene was very different.

What I have learnt in all these years is that one has to be very vigilant about changing needs with changing times and formulate strategies to meet these changing needs. I would go a step further and say that a smart businessman has to develop a razor sharp acumen to anticipate these changes. After all, business thrives on the customer. If one cannot feel the pulse of the customer, recognize what he wants and fulfil his needs to his satisfaction, no business can survive. Stagnation is a malignancy that can eat up any business. Evolve or perish is the golden rule in business.

Kohinoor has always metamorphosed its educational strategy to groom students into professionals who can go out of their institution and give the relevant industry what it wants. Although theoretical knowledge is important, the focus has been on imparting all the necessary academic knowledge with generous wholesome helpings of practical hands-on skills.

Today with the BPO boom, the services sector has become the front-runner in every field. Competent professionals who can take on specific jobs for business units, execute them with a high level of excellence and deliver the goods to the satisfaction of the customer are in great demand. And so we need to generate such professionals. It is the responsibility of educational institutes to make such professionals out of our young boys and girls.

And mind you, it's not just the managerial top brass that is important in any organization, but the people down the line who actually execute the job who are equally important. Can any organization survive without them? I would say that each person is a cog in the wheel contributing to the smooth running

of the organization. No one is less or more important, because a breakdown anywhere would result in a breakdown of the whole machinery.

Kohinoor will draw upon its core strengths in education to produce professionals to cater efficiently to this wide spectrum of industry needs. Kohinoor Business School is already starting post-graduate programs in Business Management, International Business and Hospitality Management from this academic year.

But apart from the existing courses, Kohinoor Education will now encompass Kohinoor Engineering Services, Kohinoor Hospitality Services and Kohinoor Management Services. Under these three heads, we shall commence various short courses to groom students into highly skilled professionals in specific areas. These courses will be structured to make the students experts in their chosen field at the end of the course.

Kohinoor Engineering Services would include Engineering, Electrical, Electronic and Mechanical courses. Courses in Food and Service Skills, Housekeeping Operations, Hotel and Banquet Sales, Front Desk Operations, Program and Event Planning, Hospitality Management, Nutrition and Dietetics would come under Kohinoor Hospitality Services; while programs in Retail Management, Sales and Distribution Management, Services Marketing, Pharmaceutical Marketing, Financial Planning and Management would fall under the Kohinoor Management Services umbrella.

Everything starts with an experiment. These courses are aimed at giving the business world a large number of skilled professionals in various slots that it needs. Of course, as I have already said, the results will have to be studied, monitored, reviewed and the courses updated and modified to ensure that the candidates stepping out are being welcomed with open arms by the industry. But that's part of the evolution process and at Kohinoor progressive evolution is an unending phenomenon. ☺

- UMI

Business) students will specialize in **International Business**.

PGPHM (Post-Graduate Program in Hospitality Management) students will go for specialization in **Hospitality Management**.

Facilities

Apart from easy access to a state-of-art Computer Centre with 24-hr Internet facility and a treasure of learning and reference material through libraries (books, journals, CD ROMS, Carleton University's digital library and EBSCO database consisting of over 15,000 international journals, texts, e-journals and back volumes since 1900 (including prominent journals

like *Harvard Business Review*), each student will be provided with a free laptop to facilitate advanced learning in classrooms through simulations and digital exercises.

Admission Procedure

The minimum eligibility criterion for all programs is a Bachelor's degree or equivalent in any discipline from any recognized university. Candidates appearing for final Bachelor's degree or equivalent examination may apply, provided they complete all degree requirements by 30th September 2005.

Selection Procedure

Candidates are required to

produce:

- ◆ Scores in any management entrance examination - CAT, MAT, XAT, ATMA, CET, JMET.

- ◆ Those who have not taken any management entrance test will have to appear for the **Autonomous KBS Entrance Test** to be conducted in several centres across India, followed by a Group Discussion and Personal Interview at the same centres. The dates will be intimated to the selected candidates.

The final short-listed students will be intimated by post in addition to the list being put up on www.kohinoor.ac.in

(By the Kohinoor Admissions Team) ☺

Kohinoor's Educational Bouquet

Programs at Kohinoor Business School, Kohinoor Global Campus, Khandala

Post-Graduate Programs

- Post-Graduate Program in Business Management (PGPBM)
- Post-Graduate Program in International Business (PGPIB)
- Post-Graduate Program in Hospitality Management (PGPHM)
- Undergraduate Program (after Std 12 or equivalent)**
- Carleton University's Honours Bachelors Degree in International Business (Program conducted by Sprott School of Business, Carleton University, Canada)

Campus contact details for U/G and PG programs:

T: 91-2114-269 229 / 30

F: 91-2114-269 230

Email: kbs@kohinoor.ac.in

Programs at Kohinoor - IMI School of Hospitality Management, Kohinoor Global Campus, Khandala

Undergraduate Program (after Std 12 or equivalent)

- Higher Diploma in Hospitality Management, in association with International Hotel Management Institute (IMI), Lucerne, Switzerland

Campus contact details:

T: 91-2114-269 225 / 26

F: 91-2114-269 224

Email: kimi.khandala@kohinoor.ac.in

Programs at Kohinoor - IMI Sayaji School of Hospitality Management, Indore Campus

Undergraduate Program (after Std 12 or equivalent)

- Higher Diploma in Hospitality Management, in association with International Hotel Management Institute (IMI), Lucerne, Switzerland

Campus contact details:

T: 91-731-500 6080 / 90

F: 91-731-500 3131

Email: kimi.indore@kohinoor.ac.in

FOR ADMISSION TO ALL PROGRAMS CONTACT

Admissions Office, Kohinoor Corporate House, Senapati Bapat Marg, Dadar (W), Mumbai 400 028 T: 91-22-565 30000 / 17 / 18 / 19
F: 91-22-2422791 / 56530011 Email: admissions@kohinoorgroup.co.in Tollfree No: 1600 226010