Cornell Welcomes Kohinoor CMD On Board

Cornell, the most respected name in the world of hospitality education, has welcomed Mr. Unmesh Joshi, Chairman and Managing Director, Kohinoor Group, as an active member of the Advanced Board of its Center for Hospitality Research (CHR). Mr. Joshi was recently in Ithaca, New York, for the Center for Hospitality Research Spring Advisory Board Meeting held on the Cornell University Campus. The objective of the Cornell meeting was to bring partners up-to-date on CHR activities, discuss the future agenda and provide an overview of the marketing and business strategy for 2004-05. Mr. Joshi also met various Cornell faculty members.

The Kohinoor Group has joined the corporate partners program at the Cornell Hotel School’s Center for Hospitality Research to support international research that advances operating practices in the hospitality industry.

Commenting on this historic partnership, Mr. Gary Thompson, Executive Director of the Center said, “We are very pleased to add this distinguished firm from Asia to our list of leading companies that help set the research agenda for our Center. This partnership will help us meet our goal of expanding our international research focus, especially in Asia, a fast-growing market ripe with opportunity for hospitality research.”

“Cornell is a pioneering entity in the area of hospitality education and research, and has been an institution of great prominence,” says Mr. Unmesh Joshi. “Supporting the CHR is a privilege for the Kohinoor Group. The hospitality industry faces new challenges the world over and a focused, knowledge-sharing approach will contribute to its perpetual growth. The CHR at Cornell, we believe, will contribute to this end through its excellent programs of research.”

“Cornell School of Hotel Administration is the most sophisticated service-oriented management school in the world. The Hotel School is home to 800 undergraduates from the United States and 42 countries, 110 graduate students (M aster’s and Ph.D. degrees), and more than 1,700 industry professionals from 90 countries enrolled in executive education.”

Each year about 250 industry leaders visit Cornell to lecture, confer, and offer guidance to students. More than 140 hospitality companies recruit Cornell students for full-time and summer employment.

With 60 full-time teaching faculty, the Cornell Hotel School has the world’s largest group of scholars focused on hospitality service-oriented management. Many large global hospitality companies are actively involved with the faculty for executive education and training, as well as research and consulting.

“Cornell School of Hotel Administration is the hospitality industry’s “think tank”. A unit of the Cornell School of Hotel Administration, The Center for Hospitality Research (CHR) sponsors ground-breaking research designed to improve practices in the hospitality industry.

The CHR also publishes the award-winning hospitality journal, the Cornell Hotel and Restaurant Administration Quarterly.

Under the lead of CHR’s 34 corporate supporters, experienced scholars work closely with business executives to discover new insights into strategic, managerial and operational issues.

The Center’s supporters are leading organizations in the hospitality industry. A part from Kohinoor, some of the Partners and Sponsors are - AIG Global Real Estate Investment Corp., Bartech Systems International, Cendant Corporation, Cornell Hotel Society Foundation, Four Seasons Hotels and Resorts, Marsh’s Hospitality Practice, Nestlé, Willowbend Golf Management, and Wyndham International.

With this partnership, Kohinoor is confident of exploring new horizons in hospitality education and research.
A ll people have an intrinsic drive to give their best in whatever they do. But this is easier said than done; yet, in spite of seemingly trying their best, some obstacles prevent them from achieving their goal. Result: a sub-optimal performance.

These obstacles could be external, but more often than not, they are internal, and a nagging feeling that they could have done better if only they had tried harder prevails. Dr Anand Patkar has created a new path-breaking training workshop. “In Pursuit of Excellence: What can I do?” to deal with this situation.

A bout the Workshop
The Workshop is spread over three weeks (and one day) with formal weekly eight-hour sessions covering four consecutive days (say Monday). The group size is typically 20 to 25. A homogeneous group can experience a common reality more easily. Conducted in a totally interactive mode with a continuous dialogue with participants, the Workshop has structured content focusing on supporting participants to identify their individual (often subconscious) mind-set patterns and deal with them suitably. Once these patterns are discovered, the individual gets the choice to continue or discard them, thereby discovering hitherto unknown new behaviour paradigms. The Workshop discussions rely heavily on operating workplace experience and relationships and include meditation type exercises and group sharing work.

At the end of each of the first three days of interaction, participants are asked to create some ‘impossible’ tasks’ objectives for themselves, achievement of which would have been a ‘miracle’ but for their purpose.

In His Own Words
Dr Anand Patkar’s innovative workshop is designed to bring out the best in an individual.

What Kohinoor Continental Has to Say
The entire staff at Kohinoor Continental underwent this workshop and here are some of what some of them have to say:

Simon D: “A breu, Personnel Executive: ‘In Pursuit of Excellence: What can I do?’ was a great learning experience. A few of my colleagues and I had attended various workshops on the same topic. But the second and most important part of this program “What can I do?” was really a great experience.

Swati Patil: “Euphony Manger, Sales: ‘I have realised how a strong and committed team can make a difference’.

K C Mohr: “A company Manager, ‘Miracles are achieved with effort and determination’.

AP: “I was in the habit of following the wrong path until I undertook this Workshop with zero defect for three days of the week, a feat never achieved before even for a single day. And mind you, all this without any overtime or extra work pressure with each day closing at 6 p.m. as against the normal closing time of 8.30 p.m.”

So much for “TEAM WORK”.

In Pursuit of Excellence: What Can I Do?

Dr Anand Patkar’s innovative workshop is designed to bring out the best in an individual.
Einstein said that every science is a refinement of everyday thinking. In no other science is this more evident than that of economics. The study of economics is primarily a study of human behaviour (in the marketplace). It is about human decision-making as individuals or a group of individuals organised as firms or government.

For example, one of the principles at the core of the choice theory in economics is that people face trade-offs. Now this is common sense. When I decided to stay up to finish my term paper, I had to lose some sleep.

The concept of opportunity costs emerges from such trade-offs. If a young boy or girl decides to go to college, he or she forgoes terms of fees and other costs but also by foregoing an opportunity to work or just have fun with friends. Economists believe that opportunity costs of a resource arise only when it comes to making a choice.

I have benefited indirectly from teaching this concept of opportunity costs. A few years ago, we had rented an apartment and I used to teach economics to the landlord’s son. One day, the landlord asked us to vacate the apartment because he was planning to turn it into his office. We had to agree, and start looking for a new house. Tired one day however, the landlord’s son turned up and announced that we did not have to vacate as he had convinced his father about the absurdity of opening an office in that apartment. He argued that the opportunity cost of doing so was losing the rent, plus the cost of travelling to our new house for his tuition. He convinced his father that their earnings were not enough to support this; thus, the expenses of running an office. Thanks to these arguments, we did not vacate.

Another interesting principle is that of rationality. Economists define rationality as thinking at the margin. It’s like this. When we have food, it is not the decision to eat or go without that is important, but whether it is important to have that extra piece of bread. We have to consider the extra benefit of our action and weigh it against the extra cost that we will have to bear as a result.

Do we always behave like that? Certainly not, otherwise it would be difficult to explain addictions like smoking or alcoholism or for that matter many other obsessions. But often we do think this way, though we may not be aware of it. Business decisions are taken consciously in this way. For example a firm will not hire an additional worker if his revenue he will generate. For example, a firm will not take conscious in this way, though we may not be aware of it. Business decisions are taken consciously in this way. For example a firm will not hire an additional worker if his revenue he will generate.

Economists do not always seem to give concrete answers; it gives a set of ifs and buts, which you have to evaluate given the situation and problem at hand. In my memory a story I read somewhere and think it is worthwhile to reiterate it here (with some gaps filled on my own) to elaborate further on the nature of economics. It goes like this:

A farmer had an old donkey. One day, the donkey fell into a dry well. The farmer tried his best to rescue the donkey but failed. Finally he decided to let the old donkey die by burying it in the well itself. He took a spade and started filling the well with dirt.

The edifice of the theory of economics is erected on the foundation of common sense. The fundamental principles of economics are no more than common sense, believes Parag Wankin. Economists use these well-worn principles at the core of the theory of economics. However, what is erected on the foundation of such principles makes economics something more than just common sense. Economists use these sets of principles or assumptions and build models to do a sort of scenario analysis. The edifice of the theory is what baffle some people.

Economists also talk of opportunity cost. A few weeks ago, a dear friend of Kohinoor – IMI, Khandala, set up a cultural theme which included the colours of various Indian states. The Maharashtrians brought out the festive cheer of the state. A few years ago, they were portrayed as backward and inferior in terms of their culture and history. The Goans and South Indians displayed an ideal welcome and their traditional dining style. The Goans brought out the beauty of the beaches and the typical sea-food cuisine. All students were dressed in traditional outfits of the particular states.

The students were honoured by the presence of Mr U Nmesh Joshi, M.S University, and his students. The students were very excited. The students were also very strong that faculty members and even Mr Bunting indulged in the Gujarati dance. The students say they were truly overwhelmed by the response and appreciation of the festival.

The donkey started raining when the debris fell on him. He shook off the debris from his body and went up to the well when the debris fell on him.

A farmer had an old donkey. One day, the donkey fell into a dry well. The farmer tried his best to rescue the donkey but failed. Finally he decided to let the old donkey die by burying it in the well itself. He took a spade and started filling the well with dirt.

The Winners
First Place-Gujaratis
Amit Harwani, Gayatri M ohile
Second Place-Gujaratis & Maharashtrians
Gons
Monika Sharma, Nabiya Sialwala, Vrushiksh Tail, Aditya Dayal, Aarohi Desai, M aadhav Singhania, Yogeeta M andanskar, Viheet N alk, Vasant Kohil, Avani Bhansale
Third Place-Kashmiri
Karna Timbadia, Siddharth Purav, N Isha Pankhri, Delalruaz Tangri

The Students
The students of Kohinoor – IMI showcased the colour and life of various states in India

The Fundamental Principles of Economics are No More than Common Sense, Believes Parag Wankin

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od Bunting, a name known to few in India. To put you in the picture, I am gainfully employed as Principal at the Kohinoor - I M School of Hospitality Management at Khandala in Maharashtra. I came to India from the UK via Egypt and a chance meeting with Mr Unmesh Joshi, CMD of the Kohinoor Group, in Switzerland. I was actually employed at a hotel school on the Red Sea coast of Egypt when, at that chance meeting Mr Joshi handed his business card over and said "Come and see me in India!" It felt more like an instruction than an invitation! I duly obeyed, and here I am.

Right from the get-go! I have been in Khandala, I have been constantly asked "How do you like India, how do like Khandala?" My response is usually "It reminds me of home!" The puzzlement on the Indian faces never ceases to amaze me. So, why does it remind me of home? My home is in the northwest of England in the Lake District. Those of you who already know me will have had your fill of the English Lake District. Why not be proud of your homeland area? We have mountains, lakes, reservoirs and plenty of rain - I could, of course, be describing the Khandala-Lonavala region.

The main difference is the number of visitors. The English Lake District is a National Park, and some would say it is overcrowded with local people. But that is a story for another day. It is also to be England's first World Heritage Site, which will rank it alongside the Taj Mahal and the Grand Canyon in the US. The English Lake District attracts millions of visitors from all over the world, but that will be a story for another day.

Back to India. When I arrived, several of my colleagues were comparing stories and experiences, all trying to upgrade each other, playing the "Who has done what?" game? "When I was in Dubai..." etc. etc. We have all done it! The conversation drifted onto how we each became involved in the hospitality industry. I recalled that I was about fourteen years of age and can remember working as a kitchen porter (steward) in the kitchen of The Royal Hotel at Bowness on Windermere in, yes, The English Lake District. The chef was an uncouth East European who managed to stay in the UK after serving a term as a prisoner of the now called M anchester Metropolitan University for three years and studied "Hotel and Catering Management" and began my career in hospitality with the Savoy Group in London.

Incidentally, the near famous Paul McCartney was sitting in the same lounge of the highly rated Sharrow Bay Hotel on the shores of Ullswater Lake on the day he announced his intention to marry his current wife, almost forty years later!

One of the 'When I' colleagues, who appeared to be from a comfortable middle-class Indian family, expounded that his father could not understand why a son of the family wanted to be a waiter! That 'waiter', following his hospitality education in India, continued his hospitality education in Switzerland. That 'waiter' has worked in the Middle East as a Food and Beverage Manager, worked as a General Manager, a faculty at Kinhill - I M and now holds an important position in the UK.

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J KTI Strikes a Chord with Meghalaya Students

The Parbhani branch of J KTI has transformed the lives of two Meghalaya students by offering them free training in radio and TV repair

Joshi’s Kohinoor Technical Institute (J KTI) has branches in Mahrashtra, Jharkhand, Madhya Pradesh, Tamil Nadu and Karnataka, but for some institutes, the approach was adopted, education empowerment Approach’ was Development Approach’ in the 1950’s, then shifted towards the system of education.

It started with the objective of giving technical education to Rabha and Shumurti so that they could not only become educated but also stand on their own feet. The students were put through J KTI’s Radio and Television courses, which taught them how to maintain and repair radios and television sets. The course brought about a drastic transformation. The Garo speakers’ not only learnt the ins and outs of radio and television sets, but soon began to feel at home in the new environment. The Meghalaya students took to the warmth and friendliness of their new family and the people of Parbhani. They soon learnt the local language M Garhi and started conversing freely with their teachers, classmates and the people of Parbhani. By the time they completed the course, no one could guess that they were not natives of Parbhani except for their typical M Garhiya features and appearance. This is no mean achievement for J KTI as their efforts resulted in not only educationally disadvantaged students from an underdeveloped region in India, but making students with such diverse cultures and habits feel at home and imbibe the Mahrashtra culture and habits.

J KTI got its best reward when M anan Rabha and A jay Shumurti left home and wrote to say that they had set up on their own in their village. Both hail from Meghalaya district and are now self-employed as Radio and TV technicians. While Rabha is a successful technician in the Parbhani, Marathi, was like Greek and Latin to them. J KTI, Parbhani, took up the responsibility of giving technical education to Rabha and Shumurti so that they could not only become educated but also stand on their own feet. The students were put through J KTI’s Radio and Television courses, which taught them how to maintain and repair radios and television sets.

The course brought about a drastic transformation. The Garo speakers’ not only learnt the ins and outs of radio and television sets, but soon began to feel at home in the new environment. The Meghalaya students took to the warmth and friendliness of their new family and the people of Parbhani. By the time they completed the course, no one could guess that they were not natives of Parbhani except for their typical M Garhiya features and appearance. This is no mean achievement for J KTI as their efforts resulted in not only educationally disadvantaged students from an underdeveloped region in India, but making students with such diverse cultures and habits feel at home and imbibe the Mahrashtra culture and habits.

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This ensures that globalisation to bookish knowledge alone. This positive outlook has made education an investment, which will yield good results. This is no mean achievement for J KTI as their efforts resulted in not only educationally disadvantaged students from an underdeveloped region in India, but making students with such diverse cultures and habits feel at home and imbibe the Mahrashtra culture and habits.

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In their letters to the J KTI fraternity, Rabha and Shumurti fondly recall the days they spent in Parbhani. They say: “Back home before coming to Parbhani, we could never have even dreamt that such a day would ever dawn for us. J KTI, Parbhani, adopted us, gave us free education, and transformed our lives completely. We are now empowered for life with skills that enable us to earn a respectable living and we are deeply grateful to J KTI for this.”

“The real essence lies in providing us with not just a certificate to file or hang on the wall, but a qualification and skills that we can translate into a dignified means of livelihood. That in the true sense is spreading education,” they sum up.

The Writing on the Wall

Indian universities will have to rise to global standards to offer the best to students in the face of increased competition, says R Raman.

In the present scenario, people have started realising that spending on education is an investment, which will yield good results. This positive outlook has made education an investment, which will yield good results. This positive outlook has made education an investment, which will yield good results. This positive outlook has made education an investment, which will yield good results.

A Case Study

Let us take a case study. Compared with other American universities, the University of Chicago, even today, continues to be a small graduates school. It was started in 1892 as a private University with a modest grant from the United States of America. It was started in 1892 as a private University with a modest grant from the United States of America. It was started in 1892 as a private University with a modest grant from the United States of America. It was started in 1892 as a private University with a modest grant from the United States of America.

The government approach towards the system of education kept on modified starting from the Welfare Approach to the Empowerment Approach. It started with the Welfare Approach in the 1950’s, then shifted towards the Development Approach in the 1960’s and then the Empowerment Approach was adopted. However, whatever approach the system of education took did not reach global standards, but for some institutes like Indian Institute of Science and Indian Institute of Technology...

University celebrated its centenary, it had more than 100 Nobel Laureates associated with it. Some of them were its students, some of them its alumni, some were its teachers and some were teachers it had attracted to its university at the time of the awarding the award. The number of universities in India during 1950 was 28. Recent statistics show that India has 278 Universities and over 11,000 colleges and 3,42 lakhs teachers with a total number of students enrolled, touching nearly 7.5 million, India can make a claim to being the second largest system of higher education, next only to the United States of America. Yet, in this span of 50 years after Independence, how many of our Indian universities have had the honour of getting associated with Nobel Laureates? What will be the raison d’etre of Indian universities if universities like University of Chicago set up shop in India (due to globalisation)?

Globisation has thrown new challenges at us and will make sure that the standard of education will go to great heights. It will indeed have a positive impact on the educational system. Globisation has thrown new challenges at us and will make sure that the standard of education will go to great heights. It will indeed have a positive impact on the educational system. Globisation has thrown new challenges at us and will make sure that the standard of education will go to great heights. It will indeed have a positive impact on the educational system.

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The Times of India

India Can be a Superpower

A leading motivational speaker, Jeffrey Armstrong, believes India can be a superpower if it propagates its culture and legacy in the West.

India has been a superpower for centuries, renowned for its rich culture and contributions to various fields. However, in recent years, the focus has shifted towards more contemporary fields like technology and business. Jeffrey Armstrong suggests that India should build on its historical achievements and focus on areas like Ayurveda, Yoga, and Vegetarianism.

Ayurveda is a traditional system of medicine that has been practiced in India for thousands of years. Yoga, a practice that originated in India, has gained global popularity in recent times. Vegetarianism is another area where India can lead the world, given its rich culinary traditions.

In addition to these, Armstrong also mentions the importance of the Indian language, Sanskrit, which is considered the most important sound in any language. He suggests that India should invest in the revitalization of Sanskrit to ensure its survival.

Armstrong emphasizes the need for India to be proactive in promoting its culture and history. He believes that by doing so, India can become a superpower in the 21st century, just as it was in the past.

The motivational speaker also highlights the importance of the Indian Diaspora, which can play a crucial role in spreading Indian culture and values around the world. He encourages the Indian community abroad to be more vocal and proud of Indian achievements.

In conclusion, Jeffrey Armstrong's vision of India as a superpower is one that is rooted in its rich cultural heritage and potential for future growth. His suggestions offer a path forward for India to reassert its global leadership in cultural and historical matters.
A lot of rainwater is wasted every year by allowing it to run through municipal storm water drains and ultimately into the sea. Shortage of drinking water is becoming more and more acute with the rising urban population in the city. This is because drinking water is used for other purposes like flushing, gardening, car washing, air conditioning cooling towers, etc. Instead, water from bore wells can be used for such purposes. But drilling of more bore wells is not the solution to this problem because the limited quantum of underground water is produced. The real solution lies in increasing the capacity of bore wells by charging them with rainwater. What is rainwater harvesting all about? - the process of storing rainwater and bringing it in use whenever required. Rainwater harvesting not only provides more drinking water, it also enables consumers to bring down municipal water charges to a minimum.

In an effort to widespread the rainwater harvesting system took top priority when we constructed our new corporate office, Kohinoor Corporate House. A survey for an underground water source was carried out in the area surrounding the building and at an appropriate location, a bore well of 6" diameter was drilled. A circular pressure well of about 8 ft. height was constructed in brick masonry on top of the bore well. The bore well casing pipe provided within the pressure well was perforated to receive the outside water into the bore well. Two earthen pots containing bleaching powder were kept at the bottom of the pressure well. The pressure well was connected to a filtration chamber with three compartments filled with quartz sand, coal and lime. The inlet of the filtration chamber was connected to rainwater downspout pipes from terraces of the building through a fine wire filter. All the chambers were sealed from the top with heavy duty RCC covers so that water inside the bore well does not get contaminated.

Rainwater from terraces is collected at several outlets and brought down to the filtration tank through rainwater downspouts. The water is then filtered by allowing it to flow first through quartz sand, then through coal and finally through lime. This filter overflows into the pressure well where it is disinfected with bleaching powder and then enters into the bore well through perforations of casing pipe. The pressure well acts as a funnel in this process. The rainwater is thus stored in the bore well for subsequent use. If at any time the pressure well is overloaded with excess rainwater, it overflows into the storm water drain.

A part from this, the ground surrounding the building is saturated with rainwater by providing a perforated bore casing up to 10-12 feet depths at regular intervals. This water penetrates through the subsoil and adds to the storage capacity of the bore well.

We have made a beginning at Kolar by implementing rainwater harvesting at our Corporate House. Plans are now in the offing to implement a similar model at Kolar Global Campus at Khandala on amuch bigger scale.

Ajit Mhatre is General Manager - Technical, Kohinoor Planet Constructions Pvt. Ltd.
### Kohinoor - IMI Placements

75 job offers to 40 students

The second batch of students who passed out this year from Kohinoor – IMI, Khandala, have procured placements in various hotels and other industry units. Close to 25 professional organizations (including several industry bigwigs) from different walks of life enthusiastically interacted with Kohinoor – IMI students making around 75 job offers to 40 students. Some of them visited Kohinoor Global Campus at Khandala for campus interviews while others preferred students coming to their ‘campus’ so that they could get a feel of the working atmosphere and workplace. In several cases, students had the privilege of choosing from more than one option.

While five students have been absorbed by J W Marriott, seven by ITC, one each by Hyatt Regency, Teyudalaks, Le Royal Meriden, Marine Plaza and a prestigious beach resort, others obtained placements in companies as diverse as Orange (leading cellular service company), LIC and GIC (insurance giants) and leading call centres. Fourteen students will be going to UK, Switzerland, New Zealand, Malaysia or Vatel Institute in France for further studies.

Efforts are on to widen the placement network and Kohinoor – IMI is already in touch with hospitality units in the UK, Australia and Middle East.

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### Between u & me...

It feels great to address all you wonderful people from this new meeting ground between u & me.

After a long and fruitful stint at Kohinoor, our editor, Mr S R Kanitkar, has retired. The mantle now rests with me so here I am to share my thoughts, feelings and experiences with you. I shall short out of words to thank Mr Kanitkar for all that he has contributed to Kohinoor, but I would say we all get there some day and wish him a peaceful retired life.

The past few months have been fairly eventful. I have had my share of smiles and tears. Kohinoor is part of a body called International Business Linkage Forum (IBLF) and IBLF is an international business forum currently spread over 16 countries. The aim of IBLF is to open business avenues, promote and expand business by reaching out to new or international markets at a low cost.

I am a tool for businesses to do business effectively, efficiently, exclusively and economically. My friend Rajiv Podar, Managing Director of Podar Enterprise, is the Chairman of IBLF.

The second convention of IBLF was held in Mombasa, towards the end of January and Kohinoor played an active role in this convention. Kohinoor had the opportunity to host hotel dignitaries from one of the participating countries, Benin, when they visited Kohinoor Corporate House, and this was an enriching experience. IBLF is sure to further international business interests of businessmen from different parts of the world by bringing them together on one common platform for mutual benefit.

Recently, I got the opportunity to visit the Cornell U Niversity Campus at Ithaca, New York, when I was invited to participate in the Spring Admissions Board Meeting of their Center for Hospitality Research. I have travelled to several countries the world over and seen a lot of the hospitality world, but believe me, this was a novel experience. I was as though I was in a totally new enthralling world.

I am in total contrast to what is happening in India elections and this importance will only grow with the passage of time. IBLF and the IMI Associates Meet have started a body called International Business Linkage Forum (IBLF). IBLF is an international business forum currently spread over 16 countries. The aim of IBLF is to open business avenues, promote and expand business by reaching out to new or international markets at a low cost. I am a tool for businesses to do business effectively, efficiently, exclusively and economically.

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