



A monthly e-newsletter  
brought to you by Merit  
Swiss Asian School of  
Hotel Management,  
Ooty.



A gamut of events at MERIT!

# SPECTRUM



Life shrinks or expands  
in proportion to  
your courage.”,  
Mr. Pumpko

NOVEMBER 2010

## EDITORIAL TEAM

### CHIEF EDITORS OF THE MONTH

PREETU TRIVEDI  
PRERNA GHADGE

### EDITORIAL BOARD

#### III YR B.Sc, HM & CS

AKANSHA PATRO  
DESHNA CHAUDHARY

#### II YR B.Sc, HM & CS

ADITYA SHASTRY  
GREG GOVEAS  
SAHIL ARYA  
SIDDARTH SHERWYN  
SYED FAIZAN AHMED

#### I YR B.Sc, HM & CS

DEEPAK FRANCIS  
ROCHELLE OTTER

### FACULTY ADVISORS

DR.N.GOPALAKRISHNAN  
MS. ANJU MAHBUBANI



Dear Readers,

**Warm wishes for a very happy and prosperous Diwali 2010!!**

*It's been a busy month, as always. Sports, Unit tests, Quiz competitions, ODCs, Academics....MERIT students have been on their toes. We invite you to dive in for a full update. There are a few articles I'd like to shed special light upon. October heralded the start of the very crucial Placement Drive for our post-graduate and under-graduate students. A list of scheduled Campus Interviews is detailed inside. Deshna Chaudhary has spent considerable time scouring various websites and magazines on the coldest hotel in the world and I'm sure her review will make interesting reading. To top it off, we welcome this Festive Season with some exciting Mithai/Sweet recipes by Mr. J Nishar Ahmed, our Food Production Faculty. Do try them out at home. Feel free to write in to us on [spectrum@meritworldwide.com](mailto:spectrum@meritworldwide.com).*

Happy Reading!!

**Anju Mahbubani**  
Faculty Advisor - SPECTRUM



## Diwali Special!!

Mr. J. Nishar Ahmed, Sr. Faculty  
B.Sc (HM & CS), MTM

Diwali in India is a symbol of fortune, prosperity, and wisdom. It is a time to celebrate the victory of good over the evil. The tradition of making and exchanging sweets on this special occasion holds significance among all of us. It is an age-old gesture that is believed to bind people together in a feeling of love and affection.

Below are some delicious Diwali Mithai/Sweet recipes that you could try your hand at, this festive season.

### Thulli

(serves 2)

#### Ingredients:

Wheat Semolina - 100 gm  
Jaggery - 50 gm  
Grated coconut - 25 gm  
Cinnamon, Cloves & Cardomom - 3 gm  
Cashewnuts and sultanas - 25 gm  
Ghee - for frying

#### Method :

1. Take a hard bottomed pan. Dissolve the jaggery in 250 ml of water. Bring to a boil. Allow to settle. Strain the jaggery syrup and set aside.
2. Take a pan. Add ghee. Add the whole spices and fry.
3. Pour in the jaggery syrup. When the mixture boils, add the wheat semolina and cook till soft.
4. Add fried nuts and grated coconut. Serve hot.



### Fried Ice cream

(serves 2)

#### Ingredients :

Ice cream (any flavour) - 2 scoops  
Corn flakes - 50 gm  
Honey - for garnishing  
Oil - for frying

#### Method:

1. Freeze the ice cream scoops until hard.
2. Roll the scoops in powdered cornflakes till they are well coated with the powder.
3. Deep fry in hot oil for a few seconds.
4. Remove immediately and garnish with honey.
5. Serve immediately.



*Krishna Ki Ukti, Hanuman Ki Shakti; Meerabai Ki Bhakti, Ramchandra Ka Gyan; Karan Ka Daan, Einstein Ki Buddhi Nobel Prize Ki Siddhi, Gandhi Ka Ahimsa; India Ki Parampara, Manmohan Singh Ki Maryada; Nizaam Ki Sampada, Dhoni Ki Salary Amitabh Ki Vocabulary, Bhagat Singh Ka Deshprem; Sweetheart Ka Amarprem, Microsoft Ke Share; Rupiyao Ke Dher, Tata Ke Senses Ambani Ke License,s Birla Ka Bangla; Daler Ka Bhangra, Amitabh Ki Ishtyle; Madhuri Ki Smile, Shahrukh Ki Personality Aishwarya Ki Popularity Worldtour Ka Ticket, Tendulkar Ka Wicket Administrator Ke Passwords; Jokes Ke Forwards, Mercedes Ki Car Diamond Ka Haar, Dher Saraa Pyar. In this new year...Wish you a Happy Diwali !!!!*



A gamut of events at MERIT!

# SPECTRUM

## Happy Founder's Day!!

The faculty, staff and students of MERIT wish our dear Dean, Dr. M.R. Sarangapani Reddy a very Happy Birthday - 31st October 2010.



### MBA students initiate award-winning NGO



Pic: Mr. James Vineeth (centre) with Advisory members- Mr. C.R. Sankaran (left) and Dr. N. Gopalakrishnan (right).

Mr. James Vineeth, MBA Batch 2008-2010 at MERIT along with his batch-mates and friends, initiated a voluntary NGO, named as **Save The Globe** (STG) in early 2009.

This setup has spread its wings across Nilgiris, Coimbatore and Chennai, and organizes many awareness programs and social community service projects. The NGO brings out a monthly magazine encapsulating its scheduled projects for the month. The initiative is being supported by the senior faculty of Merit Swiss Asian School of Hotel Management, Ooty in the capacity of Advisory and Board members.

In a short span of time, the services of *Save the Globe* have been widely recognised and acknowledged. In November 2009, The National Integrity Cultural Academy conferred the "Star Achiever Award" and a Gold medal to Mr. James Vineeth and his team members of STG.

### Placement Drive 2010 commences at MERIT

The Campus Placement activity 2010 for the Final year undergraduate and post-graduate students, was flagged off at MERIT in the month of October 2010.

The reputed *Oberoi Centre for Learning and Development* (OCLD) and *Taj Mount Road*, Chennai visited the campus to interview and shortlist our students for various Management Traineeship, Operations Traineeship, and entry-level positions. The short-listed students will complete all rounds of the interviews by January 2011 after which they will be given Offer Letters by the concerned hotels.

The Placement Calendar for November 2010, as scheduled by Ms. Anju Mahubani, Placements Coordinator, is as below :

**15th November 2010**  
**Lalit Suri Hospitality Group** - Management Training Interviews

**17th November 2010**  
**The Park, Chennai**  
Management Training Interviews

**19th November 2010**  
**Starwood Hotels & Resorts** - GMA and HOT Interviews

**24th November 2010**  
**Taj Management Training Program**  
MT and HOT Interviews

We wish the students all the very best for the interviews!!

### Annual Sports Day a runaway success



Pic: 4X100m relay in progress. Musketeers won the first place.

The Annual Sports Event at MERIT was conducted on the 28th, 29th and 30th September 2010.

Under the able guidance of Mr. Muralidharan, Sports In-charge, the event was a great success. You'll find more photographs of the Sports Day on page 8.

### Second Unit Test conducted for students of MERIT

The Second Unit Tests for all students of MERIT were successfully conducted from 25th to 30th October 2010. The results for the same will be despatched to the parents by post and SMS in the second week of November 2010.

### Quiz Bee Competition to be held in November

MERIT announces a Quiz Bee Competition to be held on Friday, 12th November 2010, the theme being "Discovering India". Students from English-medium schools across the Nilgiris will be participating in the Quiz Contest. Attractive prizes in cash and kind will be conferred on the winning team.



## **Peter's best friend**

- Gokul Unni, III B. Sc (HM&CS)

I never knew what my name was till that day.

I was black in colour, heavy and good-looking. My duty was to cover up a hanger in an old textile showroom and stare at millions of people who give me a glance through the glass.

Some people looked genuinely interested in me. I had heard some asking the salesperson about how much they should pay in order to buy me. Some of them gave me a frown after hearing the price, while some others mumble, "Stupid colour" and walk out of the showroom. I used to feel bad, but then I would think that these people must be part of an anti-black jacket clan and cheer myself up.

One day, a little boy came up to me with his mother. I saw the mother paying off some amount to the cashier. In no time, I was inside a plastic cover, carried by the little boy. I could hear him shouting with joy, "I have a new black jacket!"

As time passed by, I learnt more and more about the little boy, his family and his life. The little boy was addressed as Peter by the people who knew him. Peter took good care of me. I can proudly say that I was one of Peter's favourite clothes. I have traveled with Peter to a lot of new places. He used to take me to his school very often. I could listen to a teacher who was trying to teach Peter and his friends about the solar system, the digestive system and a lot of similarly sophisticated systems. Unlike Peter, to me the school was not boring. The teachers and the knowledge they possessed were out of the world. The world which Peter showed me was beyond my imaginations. In short, life with Peter was fun!

Before I knew it, I was emotionally attached to Peter. I couldn't converse with him, but it was as if he could precisely read my needs. When people said, "Nice jacket Peter!", he would smile. His smile made me believe that I was worth the amount paid. Thus I learned an important lesson-that the world would respect me irrespective of my colour or looks; that I just needed to be with a respectable person in order to earn respect.

Now, ten years after Peter was involved in a fatal car accident, I rest in a glass showcase in his parents' bedroom. Sometimes his mom takes me in her hands and weeps about how I remind her of the good old days. Very often I hear her telling her husband with moist eyes, about how much she wished Peter were alive.

A twenty-two year old Peter would never have been satisfied with an old fashioned jacket like me. If not for his tragic death, I would have been lying useless in some corner of their house. But now, here I am in a glass showcase, the most precious possession for Peter's family. I am looked upon as Peter's best friend. I now realize that I am not just a jacket, I represent Peter.

## **Art-Smart**

Surya Prakash  
I MBA (HM&CS)





A gamut of events at MERITI

# SPECTRUM

## *Freezingly beautiful - The Ice Hotel, Sweden!!*

**Deshna Chaudhary**  
III B.Sc(HM& CS)

Sweden's Ice Hotel, existing every year between December and April, is built from scratch every year. A new design, new suites, and a brand new reception - in fact everything in it is crisp and new.

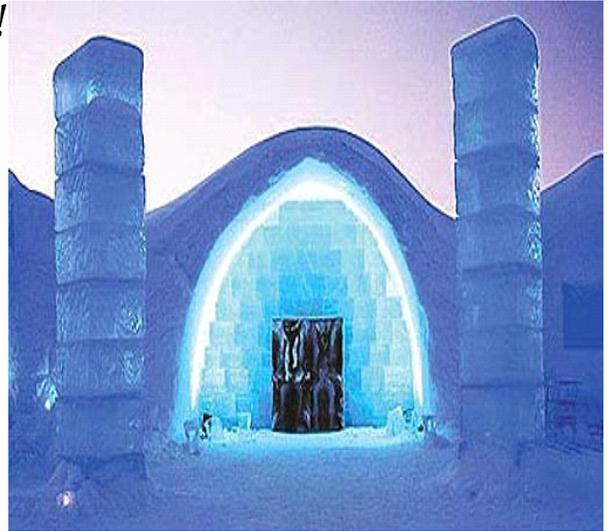
The Ice Hotel is situated on the shores of the Torne River, in the old village of Jukkasjärvi in Swedish Lapland. It was the world's first ice hotel. In 1989, Japanese ice artists visited the area and created an exhibition of ice art. In spring 1990, French artist Jannot Derid held an exhibition in a cylinder-shaped igloo in the Area.

One night there were no rooms available in the town, so some of the visitors asked for permission to spend the night in the exhibition hall. They slept in sleeping bags on top of reindeer skin - the first guests of the "hotel".

The entire hotel is made out of snow and ice blocks, even the glasses in the bar are made of ice. Each spring, around March, 10 000 tons of crystal clear ice from the 'ice manufacturing plant', the Torne River, and 30 000 tons of pure snow generously supplied by Mother Nature are needed to build the Ice Hotel every year.

The hotel sleeps over 100 guests, and every bedroom is unique. The ice is used for creating Icebar designs and ice glasses, for ice sculpting classes, events and product launches all over the world while the snow is used for building a strong structure for the building. About 1,000 tons of what is left is used in the construction of the next Ice Hotel.

Covering more than 30,000 square feet, the Ice Hotel includes an Ice Chapel, the hotel itself, an ice art exhibition hall, a cinema and last but not least, the world famous 'Absolut Ice Bar'.



### Thought for the Month - Decision making

***"Nothing is more difficult and more precious than being able to decide."***  
- Napoleon

Here are five coaching tips to help you become a more decisive young professional leader :

1. Trust your gut and believe that you are making the best decision possible with the information that you have.
2. Realize that decisions carry risk, yet there is much more risk in deciding to do nothing.
3. Assign a timeline by which you will make your decision.
4. Whether good or bad, be accountable for the decision and its results and use the learning to guide your next decision.
5. Don't get caught up in 'analysis paralysis'. Gather 80% of the data & move twice as fast if possible.





A gamut of events at MERITI!

# SPECTRUM



## MERIT Annual Sports 2010



The Musketeers, after a successful win in Basketball



The Knights, celebrating a win in Football



The Gladiators, getting ready for the kill!



The Warriors, a very seasoned team of players.



The Umpire giving instructions to the Basketball players.



The Girls cricket team!