

MAKE A CAREER IN CULINARY ARTS

LIVE YOUR DREAM

3 YEAR FULLTIME PROGRAMME IN
INTERNATIONAL CULINARY ARTS

Vedatya Institute

Success Isn't Accidental.

It is ambitious, it is audacious, and it is bold. Yet, success will only remain a dream unless pursued with knowledge and purpose.

Vedatya, building upon its core values of research oriented faculty, world class curriculum, international placements and student orientation, is now crossing a milestone in its pursuit of knowledge with a brand new fully integrated campus. It is therefore an opportune moment for us to adopt an identity that reflects our pursuit.

Vedatya reflects its core value. *“Ved”* in Hindi means knowledge and *“Aditya”* means sun. *“Vedatya”*, therefore, is a coined term that means *“Source of Knowledge”*. We push boundaries for lifelong pursuit of knowledge. Be successful, not by accident, but through Vedatya.

Vedatya. Educator for the service industry.

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From The Director's Desk

Prof. Sandeep Munjal

Director

Welcome to the undergraduate community of Vedatya Institute and a particular welcome to the programme in International Culinary Arts. Attending this programme represents a considerable commitment and investment by you. We aim to match your commitment by providing a challenging programme that encourages you to acquire skills and knowledge of international level in the culinary field and prepares you to pursue your dream of becoming a Chef of repute in years to come.

There is a tremendous demand for well trained, skilled and knowledgeable resources in the culinary domain of hospitality sector both internationally as well as in India. The three year certificate awarded by Vedatya Institute provides you with an internationally benchmarked qualification that will help you make the most out of abundant career opportunities that are available.

While we believe a programme should be challenging, your experience at Vedatya should also be enjoyable. Therefore, all faculty and administrative staff associated with the programme look forward to working with you. We hope you will partake in both the educational and social life of our student community. When you leave, we hope that you will remain in touch and tell us about your career or academic progress. I wish you every success as you begin this exciting and challenging stage of your life experience.



From The Head Of School's Desk

Sanjay Sharma

Head of School

In the dynamic world of culinary arts, the demand for skilled professionals has increased significantly. Employers are seeking trained, young, passionate and dedicated individuals with sound technical knowledge. The culinary programme at Vedatya is designed to bridge the gap of industry requirement not just domestically but internationally as well. The initial phase of the curriculum focuses on the basics of culinary, which further leads to specialization in the area of interest. The blend of theory and practice guides enthusiasts to seek early employments through acquiring transferable skills and required knowledge.

The practical approach adopted at Vedatya is a clear distinction; the students get hands-on experience of growing fresh vegetable on campus, the produce from Vedatya Farms is not only used by the students in the kitchen practical's but is also consumed by the students and staff members. The impact of the fresh and organically grown vegetables is clearly visible on the dishes that are being created in the kitchen. Another such initiative is having a fish pond on campus; there is no comparison of getting the fresh fish from the pond and using it in the kitchens by the budding chefs, such initiatives not only teaches the importance of growing and using fresh organic vegetables but it also emphasises on sustainable development.

The school of culinary excellence at Vedatya believes in applied learning, all such initiatives give an edge to the students pursuing culinary arts at Vedatya. While the industry is looking at backward integration, the students at vedatya are completing the learning cycle by getting hands-on experience by implementing the concepts like farm to fork, slow food and sustainable practices. We have indeed taken the culinary training beyond the regular classrooms, the students are sensitised on the issues like composting, carbon footprints, water footprints and other sustainable practices which is the need of the hour. It not only creates awareness amongst the budding chefs but it also prepares them for future culinary trends.

Learning at Vedatya is more than academic and practical training; it provides a supportive environment for the holistic development of an individual. It imparts all the skills necessary to start a career in the culinary domain and grow to leadership positions.

I hope you will enjoy your journey at Vedatya and wish you success for all your future endeavours.





About Vedatya Institute

Vedatya Institute is an initiative of IIT & the Wharton School alumni who wish to replicate their own quality educational experience for the benefit of students in India. It was established with the active support of corporations such as - The Carlson Group, USA and the Edwardian Group, UK. The institute is funded by the holding entity of Radisson Blu Plaza Delhi, Radisson Blu Varanasi and a restaurant chain called The Great Kebab Factory. The institute's campus, located on Gurugram-Sohna road, is fully integrated with academic, recreational and residential facilities for students.

The institute was established in the year 2000 as an institute of higher learning in India that offers internationally recognized, undergraduate and post graduate programmes of study in hospitality and business management.

The institute's record of academic excellence is demonstrated by its full time faculty, the journal called the Journal of Services Research (JSR) that has been in publication for 20 years, and an international conference on services management hosted by Vedatya in India, and its global partners - Virginia Tech University in US, Oxford Brookes University in UK, and Institute of Tourism Studies in Macao.

Schools At Vedatya

Vedatya consists of various schools focusing on individual disciplines but with a common thread running through them. The basic philosophy behind this is to leverage synergies that exist between various disciplines such that participants get professional training to excel in general management as well as process management cadres in designated industry sectors. Keeping this in consideration the institute has established the following four schools.

School of Hospitality and Tourism Management (SHTM)

School of Culinary Excellence (SOCE)

School of Management and Entrepreneurship (SOME)

School of Design and Creative Arts (SDCA)

These schools offer undergraduate and postgraduate programmes of study. Other than this each school promotes research, consulting and executive training in their chosen areas of excellence. Each school has its dedicated staff and other resources and is governed by Academic Councils to direct their academic pursuits.





Why Vedatya

Highly qualified faculty (85% of its faculty have a PhD or are pursuing a doctorate degree in their respective areas of expertise) who have published books and research publications

» A self-sustainable “Green Campus” over 16 acres within 25 minutes of driving distance from Gurugram with academic, recreational and residential accommodation for students

» First institute in India that will have an on-campus training hotel

» Academic partnership with InterContinental Hotels Group, one of the world’s largest hotel company, in the form of an IHG Academy to groom future leaders in the hospitality industry

» The latest episode of ‘Escape from the boardroom’ aired on BBC featured Jan Smith, CEO, AMEA of InterContinental Hotels Group interacting with Vedatya students. The episode also highlighted Vedatya’s brand new sprawling campus on Gurugram Sohna Road

» Placement record of students across multiple continents and the most reputed companies in the respective industries

» A record of academic excellence of an international standard as demonstrated through multiple audits conducted by QAA, a UK government independent accreditation body

» An academic culture and corporate policy that promotes applied research and industry focused consultancy assignments for faculty

Vedatya’s Campus

The institute’s state-of-the-art campus, amongst other facilities, has the following features:

» Within 25 minutes of the heart of Gurugram, a major suburb of the National Capital Region (NCR)

» Self-sustainable campus with academic, administrative, and residential accommodation for students

» Recreational facilities including football field, tennis courts, volley ball court, basketball court and an upcoming student centre

» An environmentally-conscious design that minimises the developmental footprint “Green” Campus as per LEED-INDIA

» Unconventional design of spaces

» Mazes & Puzzles to foster team work, sharpen minds & critical thinking

» Student designed and operated ‘Food Truck’ to foster applied learning and entrepreneurial thinking

Governing Committee

Prof. Abad Ahmad

Ex Pro-Vice Chancellor, Delhi University

Mr. Ashwani Kakkar

CEO, Mercury Travels

Mr. Atul Punj

Managing Director, Punj Lloyd

Mr. B.K. Goswami

IAS, Ex Secretary, Govt. of India

Dr. Vinnie Jauhari

Director, Education Advocacy, Microsoft

Mr. Jasinder Singh

Chairman, Radisson Edwardian Hotels, U.K.

Dr. Naresh Trehan

CEO, Medicity NCR Delhi

Mr. Rajan Jetley

President, Radisson Hotels Asia Pte. Ltd.

Mr. Ramesh Chandra

Chairman, Unitech Limited

Mr. R.K. Puri

Secretary General, HAI

Prof. S.S. Kushwaha

Ex Vice-Chancellor, Ranchi University and MGKV, Varanasi

Executive Management Committee

Mr. Amit Kapur

Mr. K.B. Kachru

Dr. Ramesh Kapur

EXECUTIVE CO-ORDINATORS

Mrs. Neelam Kachru

Mrs. Madhuri Kapur

ACADEMIC COUNCIL

Prof. Abad Ahmad

Ex Pro-Vice Chancellor, Delhi University

Prof. Sandeep Munjal

Director, Vedatya Institute

Dr. Sudhanshu Bhushan

Prof. Vedatya Institute

Dr. Virender Kumar

Ex. Vice Principal, Kirori Mal College, Delhi University

INDUSTRY ADVISORY COMMITTEE

Mr. Rohit Khattar

Managing Director, Old World Hospitality (India) Pvt. Ltd.

Mr. Sandeep Gupta

Executive Director, Choice Hospitality (India) Pvt. Ltd.

Senior Vice President Development, Asian Hotel Ltd.

Mr. Manav Thadani

Managing Director, HVS International

Ms. Deepika Arora

Founder, Rosakue Hospitality

Bakshish Dean

Co-Founder at Culinary Quotient

Praveen Roy

CEO, Tourism & Hospitality Skill Council

Major Rajesh Chauhan

Regional Director HR, IHG

Mr. Arul Mani

GM Training and Development, IHCL

Taj Group of Hotels



IHG ACADEMY

Partnership with IHG to groom future leaders in the hospitality industry through an IHG academy

InterContinental Hotels Group (IHG), one of the world's largest hotel company has a formal partnership with Vedatya which expands IHG's existing IHG Academy programme across India. India's workforce, those between 15 and 64, is expected to rise to 67 percent in 2020 and the challenge is to turn those people into an employable workforce. IHG wants to contribute to the education of the future generation in India through its IHG Academy programme.

Vedatya Institute benefits from the partnership through a range of initiatives including IHG guest lecturers and mentors on campus; work experience placements for its students at IHG hotels; sponsorship of campus facilities as well as the opportunity to connect students with a range of employment options when they are finishing their studies.

The IHG Academy was developed to attract and foster talent by providing real-life skills and enhancing employment opportunities. It is a global initiative by IHG and has more than 180 programmes running around the world.

IHG (InterContinental Hotels Group) is a global organisation with a broad portfolio of 10 hotel brands, including InterContinental® Hotels & Resorts, Hotel Indigo®, Kimpton Hotel & Restaurant®, Crowne Plaza® Hotels & Resorts, Staybridge Suites®, Candlewood Suites®, EVEN™ Hotels and HUALUXE® Hotels and Resorts. IHG manages IHG® Rewards Club, the world's first and largest hotel loyalty programme with nearly 99 million members worldwide.

IHG franchises, leases, manages or owns over 5,000 hotels and 7,54,000 guest rooms in nearly 100 countries and territories, with more than 1,460 hotels in its development pipeline. InterContinental Hotels Group PLC is the Group's holding company and is incorporated in Great Britain and registered in England and Wales.



School of Culinary Excellence (SOCE)

Mission Statement

Develop the next generation of hospitality leaders and entrepreneurs in Asia through quality international hospitality education, training, development and research, using state-of-the-art facilities, self-learning, qualified faculty, and global certification

School of Culinary Excellence

The school of culinary excellence is dedicated to provide highest level of training in culinary domain of the hospitality sector. The institute was established in the year 2000 with the aim of providing knowledge, skills and competencies required for a career in the international hospitality and tourism industry. The programme is designed to bridge the gap of the culinary segment and empowers the students for future leadership roles. Highly experienced and certified faculty members shape the future of the students by adopting wide range of pedagogies; including operational and managerial inputs and supported by strong industry interface. In its short existence, school of hospitality has achieved many milestones:

- » Ranked amongst the premier hotel management institutions of India by the Education Times, Times of India
- » Academic partnership with IHG, world's largest hotel company, in the form of an IHG Academy
- » Demonstrated record of placement at global hospitality chains like Accor, InterContinental Hotels Group, Starwood, Hyatt, Oberoi, J.W. Marriot, Taj Hotels & Resorts and Carlson
- » Record of merit based full year paid internships in England, Australia, Dubai, Malaysia, Singapore, Germany and India
- » Demonstrated record of over 20 years of excellence in academics and research

- » 100 percent placements at management trainee / management positions in leading organisations
- » Vegetables and Herbs are organically grown on campus, which are used by the students for kitchen practical's and regular meals
- » Seasonal fish are sourced from the fish pond on campus, which are then used by the students for kitchen practical's and regular consumption
- » The kitchen waste is disposed naturally without the use of any chemicals, the process is also taught to the student which is the need of the hour
- » Regular chef demonstrations are conducted by the eminent chefs from the industry
- » Vedatya hosts the "Rising Star Chef Competition", one of its kinds for the industry chefs
- » Young talents are recognised through annual Budding Chef Competition hosted by Vedatya for school students
- » Numerous 'Employee of the Month' and 'Gold Awards' won by the students during the Supervised Work Experience (SWE) training
- » Self-organised well received food festivals and events created and executed by students
- » A strong alumni network of successful entrepreneur
- » Applied learning through the implementation of concepts like Farm to Fork, Slow Food & Composting, Sustainability



India's First Institute with an On-Campus Training Hotel

Vedatya is the first institute in India that will have an on-campus training hotel on its new campus on Gurugram Sohna Road in NCR.

Tourism And Hospitality Skill Council (THSC)

Tourism and Hospitality Skill Council (THSC) is a Not – for – Profit Organization, registered under the Societies Registration Act, 1860. The Tourism and Hospitality Skill Council (THSC) is promoted by the Confederation of Indian Industry (CII) with inclusive representation of the Government, Industry, Industry Associations and Training Institutes across India, with financial support by National Skill Development Corporation (NSDC).

Tourism and Hospitality Skill Council (THSC) which is formed by the Industry and for the Industry to tackle the skilling of large manpower to fulfill the industry requirement plays a crucial role in bridging this ever-growing gap.

Vedatya Institute is a THSC affiliated training partner, delivering jointly certified short term skills based courses.



Programme in International Culinary Arts (PICA)

3 Year Full Time Programme (Including Internship)

Specialization in General Cookery

Hospitality industry offers a rewarding pathway for future aspirants looking to advance their career in the culinary domain. With the growth of hospitality sector, demand for qualified chefs has also increased. The industry is facing acute shortage of skilled manpower to contribute to future growth. Various initiatives have showcased the issue so far; however, it has not been handled effectively. The culinary programme offered by Vedatya is an endeavor to bridge the gap by providing structured training support to future culinary leaders. It provides an essential blend of theory with practical exposure to make a successful career in the culinary domain of the hospitality sector.

The specialized culinary programme will act as a stepping stone for budding chefs who want to advance their career in the vibrant sphere of culinary arts. The initial phase of the programme provides an opportunity to acquire fundamental skills. Progressing to advance stage learners will further strengthen their skills and get ready to work in a commercial culinary environment.

Pedagogy

The learning environment at Vedatya is designed to value each student; it promotes a culture of respecting and recognizing individual's effort by providing structured support. The programme focuses on continuum learning with a wonderful blend of theory and practice. It provides a dynamic environment which is encouraging, supportive yet challenging. The practical environment fosters imagination, encourages creativity and provides independence which cultivates self confidence to take bigger leadership roles in future. The theory is designed to promote sustained learning which together with live kitchen demonstration fabricates a unique mix of knowledge and practice. Transferring of the knowledge will be done through following methods:



Practical Training

The institute is well equipped with fully functional Basic Training Kitchen (BTK) and Quantity Training Kitchen (QTK) along with individual work stations to support skills development. Each practical session would be effectively delivered by qualified chef trainers to ensure quality learning. Budding chefs are given autonomy to showcase their talent through various culinary competitions. The practical are continuously assessed followed by a formal feedback to assist self assessment and reflective learning.

Lectures

Practical sessions at Vedatya are backed by relevant theory delivered through class- room lectures, seminars and group work. It covers a range of national and International culinary topics with the focus on specialization.

Industry Chefs

The dynamic world of hospitality needs to be constantly updated with latest happening around the globe. Realizing the need, we frequently invite industry experts to talk on the industry trends and future themes; it helps budding chefs to broaden their horizons. Chefs are also encouraged to demonstrate their expert skill which helps to learn contemporary knowledge.

Assessment Centers

The assessment center emphasizes on employability; it helps student to identify required competencies to be more employable. It is organized in a professional environment to groom student for personal growth and professional development.

Industrial Visits

Visits to industry are an integral part of the programme; it engages students in active learning by providing real working environment. Visits are organized by the institute as per the requirement.

Culinary Competitions

The institute organizes various culinary competitions for the school of hospitality students. These competitions promote individual talent and enhance self confidence. Participants of the internal events are further groomed to represent at National level competitions.

Culinary Arts Academy Switzerland

A UNIQUE EXPERIENCE

Culinary Arts Academy Switzerland offers the best of both worlds in your journey of culinary discovery. Learn more about fine dining cuisine and master the art of chocolate creations. We offer a range of all-inclusive packages – from short courses to gain essential skills to business programmes that complement your culinary education.

We have two campuses, in Lucerne and Le Bouveret. At our Le Bouveret campus, you will develop your culinary craft in state-of-the-art kitchens with a team of highly experienced chef instructors. Best of all, work on innovative projects with the stunning Lake Geneva as your backdrop.

Our Lucerne campus is a pastry and chocolate lover's dream. You will hone your skills with patisserie facilities housed in a former grand hotel, in one of Switzerland's most picturesque cities. Come and discover our campuses, facilities and courses.



CAMPUS IN LE BOUVERET

Culinary arts take centre stage in our Le Bouveret campus. It is where we teach our culinary arts programme – both the Bachelor's Degree and the Swiss Grand Diploma.

Students learn and work in state-of-the-art kitchens, coached by experienced chef instructors. Apicius, our new culinary arts facility, as well as The Mosimann Collection, an extensive library of worldrenowned chef Anton Mosimann's cookery books, are both housed in this campus.

CAMPUS IN LUCERNE

In Lucerne, you will practice your culinary craft in a former grand hotel that is located at the edge of the town's pedestrian shopping area – a bustling tourist district with shops and restaurants. You will hone your pastry making skills in our modern and dedicated pastry and chocolate kitchens.



PROGRAMME STRUCTURE

SEMESTER I					
Food Production and Culinary Arts - I	F&B Service Operations Basic Skills	Bakery and Confectionary Basic Skills	Food Hygine and Sanitation (HACCP)	Word Processing and Spread Sheet Skills	Branding Self & E ective Communication - I
SEMESTER II					
Food Production and Culinary Arts - II	Sweets and Desserts (Basic Skills)	Kitchen Planning and Design	Hospitality Finance Basics	Branding Self & E ective Communication - II	
SEMESTER III					
Supervised Work Experience					
SEMESTER IV					
Cuisines and Cultures of Europe and Mediterranean Regions	Garde Manger	Future of Food (Technology and Human Resource)	Advanced Communication & Personality Development	Gastronomy (Food Sociology and Anthroopoogy)	Supervised Work Experience - Portfolio
SEMESTER V					
A-la-Carte Cooking (Modern Indian and Pan Asian Cooking	Culinary Research and Development	Digital Food Marketing and Food Photography	Future of Chefs	Entrepreneurship in Hospitality, Food Production and Packaging Industries	Slow Food and Sustainable Practices
SEMESTER VI - Supervised Work Experience - Advance					

Module Description

Food Production and Culinary Arts I & II
The module is divided into two semesters and aims to equip students with basic skills required to work in the Professional Kitchen. Students are exposed to multiple cuisines, and get an opportunity to work with leading chefs.

Bakery and Confectionary Basic Skills
This module is designed to enable students to plan, prepare, produce and finish a wide range of pastry products to a professional standard. It would enable to manufacture raw pastry mixes, and plan, produce, and present, a variety of pastry products, after-noon tea time items and savory pastry suitable for inclusion in a selection of desserts.

Food and Beverage Service Operation-Basic Skills
The module aims to equip students with basic skills required to work in the fine dining restaurants. From learning about wines, typology of alcoholic beverages to understanding various types of service approaches, the module will help develop a learner to understand service aspects around food and beverages.

Word Processing and Spreadsheet skills
The module provides useful platform to get our IT skills oriented for real life professional use.

Branding Self and Effective Communication I & II
This purpose of this module is to enable students to communicate effectively in business settings, to teach students effective presentation skills and to prepare students for the workplace.

Food Hygiene and Sanitation (HACCP)
This module is designed to develop the student’s knowledge and understanding of the principles of Food Safety. Module aims to describe the principles of food safety identifying the role of bacteria and non-bacterial agents. It explains the rationale behind food safety management systems based on the principles of HACCP and the role of current hygiene legislation. It also explains the principals involved in the preservation and safe storage of food.

Sweets and Desserts (Basic skills)
This module is designed to provide students with the skills and knowledge necessary for the production of a range of basic and advanced sweets and desserts. On completion of this module the candidate should be able to plan and plate modern, hot and cold desserts, and a selection of sweets and desserts suitable for a variety of occasions.

Hospitality Finance Basics
The module is aimed at building an understanding of basic financial and management accounting to support their appreciation of the way businesses function, control their operations and report on their performance. This is critical for learners to analyze, evaluate performance and make effective decisions.

Kitchen planning and Design
This module is designed to introduce students to the skills required to evaluate the design of a production kitchen and the equipment used within the production kitchen. The candidate will learn how cost, efficiency, food hygiene and health and safety regulations affect the design of a production kitchen. The students would critically examine the factors affecting the planning, design and financing of a production kitchen, the effectiveness of a range of kitchen equipment for a food production kitchen and evaluate the effectiveness of a production kitchen design.



Supervised Work Experience

This module is a practical element of a work-based learning experience, it leads to the acquisition and development of professional and technical skills through an on the job engagement with all the skills acquired on the programme.

Cuisines and Cultures of India and Mediterranean Region

This module is designed to enable students to develop practical cookery skills and produce dishes to an advanced level and will provide candidates with the opportunity to evaluate the dishes that they have produced. It focuses on modern and traditional methods of cookery suitable to a variety of service styles, the presentation styles as currently used in the catering and hospitality industry.

Garde Manger

This module is designed to enable students to develop practical cookery preparation skills and produce cold items to an advanced level and will provide candidates with the opportunity to evaluate the dishes that they have produced. On completion of the module the candidate should be able to apply a range of food preparation techniques to a wide range of cold preparations, apply a range of cookery methods and presentation styles to a wide range of commodities to produce dishes, to an acceptable commercial standard.

Gastronomy (Food Sociology and Anthropology)

The restaurant sector has experienced immense development in recent years. Not only has it grown significantly in scale, but, also it is now more diverse, vibrant, stylish and quality-focused than ever before. The central purpose of this module is to investigate, what shapes and drives consumer preferences within the international restaurant sector. What influences contemporary culinary taste and our dining habits?

Future of Food (Technology and Human Resource)

The module future of food will focus on the technological advancements in the areas of food production and manufacturing. Hospitality industry is adopting technology in operational areas faster than ever, not only the technology, but, also the demand for human resource is changing; therefore, it is important for the potential culinary leaders to research and study the future of food and its paradigm shift.

Advanced Business Communication and Personality Development

Across semester three, we focus on your search for your internship placement and your plans for a placement in the industry and your future career. The starting point is the employers' view of what they want from the students / graduates. You will then go on to consider your own strengths and weaknesses in relation to employment and plan for your future development. During semester one and two, you would have completed an assessed mock interview and a technical interview. In this semester you would have time, opportunity and assistance to hone your skills and strengths and work on your weaknesses.

A-la Carte Cooking (Modern Indian and Pan Asian Cooking)

This module will allow students the opportunity to gain underpinning knowledge working in a professional kitchen as part of a team whilst operating an "A-la Carte system". On completion of the Unit the candidate should be able to prepare a wide range of dishes, which are suited to restaurant presentation, cook a wide range of dishes using a variety of cookery processes and present a wide range of dishes to a commercially acceptable standard.

Culinary Research and Development (Non Taught Module)

This module is designed to develop the student's competency in the culinary research and development. Students will research Indian and International cuisines, their cultures, festivals, social and geographical influences and select a number of dishes for further development. The researched recipes will be practices and documented in the standard format to be used further.

Entrepreneurship in Hospitality Food Production and Packaging Industries

The module will combine an academically grounded and practical approach to entrepreneurship. By engaging with theories and concepts within the industry context, it will consider both academic findings and the reality of the operating environment.

Slow Food and Sustainable Practices

The objective of the module is to identify and discuss the contemporary gastronomic trends with the focus on sustainability, food chain and slow food. The module would evaluate and synthesize slow food literature, critically analyze fundamental theories and apply concepts and traditions in the development of novel recipes. It would assess the traditional, cultural and economic impact on the global food production and current sustainable practices. Students will learn the complete food cycle by gaining hands on experience on procuring, sowing, harvesting, cooking and serving of the food.

Digital Marketing and Food Photography

The module aims in exploring food promotion and marketing through social media and other online platforms. It would emphasize on internet and internet technologies for conducting business. The module investigates such issues as online promotion, guest feedback, product development and marketing in the global environment.

The food photography component of the module aims to introduce students with the world of food photography, its styling and food critique. The module is aligned with current and future industry demands and will take cooking to the next level of styling and presenting. The visual appeal of the food is equally important as the taste of the food; therefore, the module aspires to enhance the culinary artistic skills and knowledge relating to food writing.

Future of Chefs (Non Taught Module)

This module is designed with an aim to explore alternative and futuristic career options for the chefs. It would describe the skills and knowledge required to perform the duties of possible career options. The module is aligned with the current industry requirements and would help students look beyond the traditional approach of career advancement.



Programme Delivery

In the context of learning and teaching pedagogy, the mission of both Culinary Arts Academy, Switzerland (CAA) and Vedatya is to provide excellence through experience. The Institute therefore uses a number of learning and teaching approaches to achieve this end and prepare students for lifelong learning. In addition to formal lectures, the programme makes use of seminars, guest lectures, business games, case studies, simulations and projects. Students will have the opportunity to develop their vocational and managerial skills using our state-of-the-art hospitality facilities. Our learning and teaching approaches also help students develop transferable skills such as teamwork and communication skills, which are essential in a personal as well as professional context.

The delivery of the curriculum at Vedatya is achieved through-

LECTURES

Lectures provide the necessary theoretical framework and concepts and students will be expected to undertake prescribed reading on the topic area in advance.

GUEST SPEAKERS

The institute actively supports a variety of guest lecture programmes. Subject specialists from both hospitality and the wider business community lecture students on current topics, thereby ensuring exposure to the latest industry thinking and approaches.

WORKSHOPS & SEMINARS

Workshops and seminars are used as an effective means of demonstrating knowledge and understanding in a specific subject area. Students having undertaken independent or group research will have the opportunity to present and discuss their findings within a controlled environment.

CASE STUDIES/ BUSINESS GAMES/ SIMULATIONS

These are used to develop students problem-solving skills. Students will analyse and evaluate a range of industry specific information and are expected to draw objective conclusions and provide workable solutions to the problems encountered.

INDUSTRIAL VISITS

These are seen as an essential component of the curriculum. Students will visit various operations and organizations representing the different sectors of the industry. These visits provide students with the opportunity to assess current operating systems, procedures and practices at first hand.

Programme Highlight

The School of Culinary Arts (SOCA) has a strong emphasis on interdisciplinary approach to learning that is delivered through excellence in academic teaching, applied methods of research and a practical approach to training and consultancy. Teachers who not only have academic experience but also have extensive industry experience deliver the programme with a goal of providing students with real world knowledge and skills to be effective hospitality leaders and entrepreneurs of the future.

The key features of programmes are as follows.

KNOWLEDGE

At Vedatya, our students experience high quality of academic delivery in terms of course content by experts in their respective areas. The teaching pedagogy at the institute includes learning outcomes through the use of lectures, case studies, group discussions, role plays, simulation games and live projects. The section on “Teaching Methodology” provides a detailed description of this unique form of knowledge transfer.

ACTIVE INDUSTRY INTERFACE

In an ongoing endeavor to ensure that the students are exposed to the contemporary practices in theoretical learning and practical training, Vedatya has designed an active industry interface in the form of guest lectures, industry visits, industry mentorship programme, live projects and other similar initiatives. Seasoned industry professionals from a wide spectrum of corporate functions routinely feature as guest speakers, visiting faculty and conference participants to provide a real world perspective and an enhanced student learning experience. The students gather valuable perspective and guidance from industry visitors and gain insights into corporate life.

GLOBAL EXPOSURE

Vedatya recognizes the importance of a global perspective for its students in this boundary less world. Therefore one of the institute’s criteria for recruiting faculty is to bring teacher on board who have global teaching and industry experience. This invaluable knowledge is of immense benefit to Vedatya students.

The global perspective is emphasized at Vedatya also through its curriculum. The course work showcases the interrelatedness of global political, economic, legal, social, technological, cultural and environmental systems to business situations.

Additionally, the students in many-a-case are taken for interactive sessions to and corporate organizations at international locations. The visit involves interaction with the industry and local universities. This helps students understand the global business climate. All costs are borne by the students.

Projects and Engagement in Community Service

We at Vedatya ensure that our students not only emerge as successful business leaders but also mature to become responsible citizens who make a meaningful contribution to the society. The program provides a platform for students to appreciate and contribute in activities and issues of social relevance. Our program places special emphasis on training students in the use of managerial sciences for the rural sector. This is also in line with the evolving business standard. In recent years Corporate Social Responsibility (CSR) has become a fundamental business practice and has gained much attention from chief executives and executive management teams of larger international companies. They understand that a strong CSR program is an essential element amongst the portfolio of business initiatives. Hence it is no surprise that most employers prefer to hire students with real world community service experience that makes you a multifaceted professional and sets you apart from the competition.

Vedatya offers special avenues to expose its students to various societal concerns and also undertake projects to contribute meaningfully to the world around us. In this respect, we have an active collaboration with an NGO called Goonj. This initiative is a unique resource mobilization activity for providing clothes and other basic amenities to millions of people in the far-flung areas by turning one's waste into a resource for another. Initiated in 1998 with just 67 clothes, Goonj now sends out over 20,000 kgs of material every month in 19 states. They are targeting their efforts towards people steeped in poverty in some of the remotest parts of the country. Goonj have won many prestigious awards including CNN IBN Heroes Awards, India NGO of the year Award, Change Makers Innovation Awards and Development Market place Award from the World Bank. Vedatya is therefore very proud to be part of such an initiative.



TOTAL PERSONALITY DEVELOPMENT

We believe personality has the power to open many doors and take pride in enabling comprehensive personality development of all our students. The industry values professionals with traits that include high personal grooming standards, etiquettes that are sensitive to cultural context, and personal work ethic. Our students are prepared and positioned to meet any corporate expectations in this regard through various workshops and training sessions designed and delivered by experts on the following subjects.

- » Fine dining etiquettes
- » Self-esteem and confidence building
- » Public speaking and presentation skills
- » Interview techniques and group discussions
- » Voice modulation and body language
- » Social graces and proper email & telephone etiquettes
- » Personal hygiene and grooming essentials
- » Working in cross cultural teams

Teaching Methodology

CURRICULUM DELIVERY

At Vedatya, we focus on learning that is vibrant, engaging, supportive and rewarding. Students learn through critical enquiry with practical insight in preparation towards management careers. We have developed a wonderful blend of learning, which includes pedagogy where the teacher imparts his knowledge and experience, andragogy where the student is encouraged to learn by seeking information through research, and epistemology where the student applies one's learning to real life situations. We develop the habit towards continuous learning throughout one's life. Curriculum is delivered using the following methods:

ASSIGNMENTS

As part of their course work and assessment of research, students are required to analyse and deliver solutions to professional issues

PRACTICAL TRAINING

Students work on the latest front-office software in the IT labs and get familiarized with E-formats of current day distribution systems

APPLIED LEARNING

Students managed food truck on campus

LECTURES

Lectures provide the necessary theoretical framework and concepts, and students are expected to read the prescribed topic area in advance

GUEST SPEAKERS

The Institute actively supports a variety of guest lecture programmes. Subject specialists from both hospitality and the wider business community lecture students on current topics, thereby ensuring exposure to the latest industry thinking and approaches

PSYCHOMETRIC TESTS / ASSESSMENT CENTRES

Students undergo various psychometric tests that help them understand their learning styles, term roles, strengths and areas of improvement. We also run Assessment Centers for students to assist them with interviewing skills and career planning aspects

CASE STUDIES / PROJECTS

These are used to develop student's problem-solving skills. Students analyze and evaluate a range of industry specific information, are expected to draw objective conclusions and provide workable solutions to the problems encountered

INDUSTRIAL VISITS

These are seen as an essential component of the curriculum. These visits provide students with the opportunity to assess current operating systems, procedures and practices on a first hand basis

FEE STRUCTURE

Undergraduate Programme

Programme in International Culinary Arts (PICA)
3 Year Full Time (including 1 year internship with an option for international location)

Year	Installment 1 (By Jun. 7th)	Installment 2 (By Oct. 7th)	Installment 3 (By Feb. 7th)	Vedatya Fee (₹)
Year 1	100,000	95,000	95,000	2,90,000
Year 2	95,000	95,000	95,000	2,85,000
Year 3	95,000	95,000	95,000	2,85,000
Total				8,60,000

Note: GST @18% and any other applicable taxes are additional. Taxes are subject to revision as per the statutory policy of the government of India.

*Year 1 instalment 1 to be paid as per the offer letter, please refer your offer letter for payment deadline

Terms and Conditions

- » A refundable programme security deposit of Rs. 15,000 is to be paid at the time of admission. This is fully refundable when the student completes the programme or for some reason when he/she leaves the programme
- » If a student leaves the program in the middle of an academic year, then he/she is liable to pay half the annual fee for the particular year
- » Any taxes as applicable by law are not included in fees and will be charged additionally
- » International trip opportunity can be availed at an extra cost as communicated closer to the departure date
- » Learning resources are provided/facilitated by the institute at extra cost
- » A one-time charge of Rs. 25,000 (inclusive of taxes) is payable before the programme’s commencement towards a uniform and culinary kit

Fee Refund Policy

- » The registration fee is refundable only in case the candidate fails or does not meet the 50% marks requirement (in best 4 subjects) in class XII or equivalent exams. It will not be refunded under any other circumstances
- » In case a student fails to join the programme or withdraws from the programme after the course has started, then only the refundable security deposit will be refunded (after completing a no due clearance process)

Eligibility and Admission Criteria

- » Class 12 of the Indian School System with minimum 50% (in best 4 subjects) in CBSE, ICSE or equivalent accreditation
- » Test to establish aptitude and an interview will be conducted
- » A candidate can either fill online application form or download it from the website and send the duly filled application form to the address mentioned on the form along with a draft of Rs.1500 drawn in the favour of “Umak Educational Trust” payable at Gurugram. Candidate can also obtain the application form from the Institute’s Admission Office by depositing Rs.1500 in cash
- » Selection is based on personal interview and aptitude test



Hostel And Transportation

AC ACCOMMODATION CHARGES

	Installment 1 Semester 1	Installment 2 Semester 2	Total (₹ per annum)
Triple Seater	87,500	87,500	1,75,000
Double Seater	1,00,000	1,00,000	2,00,000
Single Seater	1,25,000	1,25,000	2,50,000

Non-AC ACCOMMODATION CHARGES

	Installment 1 Semester 1	Installment 2 Semester 2	Total (₹ per annum)
Triple Seater	70,000	70,000	1,40,000
Double Seater	85,000	85,000	1,70,000
Single Seater	95,000	95,000	1,90,000

Terms and Conditions

- » 3 basic vegetarian meals per day are included in the hostel fee. A-la-carte food & beverage will be charged extra
- » The hostel fee mentioned above is AI (all inclusive) for one academic year and is payable in two installments
- » A security deposit of Rs. 20,000 is to be paid at the time of admission to the hostel. This is refundable after accounting for any damages attributable to the student and will be paid at the time of exit. Please note that a student has to commit for a minimum of one year stay and the fee is payable for minimum of six months at a time. Only in exceptional circumstances will a withdrawal application be considered. If the hostel withdrawal request is granted, then the fee already paid will be forfeited
- » The hostel facility is available only during open/continuous academic semester. Hostel closure dates will be communicated by hostel administrator. Any exceptions for exam / placement related requirements will be through prior management approval

Transportation

- » Rs. 60,000 annually (payable in two instalments in semester 1 & semester 2) for a pick-up and drop-off for day scholars from IFFCO Chowk Metro station, Gurugram, to campus on Sohna Road
- » Other pickup/drop points shall be communicated in due course of time along with applicable charges

Note: Hostel & Transportation fee are subject to an increase next year

Academic Resources

Vedatya Learning Resource Centre

The state-of-art library equipped with multimedia facilities is a student's delight. It uses LibSys software which is an integrated multi-user library management system that supports all the in-house operations of the library. It has a rich collection of book, video cassettes and CD-ROMs on Hospitality, Business Management and Information Technology and houses 175 national and international journals. The Resource Centre also has institutional membership of British Council Library and life membership of Indian Library Association (ILA) & Management Library Network (MANLIBNET).

Proquest Abi/Inform Database proquest.umi.com

One of the world's first electronic databases, PROQUEST-ABI/INFORM has been a premier source of business information for more than 30 years. The database contains full text, abstract/index of articles from 2500 journals that help researchers track business conditions, trends, management techniques, corporate strategies, and industry-specific topics worldwide.

INDIASTAT www.indiastat.com

Indiastat provides an oceanic depth of India-specific socio-economic statistical facts and figures culled from various secondary level authentic sources. Over half-a-million pages of statistical data have been qualitatively analysed, condensed and presented in a user-friendly format. This exhaustive and methodically compiled data can easily be accessed within three or four clicks.

CAPITALINE PLUS www.plus.capitaline.com

Capitaline Plus is an online/corporate database of more than 10,000 Indian companies. It provides extensive financial (5 to 10 years) and non-financial information, share prices, charts and news; extensive data on every company; bio-data, collaborators, expansion plans, shareholding patterns, 10-year profit & loss, balance sheet, schedules & notes to account, fund flows, financial ratios full text of director's Reports, auditor's report and extensive news clippings.

BOOKS

Over 10,000 titles out of which majority are international texts. One of the largest collection of hospitality texts and journals in India.

COMPUTING RESOURCE CENTRE

Vedatya has invested heavily in the latest information technology equipment so as to enable its students to use technology as a learning resource. Students have the facility to sit in a classroom environment with one to one computer-student ratio. This provides an opportunity for the students to fully understand the use of computers as an educational tool. Relevant details, of this facility are as follows -

- » **TEACHING LAB with networked computers**
- » **INTERNET LAB with networked computers**
- » **Broadband connectivity**



Research at Vedatya

Vedatya is a research-oriented institute of higher learning. Our faculty authors books and publishes their research in some of the top tier publications and journals worldwide. Following education and research initiatives by the institute are a testimony to its research focus.

JOURNAL OF SERVICES RESEARCH (JSR)

Vedatya's Journal of Services Research (JSR) is an effort in building and documenting a corpus of research and analytical work which can facilitate decision making in the most dominant sector of the Indian economy – the services sector. It is owned and authored by the institute for over a decade since the year 2000 and is an effort to promote global researchers who focus on issues related to services management. JSR is a well researched & tested benchmark for the industry and sets new directions for future trends in research. The key features of the journal are as follows -

- » Features in the international databases – EBSCO (www.epnet.com) and Proquest (www.proquest.com). These databases provide online access to over 2500 journals (full text) therefore providing global reach and circulation to JSR
- » Participation by global researchers from US, UK, France, Australia, Japan, China and other parts of Europe
- » The editorial board of JSR includes 25 national and international members and 30 global reviewers. Board members include eminent academicians from India and abroad.

SERVICES CONFERENCE

The International Conference on Services Management (ICSM) was started by Vedatya in 2005 to explore the influence of technology on management of services across various segments such as information technology, healthcare, hospitality, telecom, education, infrastructure, retailing, and logistics. It also assesses how technology drives globalization and contributes to superior customer experience.

Since its inception, ICSM now has four additional international partners, Oxford Brookes University (OBU), UK, and The Pennsylvania State University (PSU), US, Virginia Tech University in US and Institute of Tourism Studies in Macao. As a result, ICSM is now a global conference held on a rotating basis in India, Europe, and US.

Recent Books by Faculty

THE INDIAN HOSPITALITY INDUSTRY: DYNAMICS AND FUTURE TRENDS

India has been in transition for the last two decades, moving from a mixed economy toward a market economy model, and the Indian hospitality industry is metamorphosing into a mature industry. It is time that the story of the Indian hospitality industry is told. The Indian Hospitality Industry: Dynamics and Future Trends tells that story, one defined by the industry's push for growth in revenues and the struggle to match the revenue growth with profitability.

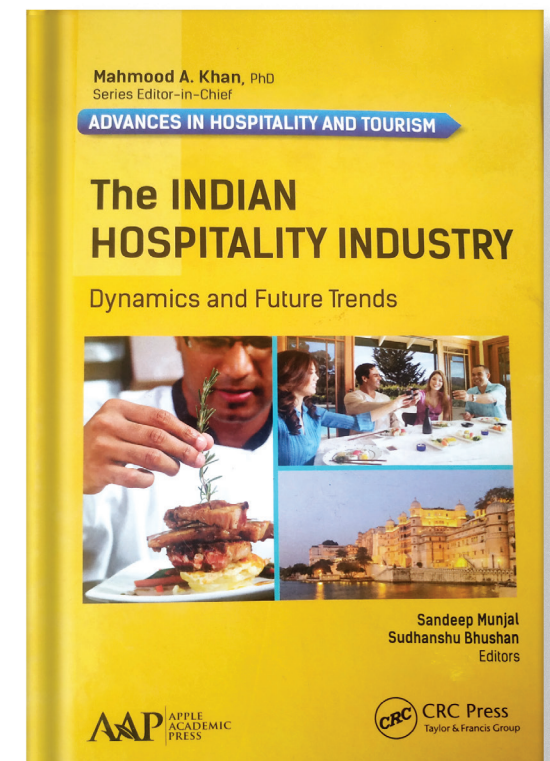
The volume includes a selection of insightful chapters that offer research into the multiple dimensions of the Indian hospitality industry. The book covers many segments of the hospitality sector, including hotels, events and catering businesses, and restaurants and coffee shops, both domestic and small mom-and-pop businesses as well as international chains. The opening chapters set the tone for providing an overarching perspective on the status of the industry in terms of the macroeconomic variables and how they may have impacted the health of hospitality businesses in India. The book then goes on to explore a wide variety of issues.

The editors and chapter authors are either practitioners themselves or researchers, looking at both domestic and international hospitality business in India and a wide variety of economic factors. The information divulged here will be important for stakeholders, which includes domestic and international hospitality professionals, business leaders, investors, and those in governmental positions, especially in the tourism ministry. The volume informs on the issues and challenges that the hospitality industry in India is up against. The book looks at the dilemma of a industry that responded to the demand growth promise by ramping up supply, only to find that the investments made were received by an actual growth that was way shy of forecasts and left investors with unexpected losses on their profit & loss statements and bloodied balance sheets.

About the Author

Sandeep Munjal is a Director at the Vedatya Institute, Gurugram, in the National Capital Region (NCR Delhi).

Sudhanshu Bhushan is currently Professor at the Vedatya Institute, Gurugram, India.





MANAGING SUSTAINABILITY IN THE HOSPITALITY AND TOURISM INDUSTRY

As the world's natural resource base is limited, the world is looking for solutions in the domains of energy, water, alternate building materials, resource redeployment, and sustainable livelihoods as well. This new book focuses on the important concern of sustainability in tourism and hospitality industry. The authors look at various aspects of the hospitality sector and analyze each of those from a sustainability standpoint. The book includes case studies that are global in nature and that show how sustainable applications can be used and how concerns can be addressed.

Some Chapters authored by Vedatya faculty

- » Munjal, S and Munjal, P.G. (2014) Sustainable Tourism Destinations: Development and Creation', Jauhari, V.(eds) 'Managing Sustainability in the Hospitality and Tourism Industry', Apple Academic Press.
- » Bannerjee, R and Munjal, S. (2014) Sustainable Restaurants- Current status and future path', Jauhari, V.(eds), 'Managing Sustainability in the Hospitality and Tourism Industry', Apple Academic Press.
- » Tripathi, G and Munjal, S. (2014) Heritage Communication and Sustainable Tourism- Current status and future path', Jauhari, V.(eds), 'Managing Sustainability in the Hospitality and Tourism Industry', Apple Academic Press.
- » Anjana Singh and Bandana Rai (2014), Conception of Sustainable Accommodation Practices in Hotel for Tomorrow: in Jauhari, V. (2014) for the book 'Managing Sustainability in the Hospitality and Tourism Industry', Apple Academic Press.
- » Sharma, Sanjay (2014) Sustainable Culinary Practices', Jauhari, V. (eds), 'Managing Sustainability in the Hospitality and Tourism Industry', Apple Academic Press.

INNOVATION MANAGEMENT

Innovation Management a comprehensive textbook designed to meet the needs of postgraduate management students was released in June 2014. The book aims to capture the essence of innovation in the dynamic environment of today.



The foundation of all successful companies has been the practice of innovation. This book is universal in its approach and integrates both macro and micro perspectives of innovation, especially from the context of emerging economies. It provides a unique treatment of continuity and change as a dynamic process of evolution in managing innovation. It also deploys a multidisciplinary approach combining knowledge and experience of the authors in the domains of knowledge management, technology management, strategy, and entrepreneurship.

Besides students, the book will also be a useful tool for practitioners, consultants, entrepreneurship, and policy makers.

- » Provides a holistic framework for innovation integrating contexts of developed and developing economies
- » Links the concepts of innovation to the socio-economic environment and demonstrates the paradigms across various geographical regions

» Includes unique topics such as corporate entrepreneurship, open innovation approach, role of venture capital, and industry- academia partnership

» Discusses innovation practices of firms such as procter and gamble, Apple, Samsung, Nokia, ITC, Marriot, and Reliance

» Includes numerous cases of companies such as Google, Facebook, Hewlett-Packard Open Labs, and McDonald's

About the Author

Vinnie Jauhari is Ex. Director, Vedatya Institute, Gurugram. She has over 14 years of academic and was earlier Region Lead of HP Labs Open Innovation Office for India. Dr. Jauhari obtained her Phd in corporate entrepreneurship from IIT Delhi and is a post-doctoral fellow from United Nations University, Tokyo.

Sudhanshu Bhushan is currently Professor at the Vedatya Institute, Gurugram, India.



The Food and Beverage Hospitality Industry in India- An Emergent Segment

This book, *The Food and Beverage Hospitality Industry in India: An Emergent Segment*, presents the story of growth and change of what is still a largely unorganized food and beverage service industry in India. With the authors' experience in both industry and academia, the volume provides a holistic perspective of the current performance and identifies the topical issues and the challenges faced by the Indian food and beverage industry. The authors offer an insightful discussion on where the industry is headed and how it can move from top-line driven growth to a bottom-line supported one.

About the Author

Sandeep Munjal is a Director at the Vedatya Institute, Gurugram, in the National Capital Region (NCR Delhi).

Sanjay Sharma is currently Head of School, School of Culinary Excellence at the Vedatya Institute, Gurugram, India.

LIFE AT VEDATYA

The student activities at Vedatya offer some of the most interesting, memorable and fun aspects of the student life. The co-curricular and extracurricular activities offer an opportunity for students to develop and augment their interests and passion. The institute believes that students learn much better through a multi-disciplinary approach and therefore learning can be imparted not merely through books but also through a host of extracurricular activities. Such activities provide a forum to discover and develop personal interests and are a core component of the student's life.

The diversity of activities at the institute is listed below.

STUDENT ACTIVITIES

Student activities at Vedatya provide students an engaging and vibrant co-curricular experience. The activities provide students forums to discover and develop their talents. These activities are a part of the academic calendar at Vedatya. There are many ways for students to get involved at the campus and make a positive impact. The student activities offer opportunities for students to take the lead in organizing events and develop their leadership and teamwork skills. Some of these activities are as follows.

- » Cultural Festival
- » Chaupal- Conference with a difference
- » Orientation
- » Chaupal- Conference with a difference
- » Picnics
- » Rangoli / Flower Decoration / Sand Art / Wall Painting / Best out of waste/Website Designing Competition to name a few
- » Budding Chef Competition
- » Fresher's Party





SPORTS

Sports serves as a medium for bringing students from all cohorts together and enjoy their favorite game. Sports competitions are an excellent way of preparing students for state or national level competition performance. The campus offers some of the best sports facilities with a full-fledged cricket pitch, football field, basket ball, lawn tennis and badminton courts. Some of the Indoor and outdoor sports competitions organised at the campus are as follows.

- » Vedatya Cricket Tournament
- » Korner Kick - Football Tournament
- » Chess Competition
- » Table Tennis Tournament
- » Lawn Tennis Tournament
- » Basketball Tournament
- » Badminton Tournament

STUDENT CLUBS

At Vedatya we have a student council that manages all student related activities. There is a faculty member attached to the council to provide guidance and support. Students are encouraged to develop their leadership, interpersonal and networking skills through taking up management roles in various student led clubs. Following are some of the clubs that are being managed by the students and assisted by faculty.

- » Finance Club
- » Marketing Club
- » HR Club
- » Literary Society
- » Cultural Society
- » Sports Society
- » Hospitality Society

PROFESSIONAL COMPETITIONS

The different societies and clubs at Vedatya organise professional competitions for students to learn how to work as a team and develop leadership skills. The competitions help students apply what they learn in the classroom to challenging situations. Professional competitions are an innovative approach to education that combines excitement and fun to learning. Learning can therefore be imparted not merely through books but through a host of extracurricular activities that provide a forum to discover and develop talent. Some of the professional competitions organised at the campus are as follows.

- » Ad-mad Show
- » Current Affairs
- » The InQuizitive
- » I beg to differ
- » Off the cuff
- » Konquer



ALUMNI SPEAK



I am an Alumni of the 2011 SHTM batch and already striving to become one of the youngest General Manager at IHG. A lot of it has to do with Vedatya and the various faculty members who guided me in the most crucial years. The curriculum at the institute which is research based is clearly the USP for me. I find the curriculum very helpful that encourages logical thinking & creates a strategic bent of mind which is quintessential for a student aspiring to be a leader in the professional world. Add to it, practical experience in the 1st year, Internship in the 2nd year, management modules and the thoughtful industry interface in the last 2 years, and you have a winner.

Abhishek Verma
SHTM 2011 Graduate
General Manager, ITC Fortune Hotels



My experience at Vedatya has been absolutely great so far. I had personally visited the Institute when I was in 11th grade and from that moment itself I really liked the faculty as well as the institute. The campus has its own scenic beauty. Despite the Covid-19 situation all the faculty members have handled and managed the online classes very well. They have tried to simplify the course and make it more interesting. I am lucky to be a part of PICA 2020 Cohort and looking forward to learn more about the food, beverages and especially about the bakery modules and to be able to grow as a professional in this industry.

Aarushi Kapoor
PICA 2020 Graduate
Programme in International Culinary Arts, 2020



Being a part of Vedatya family, I have set up myself as a winning professional in the recent times by executing my skills acquired from my academic qualifications and practical experiences in the ever active Vedatya. I have raised myself as a professional in the past recent years not only by learning cooking skills, but also gaining an highly professional management skills for an organization with the support of highly skilled Vedatya faculty.

Akshit Dhingra
SHTM-2012 Graduate
Chef at Angelina Paris, Dubai
Chef Entrepreneur

It is my immense luck and fortune to be the part of Vedatya as a student. They have made efforts ensuring that maximum students grasp the right knowledge even in this pandemic. I have huge respect, love and devotion for entire faculty members and the entire department. I will always be grateful to them for providing me a platform of practical learning and preparing me for the hotel industry.

Ishaan Tyagi
PICA 2020 Graduate
Programme in International Culinary Arts, 2020



INDUSTRY SPEAK

Vedatya - School of Hospitality and Tourism Management students have been well received by the industry.



We see Vedatya as a very forward thinking, responsive & responsible partner. The commitment, dedication & enthusiasm displayed by the Vedatya Team is infectious. We at IHG look forward to continuing our great working relationship with them in the years ahead.

~ Major Rajesh Chauhan

Director Human Resources, South West Asia IHG



It is indeed a pleasure to be associated with Vedatya as a mentor. Your Hospitality programme is really well structured to deliver quality managers to the industry.

~ Kushagra Nagrath

Owner, IHC-Innovative Hospitality Consultants



We have had a fantastic working relationship with 'Vedatya' over the last two years. The students are groomed to become true professionals. Our experience with all the students from Vedatya has been that of exceptional performance, and a willingness to learn.

~ Yuvraj Singh

Founder, Shloka Events



We are extremely pleased with the quality of students at Vedatya. This is reflected in our very high selection rate of over 70% at your campus (i.e. 5 out of 7 students) vis-a-vis other Institutes where our ratio of selected students over applicants have varied between 8-15%. This speaks volumes about the education and exposure that Vedatya is providing to its students through the hospitality programme. Looking forward to visiting your Institute again year after year!

~ Zia Sheikh

Chief Executive Officer, Svenska Design Hotels



The quality of training, the contemporary curriculum and professional delivery of the programmes in hospitality and business management at Vedatya is quite impressive. I am sure with the amazing learning environment that your sprawling campus has to offer, the institute will achieve higher goals in years to come. Keep up the good work.

~ Mayank Tandon

Head – Food Services, The Future Group



'Vedatya' offers comprehensive high quality programmes in Hospitality with a clear employability focus. The students are groomed to become true professionals. Their programme delivery approach and willingness to partner and work with Industry is what clearly differentiates the institution. I look forward to working with Vedatya as an industry partner.

~ Dilpreet Singh

General Manager, J W Marriott

INTERNSHIP & PLACEMENT HIGHLIGHTS

SHTM students at Vedatya have had excellent placements for the last 13 years.

- » Promoted by Radisson Blu Plaza, Delhi Airport, founded by Carlson Group, USA, academic partnership with InterContinental Hotel Group in the form of an IHG Academy
- » Ranked amongst the premier hotel management institutions of India, by Education Times, Times of India
- » 100% placement and internship record with premium organisations
- » Majority students placed abroad for internships since inception
- » Students have interned at locations such as UK, Austrailia, Dubai, Mauritius Malaysia, Singapore, Germany and India
- » Numerous ‘Employee of the Month’ and ‘Gold Awards’ won by the students, during the SWE training

Students placed predominantly in management roles, such as

- » Management Trainee (MT)
- » Events Manager
- » Manager Revenue
- » Guest Relations Manager
- » Banquet Manager
- » MT - HR
- » Front Office Manager
- » Conference & banqueting Manager
- » Supervisor
- » Meeting & Events Asst. Ops Manager
- » Chef
- » MT – OCLD

Note: For details on placement record visit website www.vedatya.ac.in



INTERNATIONAL RECRUITERS

Crown Plaza, Malaysia
Sunway Resort, Malaysia
Holiday Inn, Germany
Grand Hyatt, Dubai
Shanti Ananda, Mauritius
Hotel Strand, Germany
Ritz Carlton, Singapore
Radisson South, US
Four Seasons, Australia
J.W. Marriot, Dubai
Taj Palace, Dubai
Conrad Hotel, UK

NATIONAL RECRUITERS

The Oberoi, Gurugram
Taj Hotels, Delhi
Westin, Gurugram
Pullman, Gurugram

INTERNATIONAL RECRUITERS

NATIONAL RECRUITERS

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FACULTY PROFILE

Vedatya has extremely talented pool of faculty members and it is one the strongest asset for the institute. They have brought rich experience of research, industry and teaching to offer these to our present and future students.

MUNJAL, SANDEEP Director

*Masters in Business, Temple University, USA
BSc(Hospitality), Widener University, USA
Diploma (Hospitality) (Gold Medalist), IHM, Aurangabad
Certificate of Teaching in Higher Education,
Oxford Brookes University*



Professor Munjal brings in a diverse experience of over 23 years in both industry and academia. During his early career he worked in management positions in the hospitality and retail sectors both in India and internationally. Taj Group of Hotels, Aramark Corporation (USA) and Compass Group are some of the prominent companies he has worked for at various management positions. In academics, his strengths lie in the domain of 'Strategic Management', 'Operations Management' and 'Sustainable Tourism'. He is an active researcher who has published widely in international and domestic journals of repute in the areas aligned with his teaching interests. He has been associated with Vedatya Institute for over nine years and has provided leadership to its Hospitality School prior to being elevated to his current role.

SHARMA, SANJAY Head of School | School of Culinary Excellence

*MBA, Birmingham City, UK
Degree in Hotel Management, IHM, Lucknow
Certificate of Teaching in Higher Education*



Sanjay Sharma is a certified hospitality professional from Oxford Brookes University, UK and has over 17 years of work experience in the hospitality industry and academia. A graduate from Institute of Hotel Management, Lucknow, he brings rich national and international work experience. He upgraded his education and honed management skills through an MBA from Birmingham City University, Birmingham UK and subsequently worked with Whitbread, UK at various positions. Some of the prominent names that he was associated with include Taj Hotels, The Park, IHM PUSA, IIMT Oxford Brookes University, Premier Inn, UK and Whitbread, UK. He is also a certified food handler from Whitbread academy, Birmingham, UK. Sanjay Sharma is also an avid researcher, published books, presented papers in International conferences and has published widely in the area of gastronomy, culinary heritage, slow food and culinary tourism.

TIWARI, SHWETA Assistant Dean

*Ph.D from Mohanlal Sukhadia University, Udaipur,
MBA from Bhilai Institute of Technology From Chhatisgarh
B.Sc Mathematics from Pt. Ravi Shankar Shukla University,
Raipur*



"Human Resource Planning at Dairy sector in Rajasthan".

A passionate teacher to the core she has spent over 7 years in Management education. Dr. Tiwari's area of interest includes Human Resource Management, Organizational Behavior, Training and Organizational Development, Manpower Planning & Performance Appraisal etc. Her research area includes

(USA). She has held various operations and decision making positions with some of the major players of the hospitality industry - Taj Groups of Hotels, Hyatt Regency, and The Imperial, New Delhi, India. She holds an All India First Position in Annual examination for M.Sc. Hospitality Administration and has also been awarded a Gold Medal and Certificate of Excellence from Ministry of Tourism.

BHUSHAN, SUDHANSHU Professor

*Ph.D (Boston University, USA),
Certificate of Teaching Higher Education (CTHE), (Oxford
Brookes University, U.K.)*



Dr. Bhushan has extensive teaching and corporate experience in US, Europe and Asia. In India, he was an Economist with FICCI. Prior to joining Vedatya, Dr. Bhushan was Associate Dean at G.D. Goenka World Institute and facilitated collaboration between Lancaster University and GD Goenka. Prior to that, he was Founder Director of JK Padampat Singhania Institute of Management and Technology, Gurugram. A gold medalist in management education, he is a guest faculty at many International Business schools in US and Europe.

SINGH, ANJANA Head of School, School of Hospitality and Tourism Management (SHTM)

*Ph.D from IGNOU
MSc (Hospitality Administration), IHM Pusa, Delhi
Post Graduate Diploma in Training and Development, ISTD,
New Delhi
BA, Delhi University
Diploma in Hotel Management, IHM, Mumbai*



Dr. Anjana Singh has over 15 years of cumulative experience in the hospitality industry and academia, with almost 12 years in academia and 3 years in hotel operations. She has co-authored more than 15 research papers that have been published in national and international journals and presented several papers in conferences including the ones at IIT-Delhi; IMT Gaziabad; Services Conference by the Pennsylvania State Univ and Virginia Tech University

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DE, DEBPRIYA Associate Professor

*M.Sc in Hotel Management, Sai Nath University, Ranchi
Diploma in Hotel & Catering Management, International
Institute of Hotel Management, Kolkata*



Debpriya De, Associate Professor at Vedatya Institute, completed his Diploma in Hotel Management from IIHM, Calcutta. He has total of 20 years of work experience out of which 11 years is in the industry and 9 years in academics. He has worked in various capacities with

his core forte in the aspects of Bars and Night clubs. He has worked with some of the prestigious hotels and restaurants in India, namely Carlson Rezidor worldwide. The Park Hotels, The Choice Group etc. His last teaching assignment was with UEI Global.

SHARMA, REKHA Assistant Professor

*Post Graduate in English, HP University, Shimla
BA, Delhi University
B.Sc in Hotel Management, IHM Gwalior*



Rekha Sharma has over 16 years of enriched experience in the hospitality industry and academics, with almost 7 years in hotel kitchen operations and 9 years in academics. She rediscovered her passion for the science of baking and the art of designing. Specialising in Chinese Cuisine, she stresses

on the importance of using fresh ingredients in every dish which can enhance the gastronomic values.

She has worked with some of the prestigious hotels & colleges in India, namely Hyatt Regency, ITC Marriot Welcome, Holiday Inn, JayPee Palace, SRM University, IILM

Gurugram and UEI Global. In Hyatt Regency, Rekha was a part of the core team responsible for opening their speciality restaurant, The China Kitchen. Here, she gained immense knowledge and experience under the able guidance of the well-known international Chefs. In her capacity as CDP she has done menu planning for various functions. She has also successfully executed "Train the trainer" programme.

JAYKUMAR, PRASHANTI Assistant Professor

*Diploma In Hotel Management from Institute of Hotel
Management (IHM), Mumbai)*



Prashanti Jaykumar has over 6 years of experience working in 5 star hotels. She started her career as an Asst. Housekeeper in Hotel The Taj Mahal, Mumbai after passing out from Institute of Hotel Management (IHM). During her tenure with The Taj hotel, she was deputed as Housekeeper-in-charge of

Hotel Taj, Aurangabad, where she was not only responsible for the Housekeeping Dept. of the hotel, she was also in charge of in-house training for the students of IHM, Aurangabad (The Taj Group of Hotels) - both theoretical as well as practical.

Prashanti has also worked in the capacity of Executive Housekeeper in Hotel Fortune Landmark, Indore. She was a member of the core team of the hotel which planned, worked towards and successfully attained 5 star classification for the above mentioned Hotel. It was under her leadership and guidance that the hotel started operating an in-house laundry. Training her departmental staff as well as college student trainees was one of her core responsibilities. Prashanti also held the position of Reader and HOD, Housekeeping Dept. in Mashal College of Hotel Management, IPS Academy, Indore. Here she brought in the much required discipline and correct attitude towards service within the students.

She was responsible for Accommodation Operations, Accommodation Management (both Theory and Practicals) and Development of Soft Skills and Spoken English. Prashanti passed out as one of the toppers from IHM, Mumbai, coming 2nd in the college and 7th in All India Level.

KAPOOR, RASHMEET Assistant Professor

*Pursuing Masters in Travel & Tourism Management from IGNOU
Post Graduation Diploma in Business Administration From
Symbiosis University, Pune
BA Honours, English from Delhi University*



Ms. Rashmeet Kapoor has over 9 Years of Experience working in Hospitality Industry with an expertise in Front Office Operations. She started her career with The Imperial, New Delhi and thereafter moved on to Taj Group of Hotels where she held various operational and decision making positions.

Her last tenure was with The Leela Group of Hotels as an Assistant Front Office Manager.

She has been responsible for training of new team members, continuous monitoring of budgets & projections, analysis of the guest complaints for improvement and strategically control of inventory and price to maximize Revenue per available room (REVPAR).

Rashmeet is also a Certified Trainer from the Taj & Leela group of hotels and certified in Situational Leadership from Blanchard International. She has been awarded as a Role Model for 2 Quarters in Taj Mahal Hotel, New Delhi and Shining Gem of the 1st Quarter, Executive Level (pre-opening team) at The Leela Kempinski Hotels & Residences, Gurgaon.

SHARMA, JAYANT Assistant Professor

*PGDBA in Business Administration, SYMBIOSIS, Pune
B.Sc. in Hotel and Hospitality Administration, IHM Bangalore*



Jayant Sharma has completed his degree in Hotel and Hospitality Administration from IHM Bangalore. He has an extensive experience of 10 years with reputed brands like JW Marriott, Sheraton, Lalit and Hilton. He started his career with JW Marriott Juhu, Mumbai, where he discovered his passion and

drive for Cocktails and Food and Beverage Management. His name is also mentioned in the LIMCA Book of Records for the 'Longest Cocktail Domino'.

JOSE, JASMIN Assistant Professor

BSc. in Hospitality and Hotel Administration, Kozhikode



Chef Jasmin Jose completed B.Sc. in hospitality and hotel administration from IHM Kozhikode. She started her career with Hotel Marriott Jaipur, then worked in Hotel Fairmont Jaipur. Later she moved to Dubai.

Worked in Hotel Steigenberger, Dubai and Hotel Marriott Al Forsan, Abu Dhabi.

After this she worked as a lecturer in Jaipur National University.

GUPTA, ANKIT

Assistant Professor

Pursuing PGDBM in Travel & Tourism from Welinkars (Mumbai University)

B.Sc. in Hotel Management & Tourism from LBIHM Delhi

Certi ed WSET level 3 award in Wines

Certi ed WSET level 2 award in Spirits

Certi ed Hospitality Trainer from AHLEI

Certi ed Bartender from Ultimate bartenders training program, ITC



Ankit Gupta has a versatile and enriched experience of 10 years in various elds like Hospitality Industry, Liquor Industry, Food Trading & Processing Industry and Academics. He has a vast experience in luxury hotel brands like The Grand New Delhi and ITC Maurya New Delhi Luxury Collection and

has upgraded his beverage skills of wines, spirits and bar by working with Luca Wines and Nature Bounty Wines as wine trainer cum sommelier. He designed his own curriculum and founded Robust School of Wine to provide quality wine knowledge with practical exposure. He has also worked as Project Manager at Ritual Foods Pvt Ltd. to execute setup of food processing plant and machinery, SOP's, HACCP standards and recipes.

At IHHM Delhi, Ankit has evaluated curriculum of all years, designed MT program, created FAQ for nal year students and conducted mock psychometric test. He also played a vital role in international and domestic competitions, fests and events and conducted WSET wine training and tasting sessions.

He is a proud member of Indian Culinary Forum.

LUTHRA, SUGANDHI

Adjunct Professor

B.A Communication Design, Pearl Academy of Fashion validated by Nottingham Trent University

B.A (Eng), Delhi University

Post Grad Diploma: Retail Management, Symbiosis University

Digital Marketing Delhi School of Internet Marketing, (DSIM)



A communication designer by profession, Sugandhi is a spiritual, keen learner with a zeal for remarkable design & philosophy. A passionate person, Sugandhi loves to put life to concepts with powerful communication, strategy, and detail. With 12 years of experience, Sugandhi's expertise includes

Brand communication, Client service & relationships, Leading Event & management, Social Media marketing, innovating new ways of creating worthwhile marketing tactics that can be useful and e ective.

DAS, NITIKA

Visiting Faculty

MBA, IIM Kozhikode

Diploma in Digital Marketing, NIIT

B.Com, Delhi University



Nitika has an overall experience of over 12 years in the industry with organizations like Barclays, HP, SP Jain and American Express. In her previous assignment with Barclays as Service Manager – Retail Liabilities, she headed the customer service and complaints for the Delhi

region and managed the prestige customer base for Barclays, Delhi. She has also worked with HP in Malaysia and SP Jain in Singapore as Account Manager and Business Development Manager respectively. She has been associated with the institute for the last 3 years, heading the marketing and communications function.

KULAR, NAVDEEP KAUR

Visiting Faculty

MBA, Punjab Agricultural University, Ludhiana (Gold Medalist)

B.E. (Electrical), Panjab University, Chandigarh (Silver Medalist)

UGC – NET quali ed

SLET Panjab University(Master's Level)(Accredited by UGC) qualifie



Navdeep Kaur Kular has an impeccable academic record. She started her career in a wealth management rm and moved to teaching after qualifying the UGC-NET exam. She has been associated with Vedatya since 2004 and has taught a vast array of subjects.

Her strong background in quantitative analysis and keen interest in current business developments round the globe brings in high quality insights to the classroom.

KAPUR, AMIT

Managing Promoter and Visiting Faculty

PMBA (Entrepreneurial Studies), Wharton School of Business, USA

MS (Electronics Engg.), University of Southern California, USA

BS (Electronics Engg.), Arizona State University, USA



Amit Kapur has complemented his electronics engineering background with a business focused work experience. As a member of Intel's rst 64-bit microprocessor team in California, Amit was part of a team that established Intel's next generation microprocessor architecture

as an industry standard. After this engineering experience, he transitioned to a marketing and business development role at another semiconductor company called Integrated Circuit Systems (ICS) in California, USA, where he increased the business unit's revenue from \$100,000/year to \$8 million/year.

Amit also worked at a venture capital rm based out of Philadelphia, USA, where he advised the principal investor on investment strategies for Information Technology start-ups.

Since moving back to India in late 2006, Amit is helping drive the business development activity of the Umak Group in the hospitality and education sectors. This includes formulation of a business growth strategy and implementation of this strategy through both Green eld and Acquisition modes, driving fund raising activity in both debt and equity forms, and corporate restructuring of the holding company after factoring the growth plans, tax optimization goals, and statutory compliances.

Amit is very committed to the concept of providing not just good quality education, but relevant skills that are immensely helpful for success in the real world.



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