



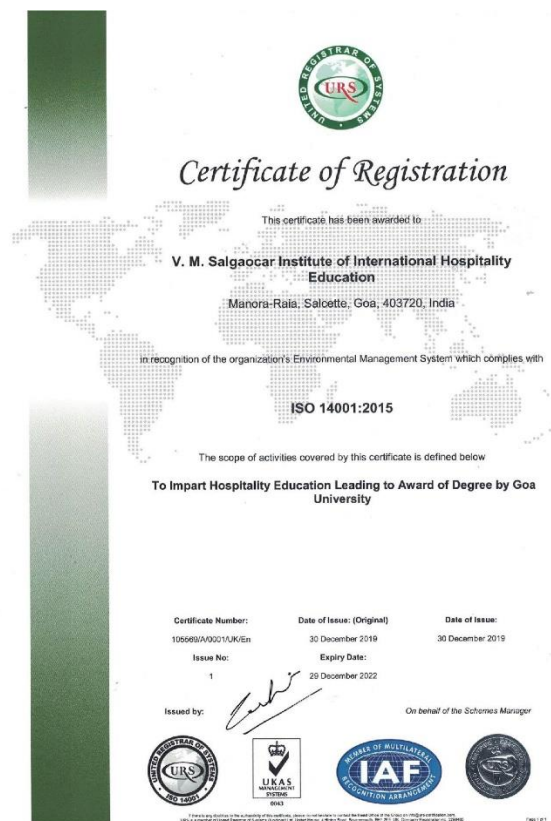
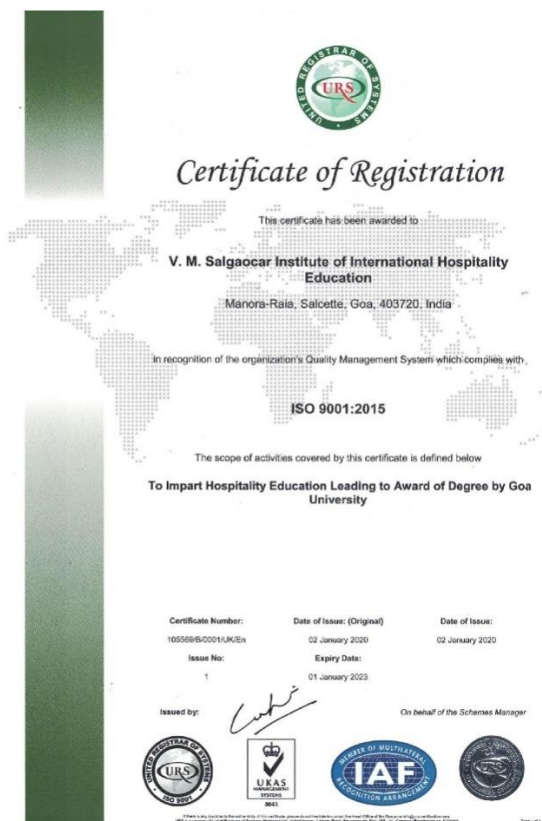
V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

VMSIHE Newsletter

ISO Certification

Our Institute was awarded the ISO Certification on 2nd January 2020 for:

ISO 9001 which is a Quality Management System (QMS) and gives the organization a systematic approach for meeting customer objectives and providing consistent quality. We also are **ISO 14001** which is an Environmental Management System (EMS) and gives the organization a systematic approach for measuring and improving their environmental impact.



Outreach Programme

The NSS unit of VMSIHE conducted a donation drive along with NGO “The Healers” for homeless people in Vasco on 4th December 2019. Blankets, bed sheets, towels, woollen caps, clothes, socks, backpacks, cloth bags and mats were collected from students and staff. Students, along with staff, walked through the streets of Vasco city distributed clothes and food packets to the homeless.



Christmas Celebrations at VMSIHE on 23rd December 2019



Workshops

Workshop on “Act of Success” on 08th January 2020

Ms. Sharada Prabhu, Officer-HR attended the workshop at VMSC, Chicalim, and Vasco. Mr. Amey Hegde and Dr. Jyoti Hegde were the resource persons for the workshop.

The workshop covered the following aspects:

- Problems as opportunities for growth.
- Developing analytical and critical thinking skills to solve problems effectively.
- Importance of planning ahead to predict the effects of your solution, thereby avoiding potential failures.



Workshop On Digital Marketing on 11th- 12th January, 2020

EDU 180, a Training & Development firm based in Panaji-Goa, organised a two day workshop on Digital Marketing which was attended by Mr. Sudhir Desai, Executive-Corporate Communications. Mr. Mayank Batra, a digital marketing enthusiast and a national trainer was the Resource faculty for the workshop. Ms. Parvish Andani Kamat, advertising and marketing professional and proprietor of Anka services and EDU180 also covered some topics during the workshop.

Mr. Batra stressed that one should be digitally omnipresent on the social media platforms to create an awareness of brand, generate leads and convert leads into prospects by engaging the leads through meaningful content into sales by building trust. It is important to have short-term and long-term connections with the relevant people. They also spoke about the Digital Marketing and formats like Blog, posts, Videos, Podcasts, Info graphics, GIFs, Tweets etc.

Another process is through the Search Engine Optimization (SEO), which could increase the quantity and quality of traffic to one's website. SEO can be organically or through paid campaigns.

Content, he explained, had to be informative, compelling, valuable, share worthy, life-changing, productive and on-commercial. It was important to connect with influencers, industry experts, thought leaders, competitors and genre people.



Visitors to the Institute

Visit of Portuguese Delegation of Teachers and Students on 7th January 2020

Seven students accompanied by three teachers from the Curso Profissional de Técnico de Turismo of Portugal visited VMSIIHE for three days as a part of educational tour focussing on exchange of culture and knowledge.

Principal Mr. Fernando Costa, Headmistress Ms. Luiza Azevedo, Faculty member Mr. Carlos Rolo and the students were extended a warm hospitable welcome in traditional style.

They were taken around to the various tourist spots of Goa to experience the flavour of Goa.

On 9th of January 2020, the Institute organised a workshop for the Portuguese students on Goan Cuisine which was conducted by celebrity Chef Sarita Chavanand her assistant Olivia D'Souza.



Demo on Goa Cuisine for our Portuguese visitors



Workshop on Eat Right India on 24th January 2020



The FDA along with the FSSAI organized a workshop on the topic Sensitization Training Under “Eat Right Initiative of the FSSAI”. Chef Sebastian Breitingger and Chef Sandip Madkaikar attended the workshop.

Mrs. Jyoti Sardessai (Director FDA Goa), Mr. Krishna Mitekar (Deputy Director FSSAI), Ms. Vaidehi Kamzumkar and Mr. Richard Noronha were the key speakers at the workshop. The objective of the workshop was to make Goa a model state for food safety.



The FDA wants to create a pool of people to work on their behalf. A special training session was delivered for participants who wanted to register for these programmes to apply for required licenses and certification.

Visitor from Kuwait



Mr. Nawaf Al Sharekh, Managing Partner of UFC – Universal Food Company, Kuwait visited our institute on the 5th of November 2019 to conduct interviews of our final year students.

UFC is a 10 year old catering company in Kuwait.

Fourteen of our final year students attended the interview for positions in the kitchen and service department. All 14 students were shortlisted.

Visitors from Switzerland

Ms. Gaby Petri, daughter of late Dr. Petri (Founder of Cesr Ritz Colleges, Switzerland) and her husband Erwin, visited and stayed at our Institute from 25th- 29th January 2020. Ms. Gaby Petri was the Chief Guest at the 71st Republic Day Celebrations.



Bloomz International School in action on VMSIHE ground



V. M. Salgaocar Institute of International Hospitality Education
Manora-Raia, Salcete, Goa-403720, India
Tel +91 (832) 6623000 Fax +91 (832) 6623111
info@vmsiie.edu.in | www.vmsiie.edu.in