

# Criteria 3

# Sub Criteria 3.2.1

# Ecosystem for Innovation, Indian Knowledge System, IPR, Incubation centre and Other Initiatives

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# V. M. SALGAOCAR INSTITUTE of International Hospitality Education

Maivora Rora, Salcete, Goa 403720. India Tel +91 (832) 6623000 Fax +91 (832) 6623111 info@vmslihe.edu.in www.vmslihe.edu.in Established by Vishwa Saraswati Society (Reg. No. 10/Goa/2007)

### 12/10/2022

## INCUBATION AND START-UP CELL

An Incubation and Start-Up Cell has been established to serve as a platform for young entrepreneurs by fostering new ideas, programs and innovations.

A committee has been constituted w.e.f. 10.10.2022 for a period of three years.

The committee members are as follows:

- 1. Ms. Alyce Rodrigues Co-ordinator
- 2. Mr. Sebastian Breitinger -Member
- 3. Ms. Sujatha Madhavan -Member
- 4. Mr. Sandip Madkaikar -Member
- 5. Ms. Gauri Patil -Member

#### OBJECTIVES

- To encourage and nurture innovative ideas among the student community.
- To inculcate start-up culture among the student community.

Manora - Raia

- To Promote and regulate the business incubation activities within the campus.
- To create awareness about the importance of entrepreneurship among the local community.
- To build a vibrant start-up ecosystem, by establishing a network between A academia, financial institutions, industries and other institutions.
- To provide cost effective, value added services to start-ups like mentoring, 7 egal, technical, intellectual property related services.

Prot. Infan.S. Mirza DIRECTOR/PRINCIPAL

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## **INCUBATION CENTRE**

"All humans are entrepreneurs not because they should start companies but because the will to create is encoded in human DNA."

-Reid Hoffman, LinkedIn co-founder

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To serve as a platform to build a new generation of creative thinkers, innovators and entrepreneurs and to inculcate start-up culture among the students' community, V. M. Salgaocar Institute Of International Hospitality Education has established an Incubation and Startup cell which manages the functioning of the incubation centre. The incubation centre seeks to support the translation of innovation into products, processes and services that are commercially viable.

### Vision-

To provide support and training for students and innovators interested in converting their ideas into start-ups, thus benefiting social development.

#### Mission-

To build and promote, an environment that facilitates the application of young minds' entrepreneurship ability to develop solutions for greater social impact through academia.

## **Objectives:**

- To encourage and nurture Innovative ideas among the student community.
- To inculcate Start-up culture among the student community
- To promote and regulate the business incubation activities within the campus
- To create awareness about the importance of entrepreneurship among the students and local community and other stake holders.
- To build a vibrant start-up ecosystem, by establishing a network between academia, financial institutions, industries and other institutions.
- To provide cost-effective, value-added services to start-ups like mentoring, legal, technical, intellectual, and property-related services.

## Broad areas:

- Food production, processing and packaging
- Management (Event, Human Resources, Marketing)
- Food and beverage service sector
- Housekeeping, Laundry and cleaning services.
- Front office area

# Eligibility:

- Student (undergraduate and postgraduates)
- Faculty

## Incubation centre

Alumni

Non-Institute members (C)

### ADMISSION PROCEDURE

# 1. CONSTITUTION OF THE INCUBATION EVALUATION COMMITTEE BY THE APPROVAL OF THE DIRECTOR.

Considering the types of ideas, an evaluation committee will be created. Primarily made up of representatives from various domains like:

- Specific industry experts- invitee
- Accademia
- > Marketing
- Accounting finance
- > Entrepreneur

### 2. THE APPLICANT SHALL SUBMIT THE APPLICATION FORM

The candidate should submit an application that contains the business plan in the format mentioned below:

- 1. Introduction.
- 2. Profile of the core team/ promoters
- 3. Concept / Proposition / Product description
- 4. Need for the promotion/Market Opportunity
- 5. Competition survey if any.
- 6. Development plan and milestones
- 7. Marketing plan
- 8. Organizational chart
- 9. Feasibility study
- 10. Financials implications, Funds requirement and viability of raising finance
- 11. Risks and de-risking strategies
- 12. Feasibility study

PB- 2

## 3. INTERNAL DUE DILIGENCE OF PROMOTERS

Throughout the application process, on an as-needed basis, the Incubation centre will perform research and due diligence on the candidate. Including a preliminary background check.

# 4. PRESENTATION BEFORE THE COMMITTEE BY THE APPLICANT.

The candidate/ team will present a presentation describing all the critical aspects of the business plan to the evaluation committee.

# 5. THE COMMITTEE GIVES ITS RECOMMENDATION AND FEEDBACK.

The expert panel will carefully evaluate the business idea, social impact, market availability, the potential value of the technology, growth prospects, innovative content and promoter team strength of the applicant. The experts will recommend the applicant for incubation.

Incubation centre

### 6. INCUBATION AGREEMENT IS SIGNED AND THE COMPANY IS ADMITTED.

After following all the steps of admission the candidate/ team will sign the incubation agreement and the company is admitted. Any company permitted to be incubated by the institute and operates from the incubator shall be called **Incubatee / company** 

The incubation centre adheres to Strict confidentiality throughout the application process.

### **GENERAL GUIDELINES AND REGULATION**

### i. <u>TENURE</u>:

- The incubatee / company will be permitted to stay in the incubator for a period of 3 years.
- Maximum 6 months extension may be granted at the sole discretion of the institute

## ii. <u>PERIODIC ASSESSMENT:</u>

- The incubatee / company will submit information to the incubation centre about all material changes or developments taking place in their companies from time to time. Such information could be (but is not limited to) a change in name of the company, change in business or product profile, change in directors, promoters or shareholders, acquisition of a new office, or additional equity or debt investments.
- > The incubation centre shall evaluate the performance of the Incubatee / company every quarter.
- The emphasis of evaluation will be on checking whether the milestones specified in the incubation application have been achieved.

### iii. FUNDING

- 1. The Institute may offer a link to an organisation that provides seed-loan on generous terms to promote start-ups by Incubatee / company.
- Incubation centre may provide seed loans based on the availability of funds/ grants/schemes/ meant for this purpose. Attempts will be made by the incubation centre to raise funds from diverse sources such as State and Central – DBT(Direct Benefit Transfer ), AICTE( All India Council for Technical Education), BIRAC(Biotechnology Industry Research Assistance Council), Startup India, Invest India, etc. and nongovernment sources.
- Incubation centres may approach private and corporate sectors to generate funds, under Corporate Social Responsibility (CSR) as per Section 135 of the Company Act 2013.
- 4. Incubation centre may also raise funding through sponsorships and donations.
- 5. Government schemes or subsidies, if any.

## iv. FEES

- In return for the services and facilities, the institute may take 2% to 9.5% equity/ stake in the startup/ company, based on faculty contribution, the support provided like the space, infrastructure, mentorship support, seed funds, support for accounts, legal, patents etc.
- The incubation centre will facilitate the Incubatee / company to access institutional resources as per the rules of the institute, after observing necessary formalities and on payment of required fees, if any, however, the decision as to whether to accept such consideration in form of equity or any other form will solely rest with the institute.

Incubation centre

### . CREDIT

- Based on the review of the start-up by the Incubatee / company, and based on the progress made, it
  may consider giving appropriate academic credits with the approval from the board of studies.
- Incubatee / company can opt for start-up in place of their mini project/ major project, seminars, and summer training.

## vi. EXIT POLICY

- The Incubatee / company will leave the incubation under the following circumstances:
  - ✓ Completion of the tenure.
  - ✓ Underperformance/ inviability of the business proposition.

#### **FUNCTIONING OF THE INCUBATOR**

The incubation centre will perform the following activities:

- A. ORGANISING EVENTS -
- Idea festivals, hackathons, workshops, seminars, and orientation programmes, to generate and nurture innovation.
- The shortlisted ideas will go through a series of workshops, webinars, lecture series etc. To improve their ideas to solve problems and know various aspects of startups.
- Incubation centre will also organise events to help the incubatee / company network.

### **B. PROTOTYPE DEVELOPMENT**

Incubation centre will assist the Incubatee / company to test their idea by setting up of prototype.

### C. MENTORING

### i. Faculty mentor-

• Every incubatee that is offered incubation will be assigned, one faculty who shall act as a mentor of the incubatee and guide the company on product/ service development.

### ii. Specialized or experienced mentors

- incubation centre will create a database of mentors/experts in the areas of :
  - ✓ Finance- accounting, taxes, Banking schemes
  - Marketing research, valuation of businesses, competitor research and analysis, customer search
  - ✓ Legal- licensing, Intellectual property
  - ✓ Entrepreneur
  - ✓ Management
  - ✓ Technical experts from the hospitality industry.
- These mentors will assist the Incubatee / company with particular strategies or provide project-oriented consultation. The institution will associate with professionals for accounting, IP, legal and management expertise on a part-time basis.

Incubation centre

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## D. INFRASTRUCTURES provided on a need-be basis :

- ✓ Office space
- ✓ Internet and phone connection
- ✓ Standard furniture meeting room
- ✓ Kitchen
- ✓ Restaurant
- ✓ Laundry sector

The usage of space and facilities will be paid for as per existing norms of the department.

## E. REGISTRATION

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• Incubation centre will also assist by guiding the incubate/ company for licencing where the Student Start-up will be registered in a form of a business entity like a Partnership Firm, LLP, or Private Limited Company.



Incubation centre

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VM Salgaocar Institute of International Hospitality Education

Manora- Raia, Goa, India

## **REPORT**

# 'FINDING YOUR WAY AS AN ENTREPRENEUR'

The Incubation and start-up cell organized a session '*Finding your way as an entrepreneur*' by Mr Ujjwal Tripathi, founder of Sweet Nations on Friday, 17th March 2023 from 3.30 pm - 5.00 pm in the multipurpose hall.

# **Participant:**

- F.Y. IHM
- S.Y. IHM
- F.Y. C.A.

Mr Ujjwal spoke in detail about his experience opening the Sweet Nation shop in Panjim and Margao amidst the covid pandemic, and by doing so, he urged the students to seize the possibilities and opportunities put in front of them.

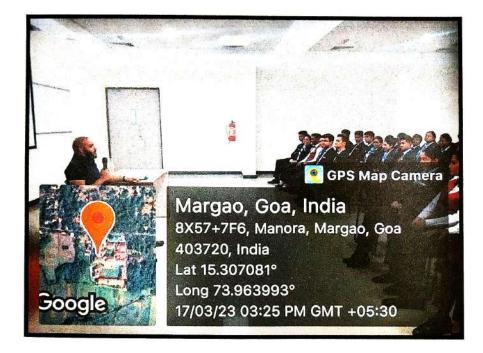
Mr Ujjwal also discussed his obstacles and how he overcame them. The students were inspired to consider the possibility of becoming entrepreneurs in the future.

After the discussion, the students were briefly introduced to the incubation centre and startup cell by Ms. Alyce Rodrigues.



# VM Salgaocar Institute of International Hospitality Education

Manora- Raia, Goa, India





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## Workshop "Finding your ways as a Entrepreneur" By by Mr Ujjwal Tripathi

Date- 17th March 2023 Time - 3.30 pm - 5.00 pm Location - Multipurpose hall.

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VM Salgaocar Institute of International Hospitality Education



Manora- Raia, Goa, India

# <u>REPORT</u>

## SETUP OF INCUBATION CENTRE AND THE NECESSITIES REQUIRE FOR ITS FUNCTIONING

The Incubation and start- up cell organized a session on *Setup of Incubation Centre and the necessities require for its functioning* by Professor, **Dr. Sandeep Garg** Innovation Ambassador Director, Goa University on Wednesday **23<sup>rd</sup>**, **November 2022** at 10.30am- 12.30pm in Aparanta.

## Participant:

Prof. Irfan Mirza, Dr. Marie Raj, Mr. Bhaskar Nayak, Mr. Sebastian Breitinger, , Ms. Sujatha Madhavan, Ms. Gauri Patil, Ms. Alethea Baracho , Ms. Supriyanka Govekar , Mr. Edgar D'souza, Ms. Alyce Rodrigues

## During the session, the topic explained were:

• What is an incubator.

Incubators are an organization, platform or team of experienced professionals that helps start-ups bootstrap during its early stages and often provides mentoring, guidance, co-working space and also at times some minding.

- Need of a Incubators.
- Difference between a Incubators and Accelerators.
- Different Types of Business Incubators.
- Corporate Incubators
- Local Economic Development Incubators
- Private Investors' Incubators
- Academic Incubators

It was suggested the institution should have to establish a Academic Incubators



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- Incubators support provided to entrepreneurs, -
- The <u>financial support</u> can be given by strong alumni network, competitive seed funding, prototyping equipment support.
- The Entrepreneur network can be provided by internship with start-up, mentoring by entrepreneur, alumni entrepreneur network.
- The <u>infrastructure</u> provided to the candidate are a creative workspace, preincubation lab/ tinkering labs, prototyping labs.
- Government support given for setting up a incubator . -
- Atal Innovation Mission <u>https://aim.gov.in/what-is-an-incubator.php</u>
- Startup India- <u>https://www.startupindia.gov.in/content/sih/en/ams-application/incubator-program.html</u>
- Startup India seed Fund Scheme- <u>https://www.india.gov.in/spotlight/startup-india-seed-fund-scheme-sisfs</u>
- Ministry of Micro, Small and Medium Enterprises (MSME)-<u>https://msme.gov.in/incubation</u>
- National Innovation and Start-up Policy 2019 -

*Provides the guild line to be followed for setting up policies of the incubation centre.* 

- The incucation process has the following steps -
- Admission of incubatee
- Technological mentoring, facilities and support
- Product prototype development
- Test marketing
- Product refinement
- Intellectual property protection and management
- Exit of incubatee
- Start up based on technology
- Commercial scale production
- List of services provided by incubators-



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- Co-working space
- Help with business basics
- Networking opportunities
- Marketing assistance
- High-speed Internet access
- Accounting/financial management assistance
- Access to bank loans, loan funds and guarantee programs
- Help with presentation skills
- Connections to higher education resources
- Creation and management of team
- Connections to strategic partners
- Access to angel investors or venture capital
- Comprehensive business training programs
- Advisory boards and mentors
- Management team identification
- Help with business etiquette
- Technology commercialization assistance
- Help with regulatory compliance
- Intellectual property management and legal counsel



# Visit to INCUBATION CENTRE (IC) at Fr. Agnel Technical Education Complex, Verna,

Time: 2.30 -4.00 pm Date : Monday, 31-10-2022

Resource person → Mr. Amey Carmali and Mr. Sanjay

About CIBA (Centre for Incubation and Business Acceleration) → 2 storey building.

The business incubation aids to connect INNOVATORS to EXPERTS. They deal with the technical aspects like financial modelling, fund raising and pilot run, pilot project- food packaging

- A) STAGES OF INCUBATION : The support is given at different stages innovator may come to you for the purposes of  $\rightarrow$ 
  - 1. Initiating (want space, mentoring) 2)Investment 3) Upscaling
- B) TEAM Head of incubation, incubation manager(inhouse), community manager (attend events), seed funding (later phase), accountant, housekeeping, receptionist, business development manager(connect to experts, mentors).
- C) FACILITIES- Office (Space is given to create work- like environment; 8 room with 5-6 seats; with furniture), pantry, lab, recreation, housekeeping, high speed internet, 24x7 access.
- D) TIMING 24x7 access, access control is by mobile phone.

#### E) TARGET INNOVATOR -

- Students (creative thinking; innovation, awareness) focus on M.Sc.
- > Faculty
- Self-help group (guidance, connecting to experts, finishing the product)
- > Women entrepreneur
- Locals awareness of govt scheme; develop the mentality of innovation and creative thinking
- > Focus on generation of revenue by innovator

#### F) EVENTS

 Sessions, workshops, courses (can also be associated with other organization) (1 per month) → Entrepreneur awareness camp; IPR, competition.

### G) NETWORKING -

Mentor are usually;

- This is done mutually as a business community based on the relation that the IC has with the mentors (1st meeting may be advice; and later on the mentor may charge some fee which the Innovator pays).
- For upscaling  $\rightarrow$  e.g., Sangam Kurade (scale up in mushroom cultivation);
- For Food processing → entrepreneurs of that field;
- could include Alumni.

Investor are from different field- food processing, IT, education, product manufacturing, tourism.

#### Legal

IC assist in the obtaining License - FSSAI, health, pollution (except no trade licensing); documentation.

Patenting is done by start-up of IC that is providing the service to the innovators.

#### H) FEES

- ➢ Initial business incubation → free
- ➢ Fund raising → success fee
- ➢ Govt scheme → apply online on Atal Incubation Mission Portal. The ideas are put forth; there is inspection. Also, to avail the scheme, IC must be independent entity. It was suggested that 1<sup>st</sup> we should start funding internally and then apply for the govt scheme.
  - I) Pre-incubation stage → rent the facilities(mentors); but not physical space, work from home.
  - J) Virtual incubation → for financial growth;(Rs. 24,000/- per year); visit the centre once a week; meeting with investors.
  - K) Incubation stage → (per seat basis Rs. 4500/- per month) → office space, housekeeping, high speed internet, 24x7 access,

**Selection for seed funding** - For screening of the proposal a committee is set up. The IC screens the group of proposal and select the best 5 and propose them to the **Investor**; from which they select 1.

#### NOTE:

- The innovator must know the technical part of the project, it is not a training centre.
- IC support entrepreneur from all fields. You can support specific discipline.
- IC must have social media presence.
- Do not focus on research academic.





## ADD ON COURSE:

# **Fungiculture – mushroom cultivation**

### **Introduction:**

As a healthy food, mushrooms are in high demand due to changing eating patterns, the need for high-quality food, urbanisation, and globalisation. In addition to being a high-quality meal, mushrooms are a useful way to recycle agricultural waste and make money from it.

Over the past several years, mushroom production has experienced enormous growth in popularity. Youth might be encouraged to pursue this career because there are low starting costs and rapid rewards. The course's theoretical and practical components included crucial subjects like an introduction to mushrooms and their health advantages, as well as the fundamentals of mushroom production.

In order to provide subject-matter and practical expertise on mushroom cultivation, this certificate programme was created. The student gained expertise and understanding about mushroom growing. The student acquired the knowledge and abilities required to operate in this industry through a certificate programme in mushroom farming. The primary objective of this course was to increase understanding of mushrooms, their morphology, habitat, and cultivation principles; provide in-depth hands-on instruction on oyster mushroom cultivation; and develop the learners' independence in their ability to recognise various types of mushrooms.

Participants: 28 Students of F.Y. B.Sc. C.A

Mode of Delivery: offline - theory and practical session

**Duration of the Course:** 30 hours.

## **Course Structure:**

	Торіс	No of Hours			
1	Preparation – (pilot study)	2 hours			
2	Demonstration - spawning (pilot study)	2 hours			
3	Introduction- structure, types, Indian scenario in mushroom cultivation	3 hours			
	Experiential mode				
4	Principles of mushroom cultivation – substrate, sterilization/pasteurization, inoculation, incubation and harvesting.	4 hours			
5	<ul> <li>Theory on Cultivation of:</li> <li>Button mushroom,</li> <li>Paddy straw mushroom,</li> <li>Truffle mushroom,</li> <li>Reishi mushroom</li> </ul>	4 hours			
6	Identification of poisonous and edible mushroom	4 hours			
7	<ul> <li>Maintaining the mushroom bag</li> <li>Watering</li> <li>Monitoring</li> <li>Harvesting</li> <li>Documentation</li> </ul>	5 hours			
8	Assignment- photo documentation of 20 days	6 hours			

## **Resource Person and Course Coordinator:**

• Ms. Alyce Rodrigues, Asst. Professor In Microbiology.(Food Science), V. M. Salgaocar Institute of International Hospitality Education, Raia, Margao, Goa

### **Outcome:**

The course helped students to develop the basic understanding about mushroom. Students were able to explain mushrooms, their sorts (edible and toxic), how they are produced, and how to cultivate edible mushrooms like oyster mushrooms after finishing this add-on course. This training assisted the student in recognising and replicating the climatic parameters for growing oyster mushrooms as well as in harvesting them.

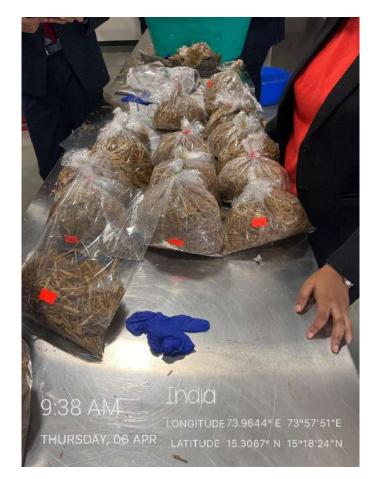
# **Photographs:**



SESSION



PACKING OF BAGS





## STERILIZATION AND SPAWNING





**INCUBATION** – ON CAMPUS AND RESIDENCE OF DAY SCHOLARS



## FRUITING OF MUSHROOM -ON CAMPUS AND RESIDENCE OF DAY SCHOLARS





FRUITING OF MUSHROOM IN CAMPUS AND RESIDENCE OF DAY

SCHOLARS

Prof. Irfan S. Mirza, CHE Director/Principal at V. M. Salgoacar Institute of International Hospitality Education, has successfully completed a 30 hours Add-On Course on INTERNATIONAL HOSPITALITY EDUCATION "Fungiculture - Mushroom Cultivation" 0 held from January 2023 to April 2023, Centificat V.M. SALGAOCAR INSTITUTE Manora, Raia, Salcete, Goa. This is to certify that DECLAN RALPH GOES # V H Manora -10 nsul is Alyce C. Rodrigues Faculty In-charge mb mp Mr./ Ms.

ALYCE RODRIGUES Add on Course: fungiculture Academic Year 2023-24

## The schedule of the sessions of Add-on course

## <u>"" Fungiculture – Mushroom Cultivation"</u>

## Name of Resource person- Asst. Prof. Alyce Rodrigues Held – January 2023- April 2023 FY B.Sc. Culinary Arts

Date	Торіс	No of Hours	Conducted / to be conducted	Reason for not conducting
18/01/2023	Preparation – (pilot study)	2 hours	Conducted	-
19/01/2023	Demonstration - spawning (pilot study)	2 hours	Conducted	-
05/04/2023	Introduction- structure, types, Indian scenario); Experiential mode	3 hours	Conducted	-
06/04/2023	Principles of mushroom cultivation (substrate, sterilization/pasteurizatio n, inoculation, incubation and harvesting)	4 hours	Conducted	-
10/04/2023	<ul> <li>Theory on Cultivation of various mushroom types:</li> <li>Button mushroom,</li> <li>Paddy straw mushroom,</li> <li>Truffle mushroom,</li> <li>Reishi mushroom</li> </ul>	4 hours	Conducted	
11/04/2023	Identification of poisonous and edible mushroom	4 hours	Conducted	-
Maintaining the mushroom bag (in campus & off campus )	<ul><li>Watering</li><li>Monitoring</li><li>Harvesting</li></ul>	5 hours	Conducted	-

	Documentation			
Assignment		6 hours	Conducted	-
		Total – 30 Hours		
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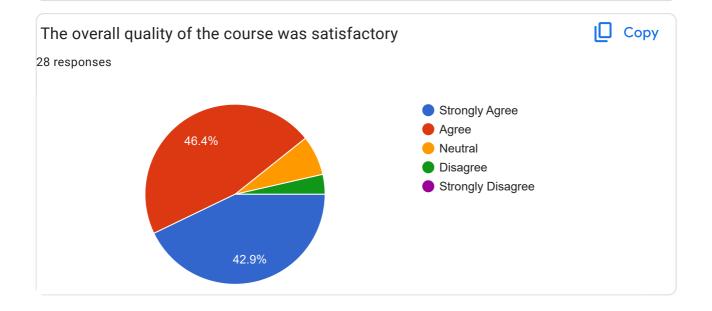
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# feedback on Add-on course

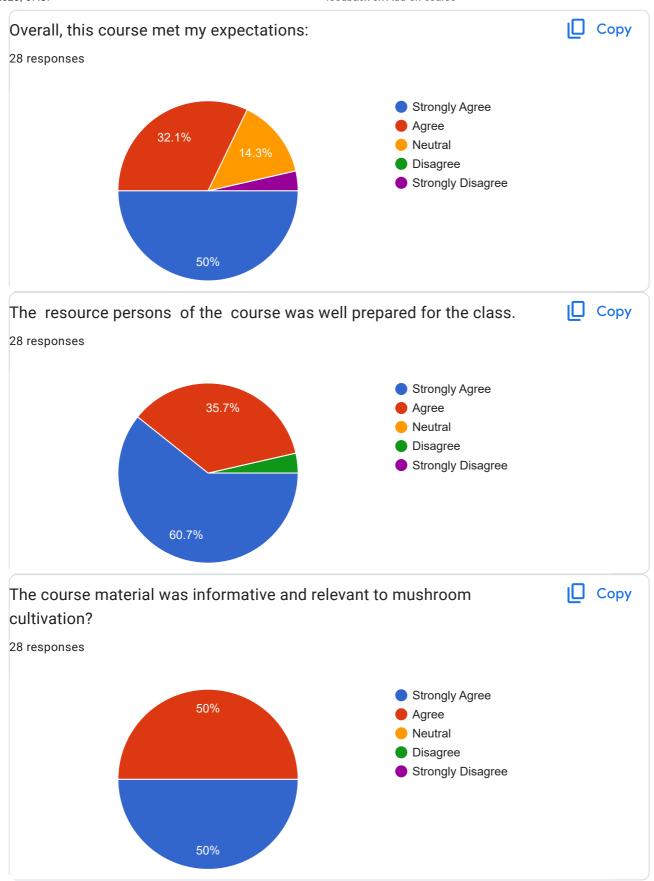
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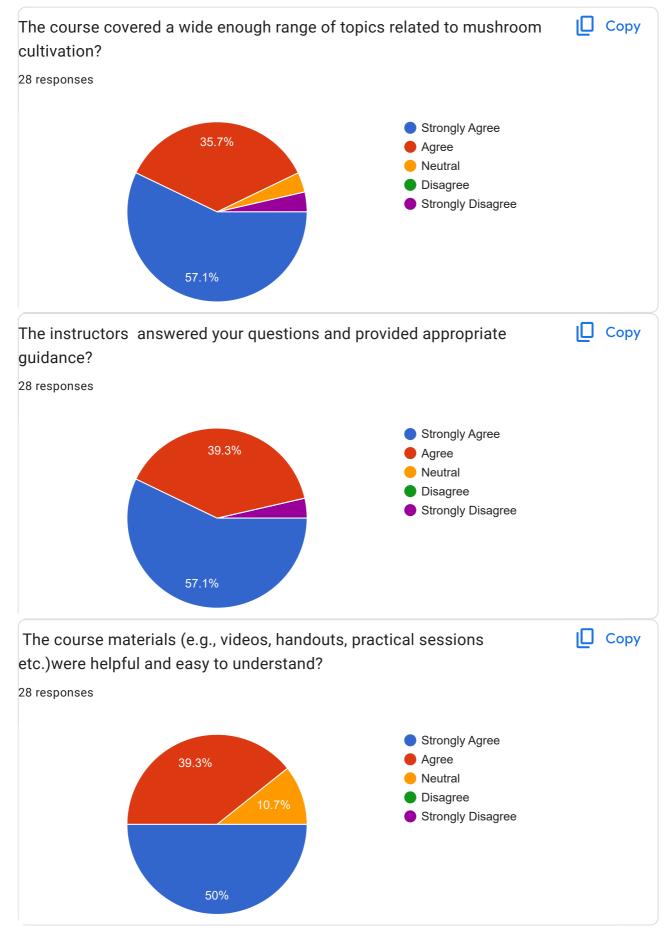
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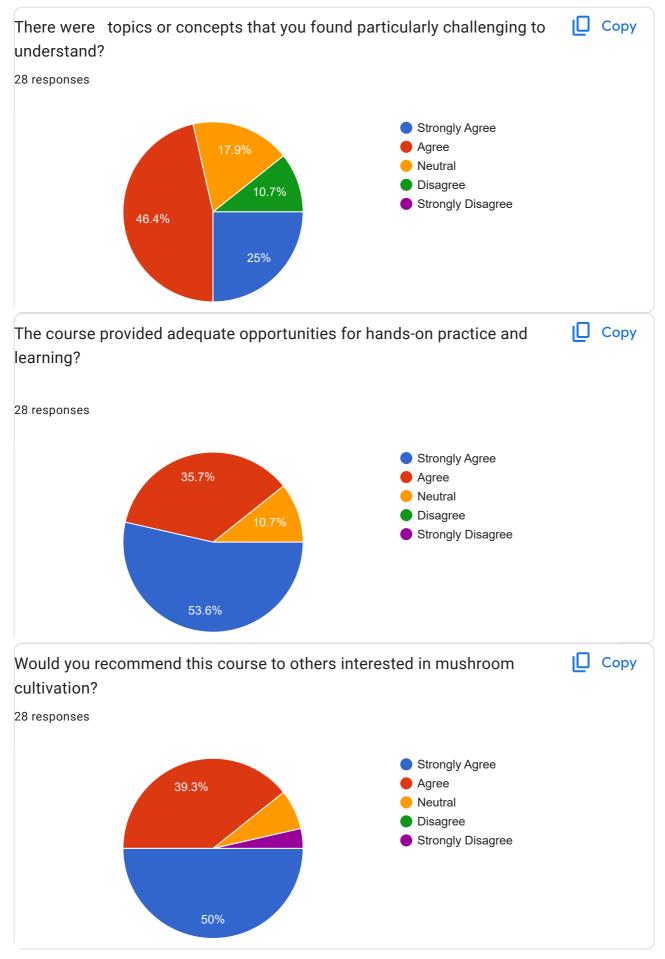
Thank you for participating in the mushroom cultivation course. Your dedication to learning and enthusiasm for this craft were appreciated. I hope the course was informative and engaging, and that you feel prepared to grow your own mushrooms. Please don't hesitate to reach out if you have any questions or feedback. I wish you all the best in your future mushroom-growing endeavors !



feedback on Add-on course







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### **CERTIFICATE COURSE**

### 'HOSPITALITY TYCOON: ENTREPRENEURSHIP DEVELOPMENT COURSE IN HOSPITALITY'

The certificate course titled 'Hospitality Tycoon', a 30 hour certificate course on entrepreneurship development in the field of hospitality, commenced from the 10<sup>th</sup> of March 2022. The course was conducted for students of TY B.Sc International Hospitality Management showing an interest in entrepreneurship with a total number of 44 students having registered for the course.

The objectives of the course was to identify entrepreneurial qualities of the students and provide them with a broad range of knowledge on various business and entrepreneurial opportunities in order to enable them to choose entrepreneurship as a career. The course was conducted in order to provide a practical insight about the development of a business plan and to help students understand the procedure and formalities to finance a business plan. Students were made aware of the benefits of different government schemes for entrepreneurs. This helped students to develop as an entrepreneur thereby guiding the students on how to start the business and apply the effective ways to sustain it successfully.

There were a total of 6 resource persons that conducted sessions in hybrid mode. Mr Kishor Shah completed a total of 3 units spread across 4 sessions that began from from 10<sup>th</sup> March 2022 to 31<sup>st</sup> March 2022 (every Thursday). Thus, a total of 20 hours comprising of 14 contact hours and 6 hours of pre-work/ assignment had been completed. The remaining 2 units were spread across 5 online sessions conducted between 5th April 2022 to 18th April 2022, the sessions for which, were engaged via google meet. There were 5 resource persons from EDC, Panaji actively involved in delivering the lectures on various topics. Mr. John De Souza, delivered a session on Goveremnt Schemes. While Mr. Vishwas Dhume and Mr. Yadnesh Satardekar covered the Sources of Finace and Procedures. Mr. Sanjay Bhide engaged students on the topic Idea Generation and Feasibility Study, while Mr. Ashwin Kamat spoke on the topic of Business Plan- Preparation of Project Report.

Thus, a total of 10 hours had been completed by EDC thereby completing the 30 hours certificate course.

The certificate course titled 'Hospitality Tycoon' was successfully completed on 18<sup>th</sup> April 2022 for students of TY B.Sc International Hospitality. At the end, participants were issued course completion certificates for the course 'Hospitality Tycoon', a 30 hour certificate course on entrepreneurship development in the field of hospitality.

#### **Report Prepared by:**

Course Coordinator: Alba De Sa



## **Sweet success**

#### 29/09/2020

## Sweet success

#### RAMANDEEP KAUR | NT BUZZ

Joan Richa Luis from Carmona Zalor launched her own home baking venture called 'Bakescape' during the lockdown. NT BUZZ catches up with the budding entrepreneur





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# Good good times

#### Following his heart, Aaron Cruz from Sirlim, Chichinim began Café La'basa over a year and a half ago

ish cream, he realised there was a need for a brand name. "After a lot of re-search, I came up with the name 'La'basa' The word 'basa' is derived



Thus, La'basa means 'The god of good times," he explains.

Labasa Goa has other sub-brands like Labasa bakers and confectioners, Labasa handcrafted liqueurs, and the most popular Café Labasa, located in the quiet village of

Chinchinim, serving up continental del-

about 120 burgers in just two hours on the weekends. Some

vourite among locals, food bloggers, and tourists, who also rave about the Irish cream and cheesecake. The chicken cafreal bites are a favourite from the Goan section, along with the hot section, along with the not and spicy wings. While the cafe does not serve alco-hol, the signature mocktail 'the Goan Delight' has a

around the café, which are

played by him and the guests, adding a chill vibe and allowing everyone to have a good time. "We sometimes have jam sessions at our café, which we call The Mango Tree Probut cars, inter-ject," he says. Besides promoting good food and good times, this young food en-trepreneur also believes in trepreneur also believes in

promoting young talent. "As much as I want to build a brand, I want to help young people to become entrepren-eurs and achieve their dreams.

All the people who work with me teak are between 18 to 25 years," he says. But Café La'basa had its share of challenges. "We opened as a cloud kitchen first but things didn't go as planned and we were forced to open up as a café on the same premises. Running a business in the COVID-19 period was a task by itself," says Cruz. Also, given that they are loc-

ated in interior Chichini, there was no delivery partner they could rely on. But Cruz believes that anything good reaches people through word of mouth and that worked for him. He is grateful to his family which The is graterin to his farming which supported him, though they initially thought he would do better in engin-eering or management. "Whenever I feel stuck or low on motivation, I seek their advice on life and business and

their words of wisdom always help me get back on track," says Cruz, adding that this line has allowed him to meet new people, industry experts and learn new

industry experts and learn new things on the go. The mantra Cruz follows is - hard work, consistency, and working smart. Close to two years since he began the café, Cruz has bigger plans. "The next step for us would be to go pan-india as it would help us grow and make interesting products available to differ-ent parts of the country and get ent parts of the country and get wider recognition," says Cruz, who also hopes to see his name on the list of Forbes/Fortune 40 under 40 someday.

DANUSKA DA GAMA | NT BUZZ

aron Cruz loves food and exper-Ainer to the solution of the s entrepreneur.

"I was always a food enthusiast and loved experimenting with flavours and ingredients. I chose the hospitality and

an opportunity for growth as a person and in my ca-reer," says Cruz, an IHM graduate and an alumnus of VM. Salgaocar Institute of Inter-national Hospitality

Education who also pursued a post-graduate degree in international hospitality and tour-

Wrath of Hades

ism management. Cruz gave up the thought of pursuing an MBA to make and sell Irish cream during the pandemic. Th was a really tough decision to not enrol for an MBA after scoring a 90+ percentile. But this was the biggest turning point in my life and the biggest risk I have taken,"

says Cruz. While initially there were no takers for the Irish cream, things changed when a lady ordered eight bottles from him. There was no

looking back after that," says Cruz, who has since sold lrish cream across Goa. In fact, in one instance, he sold 400 bottles of Irish cream

in one day. But with time, Cruz wanted to expand his line of products. With the rising popularity of his Ir-

live your dream.

which

from the Greek God

Bacchus, who was the God of wine,

indian and Goan fusion food. The best sellers here are the burgers. In fact, the menu has 18 burgers, each from a different part of the world. Cruz mentions that they sell

times, they are sold out by the afternoon. The steaks, too, are a fa-"Work hard for what you want because it won't come to you easily. You have to be strong and courageous and know that you can do anything you put your mind to. If some-body puts you down or cri-ticizes you, keep believing in yourself and turn it into "Life tends to get difficult as you level up but you always have to remember

ne Goan Dengit has a refreshing amount of mint and freshly ground kokum mojito with a hint of lime. Being a musician, Cruz has music instruments all from where you started, how far you have come, and where you intend to be."



oan delight

ething positive.

## Creativity on display at VMSIIHE's student-led event Meraki



NT KURIOCITY

Market for the second s

Held entirely in the virtual mode, the vibrant student-led event included a plethora of contests in photography, vegetable carving, flower arrangements, food plating, singing, fashion and more.

A student of VMSIIHE, Sharlene Colaco, who was part of the planning committee said: "It was challenging to organise, plan and conduct the entire event online but it was a tremendous learning experience for us. We had to ideate and plan the event while working remotely. The experience will help us to be able to comfortably work remotely during the pandemic and beyond." Meraki encouraged students to explore their creative talents to the fullest. The flower arrangement competition saw students repurpose daily objects such as teapots, ladders and even a cycle wheel into dainty and b e a u ti ful flower

arrangements. The winning entry created by Dionne Gou-

veia included the traditional

Goan grinding stone and a ladder which was adorned with colourful flowers and foliage. The bright colours of the flowers contrasted with the rustic objects. The added element of a jet black teapot with a bunch of bright pink flowers placed in it added to the drama of the creation.

Culinary arts does not involve merely cooking a tasty dish. Plating the meal to m a k e it look

it look like a piece of art while a d d in g elements which add to

the gastronomic ex-

perience is a big part of the learning. Participants of the food plating contest were judged on the aesthetics, colours, balance of flavours and textures, all of which make for the perfect plate. First place was won by Breanna Moraes' submission which saw a melange of colours and flavours on a single plate. Seafood was paired with fresh vegetables and herbs with a hint of flavours from the sauces used which culminated into a beautifully plated meal. Second place was won by Kevin Raj Silas' creation that was just as fascinating with beautifully cooked prawns and the crunch of crisps coming tosether.

gether. The singing and fashion themed contests required students to send in their submissions through a short video which was judged by an external guest and an internal faculty member. Breanna Moraes won the award in the singing category. The photography contest meanwhile saw submissions coming in from a number of students, many of whom had captured the beauty and landscape of Goa through their lens.

## Exploring the creative self through Ikebana

#### NT KURIOCITY

The ancient Japanese art form of flower arrangements known as ikebana has been practised for centuries. The tradition dates back to times when floral offerings were made at the altars in Japan. The floral art form is popular today across the globe.

globe. Students of V M Salgaocar Institute of International Hospitality Education (VMSIIHE), Raia created ikebana arrangements as part of their internal assessment.

This art is based on three important cornerstones: asymmetry, space and depth representing the sky, land and humanity. In the spiritual context it signifies heaven, humanity and earth. The arrangement is to be made in three parts - tall branches referred to as 'shin,' soe' means the middle stem and 'hikae' is the lowest stems. Students were graded based on their

Students were graded based on their ability to showcase their talents, creativity and uniqueness through the art form.



Explaining her work, student of the institute, Purva Sharma said: "The yellow lily represents the older generation, lavender represents the youth and the white orchids represent the children and newborns. My creation represents the circle of life."

Sharma drew inspiration for her work from the novel The Price Of Spring by Daniel Abraham, in which Abraham writes that flowers don't return every spring, they are replaced. He adds



that as it is for spring flowers, so it is for humanity. We are all replaced as time moves on.

time moves on. Another student Tahira Rodrigues named her artwork 'Wild and Free' and said: "My arrangement shows how beauty in the world can shine through its distraction. The world is filled with so much beauty that man destroys by cutting trees, burning fields and plucking flowers. Yet, the flowers spread joy through their



beauty and fragrance. The wooden piece in my creation represents destruction while the flowers are emerging through the spaces in the wood eager to show its beauty." Talking about his arrangement, Johan Cardozo said: "In my flower ar-

Talking about his arrangement, Johan Cardozo said: "In my flower arrangement, I chose the red ginger lily (Alpinia Purpurata) as the shin as it is a tall follower and symbolises heaven. I picked carnations as my Soe and the flower baby's breath as hikae."



#### The Navhind Times

**Cooking with finesse** 

Nov 11, 2022 | Goa | Pg No.: CP:7 | TP:7 | Middle Right | Bureau | Sq Cm:136 [136 ] | AVE:122026 [24405 ]

## **Cooking with finesse**

NT KURIOCITY

On the occasion of Interna-tional Chef's Day, a cooking competition was organised by the V.M. Salgaocar Institute of International Hospitality Education (VMSIIHE), Raia, which witnessed participation from Class 12 students from various institutions in Goa. from various institutions in Goa. The objective was to highlight the importance of healthy eating without compromising on taste. The theme of the contest was 'Wrap and Roll' and participants put to-gether healthy combinations to make the most lip-smacking rolls.



professor Irlan Mirza and chef Sebastian Breitin

The event was judged by award-win-ning chef Avinash Martins and VMSIIHE faculty and professor

culinary of of culinary arts Sebastian Breitinger and assistant professor of food produc-tion Sandip Madbaikar tion Sai Madkaikar.

Addatikar The recipes were evaluated based on the parti-cipan's plan of work and pre-paration, cook ing techniques, cleanliness at the workstation, creativity, originality, and overall presentation.

The first place went to Sakshi Sangam Borkar from Vidya Vikas Academy, Margao, while Joyson Jelly from St. Theresa's Higher Sec-ondary School, Candolim, won second place. The third place was shared by Saee Karmarkar of Sharada Mandir Higher Secondary School, Panaji, and Rari Rajendra Phadte of Vassant VS Kukalekar Higher Sec-ondary School, Ella, Old Goa. The winning dish was a 'Peri Peri Farm Wrap' by Sakshi. Chef Martins was felicitated at the event for his contribution to Goan gastronomy.

#### A Tasty Whiff

Something brewing .... International Coffee Day was celebrated at VMSIIHE on 1<sup>st</sup> October 2020 in a virtual mode



#### Momo Workshop



VMSIIHE, Cuisine Club organised an online workshop for cuisine lovers on 23<sup>rd</sup>October 2020.

Chef Dinesh Mukhia prepared vegetable and prawn Momos and two different chutneys. Chef Sebastian Breitinger describing step by step the preparation.

This time it was special, as we had invited people from other regions as well.



#### POST-EVENT SUMMARY REPORT



**Kaizen Cuisine Club** 

Name of event: Christmas Pop-Up & Carol Singing Competition Date: 22<sup>nd</sup> December 2022

Venue of event: VMSIIHE Lawns

The members of the Kaizen Cuisine club along with the Management, staff, and students of VMSIIHE in the spirit of Christmas, organized a Christmas Pop-up along with a Carol Singing Competition on Thursday, 22nd December. The evening had fun games, carols, face painting, and some great food and drinks.



The preparations for the evening began much before, it all started with a little idea that developed into a plan and then was executed in action by the team. Posters were sent out to various schools about the competition and Pop-up, and we visited churches around the vicinity to announce the same. We posted about the event on our social media handles and simultaneously we were preparing for the event at the institute. As the days neared, almost all our stalls had been booked, and small businesses and eateries approached us for the same, the school band was preparing for their performances while the cuisine club was getting all the arrangements done with Chef Sebastian. The members of the cuisine club and other students were put into various departments to help with the preparations, we had a décor team who managed all the festive décor, a logistics team who helped with the entire set-up, an entertainment team to provide feet-tapping music, a KST team(tot) help with the cleaning of various glassware & cutlery for the night.

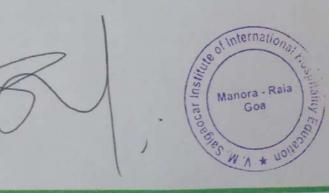
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Manora - Raia

The cuisine club planned to put up a churro stall and sell some mulled wine, which is often found at Christmas markets in Germany – Glu or Gluehwein wine is a Christmas delicacy that is had hot, right out of the pot. The club also managed the Bar for the night, we had some exciting cocktails and mocktails on the list.

Come the day of the event, after Lunch, we set out to get ready for the event, the logistics team was busy setting up tents and tables, the décor team had done a fantastic job, the place had a warm homely feeling and the spirit of Christmas was in the air. The event officially began at 5:30 PM with the Carol singing competition. The event had games and spot prizes throughout, all handled by Ms. Althea, our Cultural club coordinator along with Ms. Tahira, who was our Host for the evening. While the competition was on, many visited the stalls and indulged in the tasty snacks that were up on sale. The students of FY CA had also put up a stall based on Goan delicacies like the Chicken Cafreal and cutlet poie, etc. Some other stalls that were present included that of Quilling art, Goan masalas, home décor.

The band enthralled the guests with their carols and other songs, it was a pleasant evening brimming with Christmas joy and festive splendor. Families and friends, ex-students, staff, and many more all having a great time, catching up, and making great memories. What more do you need when you have great company, good food and drinks, and some splendid music to tap your feet to? Though we expected a much larger crowd, it wasn't bad for the first time, many appreciated the efforts put in and gave their constructive feedback. At last, we had our very own DJ, Mst. Falgun, a student of FY CA set the mood and got all the students and staff alike to shake a leg on the floor. To end, Professor Irfan Mirza congratulated and appreciated the students and staff for pulling off the event so beautifully. That was the end to a fabulous and tiring Christmas Pop-Up 2022!



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## VMSIIHE students get hands-on management training through X-mas pop-up

The Testival of Christmas doubled up as an opportunity for handson training for the students at the V. M. Salgaocar Institute of International Hospitality Education (VMSIIHE) where they learned first-hand lessons in management by handling some food stalls as well as the bar at the 'Christmas Pop-Up' organized at their campus in Raia.

The Christmas Pop-Up' was the result of a collaborative effort of the event in charge. Counsellor Alethea Baracho, VMSIIHE's Kaizen Cuisine club and the Cultural Club. It gave the institute's students the muchneeded experience in managing key aspects of running the affairs at a live event, including working the kitchen and guest service, etc.

Tahira Marie Rodrigues, a thirdyear student of 8.5c International Rospitality Management says, 'This is the first time we've organized a Pop-up trazaar and initially, we were definitely skeptical about it. Although after so much skepticism. I am so glad to say that it was a huge success, and it was possible because of our strong team Students from all departments. were involved and staff members right from IT to maintenance all lent a hand in the execution. I was given the chance of compering and it was a phenomenal experience as it helped boost my confidence which is crucial in the hospitality industry.

With holiday music and minth-filled chatter tilling the air, the pop-up was truly a Goan Christmas paradise, with the lood stalls selling Goan street cuisine momos shawarma, pizza, Persian specialities, chocolate-dipped churros and mulied wine. As part of the Institute's vision for inclusivity, multiple local vendors set up their stalls at the venue and sold a variety of products. ranging from gifts and accessories to homemade wines and pickles.

The institute also organized an inter-school carol singing competition which saw group and solo performances by students from various schools across the state Fatima Convent High School, Margao, took home the laurels in both group as well as solo categories, and Dashia Gomes was awarded tirst place in the solo category

Along with games, nail art and mehendi stalls put up by students. a wondrous musical performance was also showcased by the VMSBHE band. Falgun Prasad Mopkar, student of FY. Culinary Arts, stole the show with his skills and enthusiasm, as he performed a DJ set for the crowd.

We, at VMSIIHE, believe that practical experience is the key to valuable learning. There is only so much that can be taken from books and theoretical knowledge. Once a student is given a responsibility during events like these, only then do we see the true potential they hold. Each student actively participated in the event right from preparation to execution and we could see the jubilant result in the happy faces of the attendees at the pop-up. Such events build tearnwork and aids students in getting an industry experience," says Chef Sebastian Breitinger. Professor of Culinary Arts



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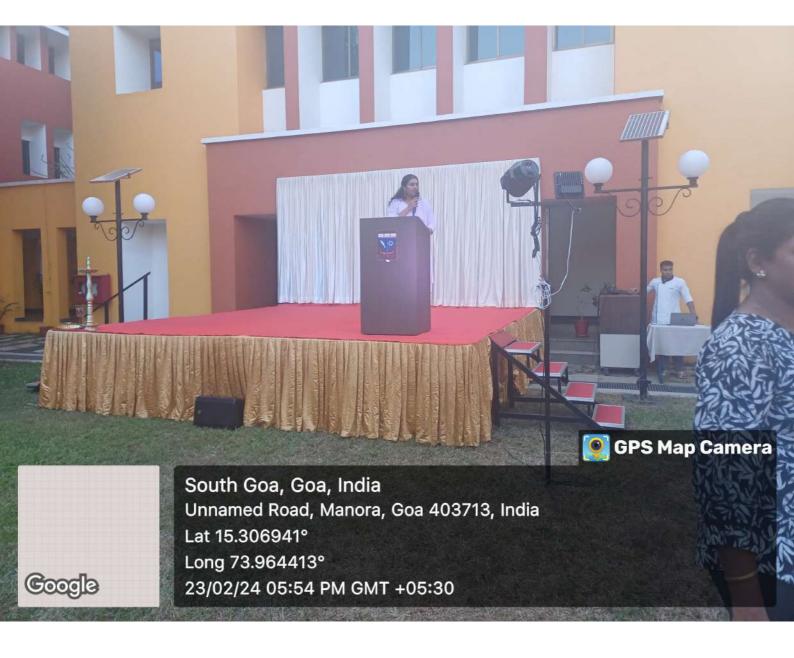
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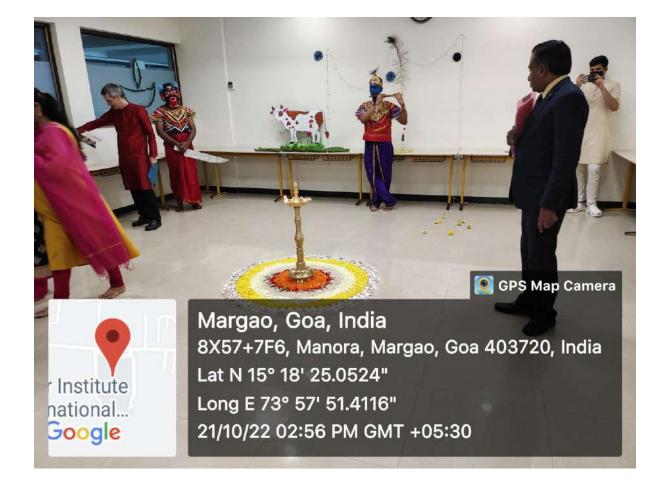






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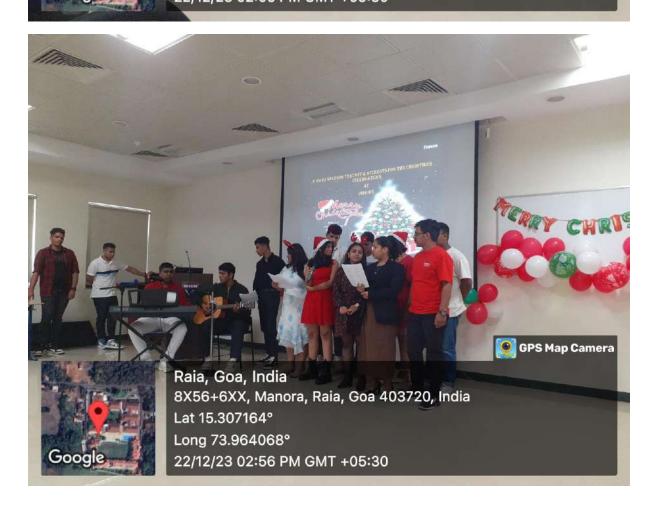














V. M. SALGAOCAR INSTITUTE of INTERNATIONAL HOSPITALITY EDUCATION

#### DUSSEHRA FOOD CART

Date:	14 <sup>th</sup> October, 2021
Time:	04:00 - 05:00
Venue:	VMSIIHE (Lawn)
Number of Participants:	All students and staff
Organizer:	Cuisine Club / Sebastian Breitinger

On the 14th October, 2021 VMSIIHE celebrated Dussehra with all the students and staff.

As we know Dussehra or Vijayadashmi, which falls on the tenth day of Navratri, celebrates Lord Rama's victory over asura king Ravana as well as the triumph of Goddess Durga over Mahishasur. To commemorate Dusshera, sky-high effigies of Ravana, Kumbhkarana, and Meghnada are burnt.

A small program was arranged wherein there was singing by two of the students from FY and SY and then a traditional garba dance by the FY girls.

With the help of Chef Sebastian the Cuisine Club members had arranged a food cart where they served Pani Puri, Mango Lassi, Tea and Batatawada. Preparations have been done the day before by the members of the cuisine club. All hands together managed their first experience of running the food cart, planning executing, marketing and sale.



The program was then ended by doing the

garba where all the teachers, students and staff joined in. It was an evening full of fun and frolic as we got to celebrate the festival together.

Happy Dussehra!!

Manora - Raia aocar

Food Production Department 2021

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## oHeraldo

### VMSIIHE staff members come together to celebrate International Yoga Day

On the occasion of International Yoga Day, V.M. Salgaocar Institute of International Hospitality Education (VMSIIHE) organised a session to bring staff members together in order to practice the ancient techniques of Yoga in a relaxing manner. Anjali Ranade, a software engineer with a deep passion for yoga and spirituality was invited to host the session.

The session was beneficial for the overall well-being of the participants. The staff members of VMSIIHE took part in the harmonious chanting of 'Aum' which is believed to have a



calming effect on the nerves. They were also introduced to multiple standing yoga postures such as Vrukshasan, Trikonasana and Padahastasana. The meditation towards the end aided the participants to feel energized.

OHeraldo Edition Jun 24, 2022 Page No. 10 Powered by : eReleGo.com



Shameem Memon <shameem.memon@vmsiihe.edu.in>

#### Fwd: Student Engagement activities planned for January 15 - January 25

1 message

**Alyce Rodrigues** <alyce.rodrigues@vmsiihe.edu.in> To: Shameem Memon <shameem.memon@vmsiihe.edu.in> Thu, Apr 25, 2024 at 1:05 PM

#### **Alyce Rodrigues**

#### **Asst Prof- Microbiology**

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Tel: +91 832 6623000 Ext No: 3283 Fax: +91 832 6623111

alyce.rodrigues@vmsiihe.edu.in

www.vmsiihe.edu.in

Skype ID: vmsiihe.goa

#### \$

Please consider your environmental responsibility: before printing this e-mail, ask yourself whether you need a hard copy.

------ Forwarded message ------From: **Nivedita Bagchi** <nivedita.bagchi@vmsiihe.edu.in> Date: Thu, Jan 11, 2024 at 2:11 PM Subject: Student Engagement activities planned for January 15 - January 25 To: Gauri Patil <gauri.patil@vmsiihe.edu.in>, Frazer Rodrigues <frazer.rodrigues@vmsiihe.edu.in>, Sujatha Madhavan <sujatha.madhavan@vmsiihe.edu.in>, Alyce Rodrigues <alyce.rodrigues@vmsiihe.edu.in>, Sandip Madkaikar <sandip.madkaikar@vmsiihe.edu.in>, Shubham lokre <shubham.lokre@vmsiihe.edu.in> Cc: Irfan Mirza <irfan.mirza@vmsiihe.edu.in>, Martha Rebello <martha.rebello@vmsiihe.edu.in>, Marie Raj <marie.raj@vmsiihe.edu.in>

Good Afternoon Respective class co-ordinators,

Further to the Monday meeting discussion in lieu of NAAC work, for the period of January 15th to January 25th during the time slot of 15:15 - 17:00 hours, we have the below choice of activities planned for the students to engage them productively.

Monday: Bharatnatyam / Football / Pool Tuesday: Yoga / Basketball / Table Tennis Wednesday: Conversational French / Cricket / Swimming (Male) Thursday: Yoga / Badminton / Table Tennis Friday: Conversational French / Football / Swimming (Female)

The location for Bharatnatyam & Yoga is at the Reception Lobby & French class is conducted at Amphitheatre and the sports activities will be conducted at the respected allocated areas in the campus.

Furthermore, humbly request you all to kindly update the same in your time-tables along with sharing a sign up sheet with the students; so that we (Shubham & I) have a clarity on who's doing which activity and can keep a record of the same. Please find attached the same for your ease :)

4/25/24, 1:33 PM V. M. Salgaocar Institute of International Hospitality Education Mail - Fwd: Student Engagement activities planned for January... In case of any further queries, please do not hesitate to get in touch.

Kind Regards,

## Nivedita Bagchi

#### **Yoga Instructor**

V. M. Salgaocar Institute of International Hospitality Education

Manora-Raia, Salcette, Goa - 403720 India

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nivedita.bagchi@vmsiihe.edu.in

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#### V. M. SALGAOCAR INSTITUTE of International Hospitality Education

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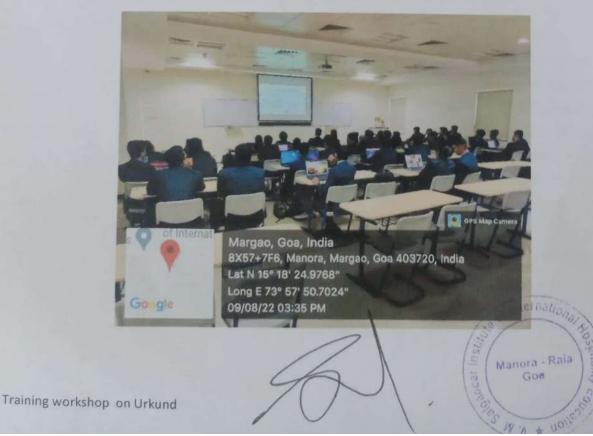
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Training workshop on Urkund

Date:	9 <sup>th</sup> August 2022
Time:	3:30pm-4:30pm
Venue:	Zoom Meeting
Number of Participants:	170
Lecturer:	Prity Rathi
Organizer:	Teaching, Learning and Education Technology (TLET) Cell

On August 9, 2022, from 3:30 pm to 4:30 pm, the Teaching, Learning, and Education Technology (TLET) Cell at the V. M. Salgaocar Institute of International Hospitality Education held an important online training session on Urkund, a plagiarism detection software. As the session's resource person, Ms. Prity Rathi, a specialist in educational technology, helped 100 First Year (F.Y.) and Third Year (T.Y.) students use the software efficiently.

Familiarizing students with Urkund's features and teaching them how to run reports for plagiarism checks were the main objectives of the training. Because of Ms. Rathi's experience, it was easier to fully comprehend the software, highlighting its important features and easy-to-use design. The discussion emphasized the significance of in addition to technical considerations



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#### V. M. SALGAOCAR INSTITUTE of International Hospitality Education

#### 'Unveiling the Research Domain' (Workshop on Research Methodology)

The Research, Innovation and Extension Cell organised a workshop on 'Unveiling the Research Domain' for the faculty of our Institution on 18th October, 2022 from 1:30 m to 5 pm at the Marriott classroom. Dr. Purva Hegde Desai and Dr. Semele Sardesai were the resource persons.

The following faculty attended the workshop:

- 1. Mr. Sebastian Breitinger
- 2. Ms. Sujatha Mahadevan
- 3. Ms. Supriyanka Govekar
- 4. Ms. Gauri Patil
- 5. Ms. Deepika Malaviya
- 6. Ms. Shameem Memon
- 7. Ms. Alisha Carvalho
- 8. Ms. Nelissa Alcasoas
- 9. Ms. Alba De Sa
- 10. Ms. Megha Bagde
- 11. Mr. Sandip Madkaikar
- 12. Mr. Frazer Rodrigues
- 13. Mr. Edgar Dsouza

The following topics were covered:

- Writing an Abstract
- Introduction to the topic
- Literature review
- Developing Hypothesis
- Methodology
- Results and Interpretation
- Discussion, Limitations, Conclusion and Scope for future research.

The areas that were not covered were Qualitative and Quantitative analysis techniques, which will be covered in future workshops.

The presentation was followed by a discussion and queries pertaining to paper writing, Scopus publications, UGC Care list, publishing in conference proceedings etc. were answered by the resource person. It was a very informative session that will form a base for future research methodology workshops.



V. M. SALGAOCAR INSTITUTE of International Hospitality Education







**GPS Map Camera** 

## WORKSHOP ON 'UNVEILING THE RESEARCH DOMAIN' BY DR. PURVA HEGDE & DR. SEMELE SARDESAI

Date: 18th October 2022

Session Timing: 01:30Pm - 05:00pm

Venue: Marriott classroom

Sr. No.	Name of the staff	Signature
<u> </u> ^	Alba De Sa	Awins
2	NELISSA ALCASORS	relies
3.	Shameers Memos	Onerre.
4.	Alisha Carvalho	Bralles
5.	Supriyanka Govekar	Richar
6-	Edga Doura.	8 Aron
7	Frazer Bodrigues	Traduquis
8.	Sebastian Breitinger	Stain
9.	Megha Bagde	He '
10.	Lujatha Madhaven	Ryetts
()	Sandy Madbaren	R
12	Gauri Patil	(Addit
	Deepika Malaviya	De



VM Salgaocar Institute of International Hospitality Education, Manora- Raia, Goa, India

#### WORKSHOP ON RESEARCH FOR FACULTY-REPORT

The Research cell had proposed workshop on Research Methodology for our faculty for the academic year 2021-2022. Given the time constraint and busy schedule, the research cell organized two workshops on research for our faculty, wherein one workshop was held on 19<sup>th</sup> April 2022 and the second washeld on 2<sup>nd</sup> May 2022. This Introductory workshop was conducted by the resource person, Dr. Semele sardesai.

The aim of the research workshop was Knowledge enrichment and to train our faculty to guide our final year students for Dissertation in their respective areas. This workshop was fruitful as the faculty had the opportunity to clear their doubts and learn more about research & its importance. The faculty development initiative taken by the research cell will have to be continued in the next academic year i.e. 2022-2023 as due to time constraint, it was not possible to conduct practical sessions on SPSS & AMOS.

Following topics were covered combining the two workshops held on research methodology :

- Selection of dissertation topic based on Managerial problems
- Developing Objectives
- Literature Review
- Methodology
- Sample size & Types of sampling methods
- Questionnaire & Survey
- Scale identification & Development
- Theoretical framework
- Standard Structure of dissertation
- Referencing style
- Citation

The practical sessions on SPSS & AMOS for the next academic year 2022-2023 will be planned as soon as the new academic year resumes. Also advanced research sessions will be planned for writing paper & case study development.

PFA photographs taken during the sessions:

1 Research Cell-VMSIIHE



VM Salgaocar Institute of International Hospitality Education, Manora- Raia, Goa, India

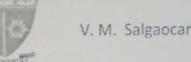
Session 1 - 19th April 2022



Session 2 – 02<sup>nd</sup> May 2022



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#### V. M. Salgaocar Institute of International Hospitality Education Manora- Raia, Goa, India

#### ACADEMIC YEAR 2023 – 2024 REPORT on <u>REPORT on</u> WORKSHOP

- Organised by: The Research Cell of the institute
- Date: 21<sup>st</sup> August 2023

Time: 10:15 pm to 3:00 pm

- Platform: Offline
- Resource person for the Session: Name: Dr. Derek Monteiro
   Designation: Guest Relation 14
- Designation: Guest Relations Manager Taj Holiday Village Resort & Spa, Goa
- Participants: Faculty and SYMSc. students
- No. of participants: 13 (6 faculty members + 5 students)
- Objective: To introduce faculty and students to the qualitative method of data collection for research purpose.
- Learning outcomes: at the end of the workshop the participants will be able to collect qualitative data and document it with special attention to detailing for their research work and be able to fit into theoretical frameworks for analysis.
- Report in brief: On 21<sup>st</sup> August 2023, Dr. Derek Monteiro had a hands-on session where he shared his knowledge, through his PhD case studies, with the participants. He taught them how to record real life cases and fit the details in two theoretical framework (Dean Maccannell Framework and Clare Gunn Framework). First he discussed the case- "The Sacred Grove Holiyechirai of Caranzol" and explained how he fitted it in the two theoretical framework. After that he gave them details of "The Sacred Grove Satterachirai of Zarme" and asked the participants to fit it in the theoretical frameworks.



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V. M. Salgaocar Institute of International Hospitality Education Manora, Raia,Goa, India

THE RESEARCH CELL ORGANISES

WORKSHOP ON RESEARCH METHODOLOGY - CASE METHOD

## Dr. Derek Monteiro Guest Relation Manager Taj Holiday Village Resort & Spa, Goa PhD Management Studies (Environmental Tourism) M.Sc.Ecotourism ; LLB (Criminology) B.Sc. (Botany & Zoology)

AY :MONDAY

VENUE: LONDON CLASSROOM

ATE : 21st AUGUST 2023

TIME: : 10.15 am - 3.00 pm

A Shameem Memon Dr. Semele Sardesai MEMBER COORDINATOR ESEARCH CELL RESEARCH CELL Dr. Marie Raj Prof. ADMINISTRATOR DIRE

Prof. Irfan S. Mirza DIRECTOR/PRINCIPAL



### V. M. SALGAOCAR INSTITUTE of INTERNATIONAL HOSPITALITY EDUCATION

Manora-Raia, Salcete, Goa - 403720. India Tel +91 (832) 6623000 Fax +91 (832) 6623111 info@vmsiihe.edu.in www.vmsiihe.edu.in Established by Vishwa Saraswati Society (Reg. No. 10/Goa/2007)

Ref: VMSIIHE/Dir/letter/23-24/153 Date: 14th August 2023

To, Dr. Derek Monteiro, Guest Relation Manager, Taj Holiday Village Resort & Spa, Goa Dando Candolim Bardez, Goa,403 515,India

Dear Dr. Derek Monteiro,

On behalf of V.M. Salgaocar Institute of International Hospitality Education, I would like to invite you as a resource person for conducting a workshop on 'Research Methodology- Case Method" on 21/08/2023 from 10.15 am to 3.00 pm.

Looking forward to your favourable reply.

internatio, With Warm Regards Manora - Raia 608 Prof. Irfan Mirza UOU Director/ Principal

Monteuro.



## V. M. SALGAOCAR INSTITUTE

### INTERNATIONAL HOSPITALITY EDUCATION

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Ref: VMSIIHE/Dir/letter/23-24/151 Date: 21st August 2023

To, Dr. Derek Monteiro, Guest Relation Manager, Taj Holiday Village Resort & Spa, Goa Dando Candolim Bardez, Goa, 403 515, India

Dear Dr. Derek Monteiro,

On behalf of V.M. Salgaocar Institute of International Hospitality Education, We would like to thank you for conducting a workshop, on 21/08/2023 for M.Sc. IHTM students and for faculty members from 10.00 am to 3.00 pm and administrative staff from 4.00 pm to 5.00 pm on the topic "Research Methodology – Case Study".

We are grateful for the time and effort you took to share your knowledge and expertise.

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We look forward to having you again in future too.

With Warm Regards,

Prof. Irfan Mirza Director/ Principal D. Montaño

#### WORKSHOP ON 'RESEARCH METHODOLOGY- CASE STUDY' . SYMSc. Attendance Sheet

DAY : Monday DATE : 21st August TIME : 10.15 pm to 3.00 pm VENUE: London classroom

PRN. No.	Student's Name	
412202006	ANOOJ RAMDAS BAGADE	Skogade
412202005	DEV THAKKAR	Josth
412202002	ISHANI KHALAP	Helder
412202001	RUTUJA JAYWANT REDEKAR	Rutujo
412202003	TANMAY RAI	
412202004	THULASI RAJU	gy:



INTERNATIONAL HOSPITALITY EDUCATION

#### Research Cell

## Workshop: 'Research Methodology-Case Method'

Resource Person: Dr. Derek Monterio, Guest Relation Manager, Taj Holiday Resort & Spa, Goa

Date: 21/08/2023		Time: 10.15 am to 3.00 pm	
Sr. No.	Name of the Participant	Signature	
1	Gauri Patil	Golatel	
2	Aujce Rodrigues Lysette D'souza Frazer Rodrigues	Hod	
3	Lysette D'souza	L. D'souze	
4	Frazer Rodrigues	Herger	
5.	Shameen Memor	Marine	
6.	Deepika Malaviya Sherbame Gomes		
7	Sherbarne Gomes	20	
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V. M. SALGAOCAR INSTITUTE of NTERNATIONAL HOSPITALITY EDUCATION

#### Workshop on Intellectual Property Rights

The Research, Innovations and Extension Cell conducted a workshop on Intellectual Property Rights (IPR) on October 04, 2022 at the Marriott classroom. The resource person was Mrs Shalini Sitaraman Menezes, who is a Qualified Lawyer, Patent & Trademark Attorney, who is also associated with training with particular emphasis on Corporate & IPR/IP Management.

The following faculty and staff members were present:

- 1. Dr. Marie Raj
- 2. Ms. Martha Rebello
- 3. Ms. Supriyanka Govekar
- 4. Ms. Alyce Rodrigues
- 5. Ms. Gauri Patil
- 6. Ms. Deepika Malaviya
- 7. Ms. Shameem Memon
- 8. Ms. Alisha Carvalho
- 9. Ms. Jinnie Rodrigues
- 10. Ms. Valerie Jacques
- 11. Ms. Nelissa Alcasoas
- 12. Ms. Alba De Sa
- 13. Ms. Megha Bagde
- 14. Mr. Sandeep Bandvelkar
- 15. Mr. Frazer Rodrigues
- 16. Mr. Anup Bhat
- 17. Mr. Edgar Dsouza

The following areas were covered

- What is Intellectual Property (Rights)
- Difference between patents, copyright and trademarks
- Industrial designs
- Geographical indications & AOC
- Trade Secrets
- Certificate mark
- Implications to Hospitality Industry & Educational Institutions

The presentation was followed by a discussion and queries pertaining to patents, copyright and trademarks were answered by the resource person.



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# WORKSHOP ON INTELLECTUAL PROPERTY RIGHTS (IPR)

## BY MS. SHALINI S. MENEZES

Date: 04<sup>th</sup> October 2022

Session Timing: 10:15am – 12:15pm

Venue: Marriott classroom

Sr. No. Name of the staff Signature 1 . Martha Kebello 2-3. Marie Ray 4. Anvp Bhot 5 Alyce hodrigues Gaussi Patil (Alti 6. Deepika Malaviya 7. Shameen Menn 8. Alisha Nucole Comallio 9. 10 Edgar i 5002 Jinnie Kode 11 Valerie Jacques 12. relies NELISSA ALCASOBS 13. Alba We Sa aftine 14. Megha . K. Bagde 15. repail Rogingues 16 Frazer



Nelissa Alcasoas presents her research paper at Hong-Kong.

PANAJI: Asst prof Nelissa Alcasoas represented V M Salgaoncar Institute of International Hospitality Education (VMSIIHE) at the recently concluded 2019 APacChRIE & EucoCHRIE Joint Conference held in Hong-Kong. Nelissa along with her colleagues Manoj Kumar Neelamegan and Dr Rachel Jessie Pereira presented their research paper 'The Complexities to Adopt and Implement Digital Economy Practice in Small and Medium Enterprises in the Tourism Industry'. The conference was held between May 22 to 25th and hosted by the School of Hotel & Tourism Management, Hong Kong. At this forum various issues linked to the global tourism trade and the integration of education and industry practices were discussed. Over 700 delegates from various countries attended the conference. The research paper puts the spotlight on how the Digital India Program poses challenges to various stakeholders in the small and medium enterprises in the tourism industry within the country.

### Knowledge Portal

Ms. Nelissa Alcasoas Asst. Prof. in Management, represented VMSIIHE at the APAChrie Conference held on 22<sup>nd</sup> and 23<sup>rd</sup>May, 2019 at the School of Hotel and Tourism, Hong Kong. Seven hundred delegates from different countries attended the conference.

She presented a research paper co-authored with Dr. Rachel Pereira and Mr. Manoj Neelamegan. The research paper focused on 'The Complexities to Adopt and Implement Digital Economy Practice in Small and Medium Enterprises in Tourism'. The paper highlights the challenges facing Small & Medium enterprises affected by the Digital India program.





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# University of Mumbai



# VISHLESHAN 2023



This is to certify that

Mrs. Shameem Memon

## of

## V M Salgaocar <mark>In</mark>stitute o<mark>f Inter</mark>national Hospitali<mark>ty Edu</mark>cation M<mark>a</mark>nora-Raia,Goa

has Participated & Presented on title A Study on Financial Planning of Working Individuals

in the One Day International Research Conference held on 29<sup>th</sup> April, 2023 in an online mode



Spark

Prof. Ketan Rabhadia

Director

Convenor

Dr. Arti Sharma

Prof. Manoj Kurup Co-Convenor

**Co-Convenor** 

At Post - Shirgaon, Virar (East), Tal:- Vasai, Dist:- Palghar, PIN:- 401305



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## VISHLESHAN 2023

Certificate of Appreciation

This is to certify that

Chiara Pereira

## Of

VM Salgaocar Institute of International Hospitality Education Manora- Raia, Goa

## has been Awarded

**Second Best Research Paper** 

for their Research Paper entitled

A Study on Financial Planning of Working Individuals presented in the One day International Research Conference

held on 29<sup>th</sup> April, 2023 in an online mode







Prof. Ketan Rabhadia

Director

Convenor

Co-Convenor

**Co-Convenor** 

At Post - Shirgaon, Virar (East), Tal:- Vasai, Dist:- Palghar, PIN:- 401305

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1	Submitted	IJTP-198418	Impact of Instagram Food Vloggers on restaurant visit intention: A quantitative study	Round 1	04 Apr 2024	14 May 2024	30 Apr 2024	
2	Submitted	IJTP-183154	BUY A PIG IN A POKE: THE CASE OF B&Bs FAKE REVIEWS	Round 1	12 Dec 2023	11 Jan 2024	4 05 Jan 2024	
3	Article rejected - no review needed	IJTP-144979	The effect of job stress on employees' satisfaction in hospitality and tourism employees in West Bengal, India.	Round 1	07 Apr 2023	17 May 2023		
4	Submitted	MEJM-54938	THE IMPACT OF TRAINING TYPOLOGIES ON NON-SUPERVISORY EMPLOYEES' INTENTION TO REMAIN IN THE ORGANIZATION - PERCEPTIONS OF SUPERVISORY AND NON-SUPERVISORY EMPLOYEES OF DUBAI'S ACCOMMODATION SECTOR	Round 2	05 Nov 2020	15 Dec 2020	09 Oct 2020 05 Nov 2020	

Articles: 1 - 4 m 4

#### Guide for Reviewers

After receiving your 'invitation to review' email, you should:

1. Determine whether you can complete the review by the due date (usually 2 to 3 weeks).

2. Quickly skim the relevant portions of the article and verify that it fits within the scope of the journal and your area of expertise.

3. Accept or decline to do the review, using the relevant link above.

#### After accepting to review

Read the article in depth and use our online evaluation form to submit your thoughts and comments.

If you feel on reflection that the article does not fit within the scope of the journal, please contact the editor for instructions - use the 'Send a comment to Editor' feature which is located at the bottom of the evaluation form (click 'Complete the evaluation form' to get to the form).

If you have a time problem or a conflict of interest, please contact the editor for instructions. They may extend the deadline or reassign the review.

Please do not discuss the article with its authors either during or after the review process. Although it may seem reasonable to discuss points of difficulty or disagreement directly with an author, especially if you are generally in favour of publication and do not mind revealing your identity, this practice is prohibited. The other reviewers and the editor may have different opinions, and the author may be misled by having such a dialogue with you.

This article is a privileged communication. Please do not show it to anyone or discuss it, except to solicit assistance with a technical point. If you feel a colleague is more qualified than you to review the article, do not pass the article on to that person -contact the editor and explain the situation.

Your review and your recommendation should also be considered confidential.

In your comments intended for the author, do not make statements about the acceptability of an article; suggested revisions should be stated as such and not expressed as conditions of acceptance.

The final decision regarding modification, acceptance, or rejection of an article rests solely with the editor, so do not state your recommendation in the portion of the review that will be sent to the author.

The evaluation form contains comments boxes: please use these to give your overall impression of the article, and to highlight any major shortcomings. Criticism should be presented dispassionately; offensive remarks are not acceptable.

There is a comments box you can use to send confidential remarks to the editor.

You may be asked to review a revised version of the article, after the author has made any requested amendments. You will need to evaluate the author's responses to your original criticisms.

Your evaluation will play a major role in the editor's decision as to whether to accept an article for publication. It is important to be prompt, fair, and to review the article carefully and in depth.

Inderscience are very grateful for the time and effort you invest in this review process.

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#### MEMORANDUM OF UNDERSTANDING





V. M. Salgaocar Institute of International Hospitality Education Manora – Raia, Salcete, Goa, India.

and

Devi Sharvani Education Society's

#### V. M. Salgaocar College of Law, Miramar - Goa

The present Memorandum of Understanding (MOU) is signed on the 20<sup>th</sup> day of April, 2023 by and between

V. M. Salgaocar Institute of International Hospitality Education, Manora – Raia, Salcete, Goa, India., affiliated to Goa University, hereinafter referred to as VMSIIHE, hereby represented by its Director/Principal, Prof. Irfan Mirza, CHE.

and

Devi Sharvani Education Society's V. M. Salgaocar College of Law, Miramar, Goa, affiliated to Goa University, hereinafter referred to as VMSCL, hereby represented by its Officiating Principal, Dr. G. Shaber Ali.

In order to advance and enrich the differed academic programmes which are offered by **VMSIIHE** and **VMSCL**, considering that they are all recognized by the University Grants Commission and by the Bar Council of India as also affiliated to Goa University, herewith mutually enter into this formal MOU to promote collaborative research through their Research Centers as a Research Cluster, to facilitate exchange of faculty, research scholar and students, to associate in research initiatives and to undertake all related activities.

#### **Article 1 – Definitions**

In this MOU, the following terms shall have the meanings provided:

- Exchange Period the period during which a student who participates in the exchange programme under this MOU, which period shall be decided on case-tocase basis.
- Exchange Student a student, including research scholar, who participates in the exchange programme under this MOU.
- Faculty Member a Faculty who is on the teaching staff of any one of the parties signing this MOU.
- Home Institution the Institution of legal education in which a respective Exchange Student or Faculty Member is originally enrolled.
- Host Institution the Institution of legal education to which a respective Exchange Student or Faculty Member is attached for the duration if Exchange Period.
- Research Centre The Centre imparting doctoral education leading to the Ph.D. degree of the Goa University of either of the parties signing this MOU.

#### Article 2 – Scope

- All students from the undergraduate, postgraduate programmes and doctoral programmes of VMSIIHE and VMSCL will be considered as qualifying students for the purpose of exchange.
- 2. A pre-decided number of Exchange Students, each at the undergraduate level, post graduate level and doctoral level, can be sent to the partner institution every academic year.
- 3. Sharing of resources, collaborative research initiatives and freedom of research scholars from home institution to undertake advanced legal studies the host institution will mutually benefit Research Centers if both **VMSIIHE** and VMSCL forming a Research Cluster.

#### Article 3 – Application

- 1. An Exchange Student is enrolled at his/her Home Institution and will not, by virtue of this MOU, be regarded as a candidate for a degree of the Home Institution.
- 2. The institutional rules and regulations involved for the award of the degree will be those of his/her home institution.

#### Article 4 – Enrolment, Attendance and Assessment

- An Exchange Student is permitted to enroll at the Home Institution know any course, but enrolment is subject to admission requirements, course schedule and capacity constraints. The enrolment shall be subject to written acknowledgements from the Principals of both Institutions.
- 2. The Exchange Student must attend all courses for which he/she is enrolled, by fulfilling the attendance requirements as laid down by the Goa University, provided that 'attendance' shall mean 'attendance' for all curricular and related institutional hours provided by the Host Institution.
- 3. An Exchange Student who has successfully completed courses at the Host Institution will obtain credits for the course(s) undertaken, and in case of the undergraduate programmes, the same will begin to apply after the commencement of the credit system.

#### Article 5 – Student's Obligations

- An Exchange Student shall pay tuition and other fees at his/her Home Institution during the relevant Exchange Period. No tuition fees and other fees shall be payable to the Host Institution.
- The Home Institution or the Host Institution may facilitate the exchange of students and provide them a stipend or any other such concessions.
- 3. An Exchange Student shall have no claim if any nature against the Home Institution and/or against the Host Institution in respect of any act, deed or thing done in pursuance of this MOU. The Exchange Student shall before opting for the programme, sign the necessary declaration in this respect.

#### Article 6 – Regulations of Host Institution

During the exchange period, all the Exchange Students are subject to the academic rules and discipline of the Host Institution, as amended from time to time.

#### Article 7 – Faculty Member Mobility

Whenever either of the parties hereto have a specific interest in involving members of the faculty of the other institution in their special lecture series, seminars, and any other programmes and initiatives, all efforts will be made to make it possible, for which the expenses shall be borne by the concerned inviting party to the extent possible.

### Article 8 – Research Cluster, Promotion of Academic Programme, Resource sharing and Joint Initiatives

- Both parties agree to promotion of collaborative Research through their research centers as a Research Cluster, as also promoting of its academic programmes, exchange of e-resources and other library resources, including through webinars, presentations by way of video conferencing and other such means.
- 2. Both parties shall explore organizing joint seminars/webinars, workshops, conferences, and allied activities and other such events, at State, National and International level at a venue as mutually agreed upon, (with prior discussions and agreement by Principals of both VMSIIHE & VMSCL) for which expenses will be shared equally, unless there is a proposal to the contrary.

#### Article 9 - Duration and Termination

- The MOU shall be effective for tenure of 3 year from the date of signing the MOU by both the parties.
- Either party may, in its absolute discretion, terminate the MOU by giving written notice of an intention to terminate at least two months prior to the effective date of termination.
- Termination will not affect any exchanges already in progress prior to the effective date of termination.

#### Article 10 – Amendments

Any alteration or amendment to this MOU must be made in writing and agreed and accepted by both parties.

#### Article 11 – Applicable Law

Disputes arising out of or related to this MOU shall be resolved amicably. Disputes with respect to a particular Exchange Student shall be viewed and resolved in accordance with mutual agreement of Principals of both the institutions.

IN WITNESS WHEREOF, the undersigned have executed this MOU, on the day first above written.

For and on behalf of

#### For and on behalf of

by and between

V. M. Salgaocar Institute of International **Hospitality Education** of Internatio Manora - Raia By: Goa. Prof. Irfan Mirza, CHE. **Director/Principal** × uc

Devi Sharvani Education Society's V. M. Salgaocar College of Law

By:

Dr. Shaber Ali **Officiating Principal** 

V M. Salgucear College of Law Miramar, Papaji - Goa



#### V. M. SALGAOCAR INSTITUTE of International Hospitality Education

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10/07/2023

#### RESEARCH, DEVELOPMENT AND INNOVATION CELL

A Research, Development and Innovation (RDI) Cell has been established to inspire, guide and coordinate the initiatives of the staff and students towards major and minor research projects, innovations and start-ups.

A committee has been re-constituted w.e.f. 10/07/2023 for a period of two years. The committee members are as follows:

- 1. Dr. Simele Sardesai Co-ordinator
- 2. Ms. Shameem Memon Member
- 3. Ms. Deepika Malaviya Member
- 4. Ms. Alyce Rodrigues Member

Dr. Marie Raj - Administrator will oversee the proceedings

#### Objectives

- 1. To provide a holistic environment for potential researchers and graduating students so as to translate knowledge & innovations into creation of successful products.
- 2. To develop research skills and carry out research among faculty and students.
- 3. To promote entrepreneurship and innovations among students and faculty members.
- 4. To link research and innovation to the emerging needs of industry and society.
- 5. To organize interactive sessions with entrepreneurs/industrialists to promote innovations ad start-ups.
- 6. To collaborate with Universities, Research Centres and Industries for Research and Innovations.



Prof. Irfan. S. Mirza DIRECTOR/PRINCIPAL