

ZEE

HIMGIRI ZEE UNIVERSITY

ZEE UNIVERSITY

NEWSLETTER

QUARTERLY PUBLICATION OF HIMGIRI ZEE UNIVERSITY

Volume III Issue I March 2019



Editorial Board

Patron: Prof. Rakesh Ranjan, Vice Chancellor, Himgiri Zee University

Editor: Ms. Ankita Uniyal, Assistant Professor, Himgiri Zee University

Members: Mr. Sudheer Deoli, Ms. Soniya Chamoli, Ms Garima Singh, Mr Kailash Kandwal & Mr Vikas Chauhan



A country achieves greatness when it builds strong institutions especially the ones that will mould its future and its generations. India is facing a number of challenges at present but the country is becoming strong day by day due to its vision to look forward.

Himgiri Zee University is one such institution that is striving hard through its academic endeavors to build the future generations for the country. The University tries to give to its students a good academic background but along with it also believes in celebrating the cultural diversity of the country and thus celebrates its annual event Expression every year.

This year also the University celebrated its annual event in which students and faculties from all departments participated. The University looks all colourful during the two days function as students from all over the country come forward to show case their culture under the banner of Expression 2019.

In the picture above the honourable Vice Chancellor of the University Professor Rakesh Ranjan can be seen lighting the lamp and officially starting the two day gala event. The event this year was split into three major categories that included the sport events, the cultural events and the co curricular events. The faculty members with CFO Mr. Anterdeep Singh left no stone unturned to make this event a hit among the students



The students of the University participated with great enthusiasm in a number of programmes. The cultural programmes were divided into three competitive categories that included the singing and dancing competition along with the ramp performances by the students. Between the students also performed skits highlighting several important issues faced by the country and youth of the day. The diverse culture of the country could be seen in the performances of the students which included performances in Garwhali, Punjabi, Haryanvi, and also from the far North East.

No event can be complete without star performance and this year the star performance was give by none other than DJ Veronica accompanied with DJ Ankky and Neevo.





The first day saw ramp performances by the students who dressed in their best left the University awe struck by their personalities. They set the stage on fire by their attitude, walk, and charm. The most awaited event of the day was the ramp walk as titles for Mr. and Ms Expression of the year are being fought for. The students were judged in two rounds by the judges. The first round was the attire round and the second round being the question and answer round.

After going through the two rounds Ms Expression 2019 was awarded to Miss Chandramauli Mamgain of Mass communication Department and Mr. Expression was awarded to Mr. Raja Pandey of Management Department.



Along with the Cultural activities co-curricular activities also got a fresh lease of life this year and included a number of creative and fun activities for the students. The students showed great enthusiasm while participating in the events such as snakes and ladders, treasure hunt, RJ Batola Lal, face painting to name a few. The first day also saw fun activities like Gol Gappa eating and push ups competition being held for the students. Even some of the faculty members could not resist themselves while these events were being held and took to the stage to participate in the events.





In the picture above the Vice Chancellor of Himgiri Zee University Professor Rakesh Ranjan can be seen amidst the students motivating them in the area of sports and basketball. The sports events were held in the campus from the 5th of March to 14th of March and included events such as cricket, football, basketball, volleyball, badminton, table tennis, chess and carrom. The students enthusiastically participated in all the games. According to Mr. Rakesh Arya, the sports coordinator for the event as many as 200 students participated in various events. They not only participated in the events but also took active participation in getting the events conducted.



The team events remained a major highlight of the sports activities. Along with the students the faculties also contributed in successfully organising the event. The event was coordinated by Mr. Rakesh Arya and he was helped by other sports enthusiasts such as Mr Manish Thapliyal and Mr. C.D.Bhatt.



PLACEMENTS BY ZEE MEDIA



Zee Media Corporation Limited visited School of Media Journalism & Film Making, Himgiri Zee University for Training and Placement drive on 4th- 5th December. 102 students of various courses including MA Journalism & Mass Communication, BA Journalism & Mass Communication and B.Voc Journalism & Mass Communication participated in this drive. Ms. Harpreet, Manager – Human Resources, along with Mr. Gaurav, Editorial Section of Zee Media Corporation Limited were the panelists for the drive. Vice Chancellor, Himgiri Zee University, Prof. Rakesh Ranjan welcomed Ms. Harpreet and Mr. Gaurav and emphasized on Academia-Industry in-

terface for enhancing the employability of students and improving the academic curriculum of institutions of higher educations.

On first day, placement round was held for final year students from both BA (Journalism & Mass Communication) and MA (Journalism & Mass Communication) students. On the second day, 77 students participated in selection process for internship. Six students were shortlisted for placement and seventeen students were shortlisted for internship. Final round of interviews were held in Noida Office Mr. Sudheer Deoli and all the faculty members of School of Media Journalism & Film Making actively contributed and facilitated ZMCL in the placement drive.

CEGR EXCELLENCE AWARD TO SCHOOL OF MEDIA JOURNALISM & FILM MAKING



Center for Education Growth & Research recognized the effort of School of Media Journalism & Film Making, Himgiri Zee University and awarded with the best Journalism & Mass Communication College in Uttarakhand. Based in New Delhi, Centre for Education Growth and Research (CEGR) is an independent think tank dedicated towards qualitative, innovative and employability-enhancing education, preparing the next generation as future leaders. Prof. Rakesh Ranjan, Vice Chancellor received this award for School of Media, Journalism

& Film Making in the event. The event was graced by Mr. Shyam Jaju, National Vice President BJP, Ms. Shazia Ilmi, Vice President, Delhi BJP, Prof. M.P. Poonia (Vice Chairman, AICTE), Prof. AP Mittal (Member Secretary, AICTE), Prof. Rajiv Kumar (Advisor, AICTE) and Lt. Col. Kailash Bansal (Director - Skill Development, AICTE). Noted Academician Mr. Kunwar Shekhar Vijendra, Chancellor, Shobhit University & Senior VP, CEGR, Mr. Anant Soni, Chancellor, AKS University, Dr. Sanjay Prashar, Chairman, Maharishi Arvind University, Mr. Sandeep Marwah, Chairman, AAFT & Marwah Studio, Prof. Prabhat Ranjan, Vice Chancellor, D. Y. Patil International University, and Prof. N. K. Sinha, Vice Chancellor, Himalayan Garhwal University were in the audience.

STUDENT CORNER

Students of Himgiri Zee University (Himgiri Rangmanch) performed a nukkad natak on the theme “Paani ki Keemat” in Winter-line carnival, Mussoorie on December, 28. Audience and organizing committee praised the efforts of the students. Anukul, Vikrant, Akanksha, Shruti and Shashi enacted in the play. The nukkad natak was directed and coordinated by Mr. Sanjeev Kumar, In-charge Himgiri Ki Awaz Radio Station.



A day prior to the 70th Republic Day, Zee University pledged for the welfare of the nation by arranging a Swachhta Abhiyan in its campus.

The program was coordinated by Department of Law. Students and faculty members participated in the program with dedication and passion. Acknowledging the efforts of faculty members and students, Registrar Dr. B. K. Ambasta emphasized on the habits of cleanliness and hygiene for healthy India.



Aditya Birla Group organized a seminar for Architecture students on January 23 and introduced the International Design Competition namely ‘YUVARATNA’. The major objective was to recognize budding talent among student architects. Students were encouraged to develop their program and space requirement with emphasis on skills-based development. Students’ enthusiasm & wholehearted participation became the cornerstone of this seminar. It encouraged the students in gaining expert knowledge, networking with others and renewing their motivation.

CAMPUS CELEBRATES REPUBLIC DAY



Republic Day on campus of Himgiri Zee University was celebrated amid zeal and fervor. The celebrations started with flag hoisting ceremony at 9:30 am. During the programme the staff and the students of the University were present. Amidst chants of the glory of mother India, the spirit of welfare of the nation was inculcated in the students by arranging a Swachhta Abhiyan in its campus.

The program was coordinated by Department of Law. Students and faculty members participated in the program with dedication and passion. Acknowledging the efforts of faculty members and students, Registrar Dr. B.K. Ambasta emphasized on the habits of cleanliness and hygiene for healthy India. On the occasion, students performed a Nukkad Natak for spreading the message of Swachhta. Mr. PraveenRathi and his team was instrumental in the program.

UNIVERSITY ESTABLISHES NATIONAL ACADEMIC DEPOSITORY

National Academic Depository (NAD) is a 24×7 online store house of all academic awards viz. certificates, diplomas, degrees, mark-sheets etc. duly digitized and lodged by academic institutions/boards/eligibility assessment bodies. NAD not only ensures easy access to and retrieval of an academic award but also validates and guarantees its authenticity and safe storage. There are 262 Private Universities in the country. Currently, Himgiri Zee University holds the distinction of being the second University from Uttarakhand to have signed such a MoU. On the occasion Registrar, Dr.

B.K. Ambasta and Controller of Examination Mr. Amit Kumar were present. Students entering into employment or pursuing higher studies require a credible, authentic and convenient mechanism for access, retrieval and validation of their academic awards. Retrieval of old academic records maintained in paper form is cumbersome. Therefore, NAD maintains academic awards in a digital depository which enables educational institutions, students and employers to access/retrieve/verify digitized academic awards and eliminates fraudulent practices such as forging of certificates and mark-sheets.

STUDENT CORNER

Mussoorie Dehradun Development Authority had conducted a fellowship program of 6 months for Architecture students this year at national level for the session of Feb'19 to July'19. The aspirants from various architecture colleges around the country were invited to participate for two vacancies. Our student Punam Kulla, studying in 10th semester was selected after undergoing through 3 stages of selection.



As part of the culture of providing real time and practical training exposure, the Department of Hotel & Tourism Management organised a guest lecture by Prof. (Dr.) Sunil Kumar Kabia, Director, Department of Tourism and Hotel Management, Bundelkhand University, Jhansi on February 22. In his address, Prof. Kabia stressed on the future advancements in the tourism sector. He quoted a wonderful initiative of E-Visa which helped India to gain tourist footfalls. He emphasized upon the types of Passports and VISA, cargo regions along with customs duties and regulations. He also explained the product life cycle of a tourist destination and a travel and tourism product. He encouraged the students to brush up their skills as per the latest trends of the tourism sector.

The lecture received with great appreciation and admiration by the students. They found the session informative and interactive.

THE FERVOUR OF NATIONAL SCIENCE DAY



National Science Day 2019 was celebrated on 28 February at the University under the theme “Science for the People and the People for the Science”. National Science Day is celebrated in India on 28th February each year to mark the discovery of the ‘Raman Effect’ by Indian physicist Sir C.V. Raman on February 28, 1928. Great excitement and enthusiasm was seen among the students and staff while celebrating this day.

The event started with lighting the lamp by Honorable Vice Chancellor Prof. Rakesh Ranjan. In his address, Prof. Ranjan shared how with the help of science, human have made their lives better and easy. Not only this, we have made impossible things possible as man is reaching into space, robots, computers, artificial intelligence etc.

DEPT OF AGRICULTURE ORGANIZE ‘AGROLOOK 2019’

Department of Agriculture organized ‘Agrolook 2019’. The program was inaugurated by Hon’ble Vice Chancellor Prof. Rakesh Ranjan. In his inaugural address, Prof. Ranjan stressed on the need for boosting agriculture and the role of youth in agriculture. Stating the examples of green revolution, genetically modified crops and technology to support poor farmers of India.

Prof. Ranjan encouraged students to innovate to promote Indian agriculture sector. Various events in the form of solo and group

He further stated that India has contributed a lot in the field of science and many great scientists were born in India. Many competitions such as Model, Poster, Debate/Speech were organized for the students.

Team of Saiul Haq, Abhi-jeet, Chirag, Sandeep and Pushpendra from Department of Engineering won first prize in model competition. Team of Akshat Kakkar, Anwesa Sarkar, Prabrisha Chatterjee, Rahul Mondal and Perna Mishra of Department of Agriculture secured second position and Tahang Nabum of Department of Engineering secured third position respectively.

Anwesa and Sukanya of Department of Agriculture secured first and second position in poster competition respectively. Sagnik Bose of Department of Agriculture won first prize in speech/debate competition. Prize and certificates were given to the winners during the valedictory function. Prof. Rakesh Ranjan congratulated the entire team for organizing the event successfully.

dance, skit based on agriculture, quiz competition, songs were showcased by the students. The program ended with words of appreciation and encouragement by Dr. Sharad Pandey, HOD Agriculture department.

Dr. Pandey appreciated the efforts of students and congratulated them for successfully organizing the event. The function witnessed the presence of all University officials, Head of various departments and a large gathering of students from various departments of the University.

Student Corner



School of Media, Journalism and Film Making invited Mr. Deepak Upadhyay on 15 February. Mr. Upadhyay is well-known figure in the field of Journalism and is associated with Zee Media Corporation Limited. In the session, Mr. Upadhyay shared basics of journalism to students of Mass Communication. He gave several mantras for success in journalism sector. He emphasized on why students must read at least two newspapers daily, compare news writing styles of different newspapers, and learn the usage of words and headlines. He advised students to stay focused, monitor media industry trends, and be prepared for various challenges of the journalism sector. At the end, students raised their queries and interacted with Mr. Deepak Upadhyay. The session received with great appreciation and admiration by the students. They found the session informative and interactive.

Keshav Kant Thakur, student of B.Sc(H) Agriculture II year, presented a paper entitled “Effect of Climate Change on Agriculture” in a National Conference on Climate Change: Plant People and Planet organized by Association of Plant Science Researchers in Uttarakhand University



Students of Department of Agriculture participated in a model making competition on Agriculture theme in State Science & Technology Conclave 2019 organised by Uttarakhand Science, Education and Research Center



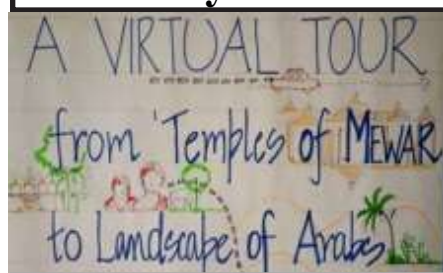
Prof. (Dr.) Punit Gautam, Director, Department of Tourism, North Eastern Hill University, Shillong visited the Department of Hotel & Tourism Management and delivered a lecture on 21 February. In his address, Prof. Gautam stressed on the future prospects of tourism and emphasized on basic understanding of tourism, requisites, prerequisites and motivators for tourism sector.

He advised the students to learn relevant technologies, contemporary practices, products, ideas and brainstorm for future innovative product development as per customer demands. Stressing on the balanced mix of practical and theoretical knowledge, he motivated students for successful career in tourism & hospitality sector. At the end, students raised their queries and interacted with Prof. Gautam.



The Faculty of Architecture Design and Planning has initiated to conduct “Integrated Design Studio” on every Friday in their department. The motive of the studio is to inculcate team work ethics and evolve the best ideas from students within 3-4 hrs. A Furniture design exercise was given to the students & were encouraged to follow the concept of ‘Best out of Waste’. The Students of all the years actively participated with full enthusiasm and designed the furniture which is functional & aesthetically strong. hands on experience with ‘Plaster Of Paris’ integrated studio was held in the Department on 15th Feb. The students made ‘POP’ moulds of various shapes & sizes and carved wonderful designs

Faculty Corner



In order to enhance students’ learnings, Faculty of Architecture, Design & Planning conducted an interactive virtual tour of temple of Mewar & landscape of Arabs on January 29. Students of Architecture along with Department Heads and faculty members attended the session. Ar. Sakshi Jain elucidated on her observations & experiences through images and sketches of Ranakpur Jain Temple. Dean Prof. Ramanjyot Shrivastava concluded the session with analysis on landscape of the city Muscat. Sharing the distinct architectural style of Jain Temple construction and the concepts of Arab landscape made the learning experience more collaborative for everyone.

Mr. Ashish Dhyani presented a paper entitled “Role of soft skills to enhance employability of hospitality students: An empirical study on hospitality trainers in institutions of Dehradun” in National Conference on “Vision Uttarakhand 2040: Agenda for Socio-Economic Development” organized by Ministry of MSME, Government of India and State Planning Department, Government of Uttarakhand.

Ms. Megha Sharma presented a paper entitled “An assessment of female employees’ on career opportunities in hotels of Haridwar and Rishikesh, Uttarakhand” in National Conference on “Vision Uttarakhand 2040: Agenda for Socio-Economic Development” organized by Ministry of MSME, Government of India and State Planning Department, Government of Uttarakhand. These papers have also been published in the book entitled “Sustainable Development: The Way Forward”

INTERIOR DESIGNING FOR GENERAL OPERATION THEATER (AN ARCHITECTURAL APPROACH)

Shrishty Gupta, Ar. Anil Bharti

As per the Rural Health Statistics (RHS), India takes care of its 1.3 billion people through a health infrastructure network of a total of 25,308 Primary Health Centers (PHC's), 5,396 Community Health Centers (CHC's) and 763 district hospital across the country.[1] According to IS Code 1984, one Operation Theater (OT) is required per 50 beds. OT is the most foremost part of the hospital. Interior designing of a General Operation Theater is a major exercise. It helps to meet the convenience to the patient's. There is a real need for safety, security, advancement, should be constructed with, proper material selection, maintain the environment, and possible modulation. This paper is about the steps taken to transform the interior of the General Operation Theater in the multi-speciality hospital and its impact in the psychology of the Doctor's, Nurse's and Patient's. It focuses on this approach and helps to add the modulation in the interior of the general OT. A hospital is a health care institution providing patient treatment with specialized medical and nursing staff and medical equipment. According to World Health Statics 2014, Patient to Bed Ratio is 1000:0.5. Hospital consists of several units: Out Patient Department (O.P.D), In Patient Department (I.P.D), Operation Theater (O.T) and Intensive Care Unit (I.C.U).

1) Operation Theater is a facility with in a hospital, where

surgical environment are carried out in a sterile environment. It is a heart of any hospital. It is consist of 3 zones: 2) General OT: This includes operation theatres for Ophthalmology, District hospital OTs, FRU OT and all other basic surgical disciplines. Day surgery is the admission of selected patients to hospital for a planned surgical procedure, returning home on the same day, would fall under the category of general OT.

In today's world, it becomes crucial to give maximum value to planning of General Operation Theater. Within the limitation of money and space, the best result can be obtained. Attempt should be made to follow to the standards made by local bodies and international guidelines, as health care facilities in India are now regale to more and more international constituency.

Although new OT's and hospital that are being constructed cannot be expected to achieve all basic theoretical requirements. So, new advancement is constantly being evolved. By the time they are integrating into buildings, modern ones take their place on the drawing board.

*Shrishty Gupta is student and
Ar. Anil Bharti is Associate Professor
at Dept of Architecture Design and Planning
@Himgiri Zee University*

ROLE OF COMMUNICATION AND SOFT SKILLS TO ENHANCE TOURISM THROUGH CUSTOMER SATISFACTION: AN EMPIRICAL STUDY

Ashish Dhyani

Hospitality industry has always been considered of paramount importance to national economic growth. Uttarakhand is no exception. To boost the state's attractions for tourists, the government has been endeavouring to attract more tourists. Hotels and restaurants sector faces a number of employment and labour related challenges such as high skills shortages, staff turnover, lack of training, and a growing demand for flexibility and multi-skilling. Also, global trends such as the increased cross-cultural tourism, awareness of healthy lifestyle, individualisation in customer demands, environmental concerns, globalization of travel and tourism products and services and digitalization of information and communication systems will challenge the Hotels and restaurants sector, making the discussion of skills needs and emerging competencies even more relevant than ever.

In view of the expected increasing demand of capacity to accommodate the growing number of tourists, there emerges a need for qualified hotel employees with required proficiency to handle guests and provide best accommodation experience. As the demand for hospitality personnel trained to deliver high-quality guest service continues to

grow, such proficiency cannot be promoted without first analyzing carefully what are the needs for workplace. Further and unavoidably linked questions are whether or not these perceived needs mesh with actual performance and whether or not there are gaps between performance and needs. (Wenyuh Shieh, 2012)

The hospitality industry is one of the oldest branches of tourism, yet despite its modernization and technical development, its main resource remains the multi-skilled human resource, and which may lead to high employee turnover which remains one of the industry's major problems, reason being skill-gaps. (Shosh Shahrabani et al, 2015)

Employees in high-context nations including Japan, South Korea, and China tend to rely on non-verbal gestures. Conversely, people from low-context countries including Germany and Great Britain prefer to communicate directly. eat behaviour and attitude towards its customers. and mediocrity.

*Ashish Dhyani is Assistant Professor,
Faculty of Hotel and Tourism Management
@Himgiri Zee University*

“Ami Kolkata er ROSOGOLLA”

Shradha Patra

“Ami Kolkata er ROSOGOLLA”
A very famous Bengali folk song that celebrates the glory of the queen of sweets Rosogolla. It is the weakness of the desert lover. The round ball of ricotta cheese dipped in sugary syrup is heaven for Bengali and even people around the world love and cherish it. My childhood memory has a very strong and beloved space for Rosogolla. I have seen my grand mother making them all my life and this was one of her signature dishes. And the process of making this sweet dish is purely authentic and traditional. The basic version of Rosogolla is made up of ricotta cheese and khoya but nowadays there are many flavours out in the market. in Kolkata i.e The city of Joy. There are numerous number of shops

that will provide you with a world class Rosogolla with the basic and different version of it, but a Rosogolla lover should once visit these two places in his/her lifetime. Balaram Mullick and RadhaRam Mullick is one of the oldest and renowned shop for Rosogolla. This shop is located in BHAWANIPORE and it is established in 1885.

Chittaranjan Mishthan Bhandar is another joint for your favourite desert, it was established in 1907, by Mr Hira Lal and even you can try Madhuparka gulaabjamun of this place. The aura of this place will land you in British era and the architecture of this place will give you goosebumps and leave you mesmerized.

Now talking about invention of the sugary snowball. It has drawn the foodies chef, historians and the normal

people attention after Orrisa government claimed its GI. but the culinary master piece was crowned to Bengal. In Kolkata Dhiman Das, the great great grandson of the legendary Navin Chandra das claimed that the Rosogolla was invented by his ancestors. Navin Chandra Das first established a sweet shop in Jorasanko, in 1864. But he went out of business soon and after two years he opened another establishment in Barabazar.

This sugary master piece has won hearts like no one. Rosogolla has continued to be love of my life. It is one of such food I can literally die for. I can travel 3000kms to get it. It is easily accessible all over India, but if you want to taste the authentic Rosogolla then Kolkata should be next in your bucket list.

All these talks
And those walks
All these walls
Have heard thousand folks
They have found proofs
New evidences under these roofs
New statements, New arguments
Which would be truth assured
But as we knew
Nothing happened,
Everyone is guilt-proof
And these tie-bearers
From offices of errors
Oh! Sorry .. I meant news preparers
Of this event Made headlines
Because they were assigned deadlines
Assuming the culprit, cutting them with
their canines
To their masters, they become their concubines
I'm still finding their spines
All this made up circus
For the entertainment of adulterous
And the girl ambitious
Killed by the amorphous
She tried to be anomalous
But events unfolded in a way atrocious
News changed in a day or two
And their nationalism vaporised
Like the morning dew
Firstly those who outraged, were in number very few
And then they were struck by the "Oh!
We're fine" flu
For a day or two, they outraged their hulloalaboo

New DP, New status
One protest, and they became hero
Two days later, maybe I shouldn't say
They went where they came from,
Their thinking changed back to zero
"Small dresses is the cause",
If that's your thought
You're a peyoté which should rot
I've heard 'Men are from Mars'
But even there, you are a curse
For now, keep your nationalism in your purse
What about this girl, who has lost her world
Because of your recreation, she lost her conciliation
Your acts are defined as cannibalisation
Have you ever heard of castration?
That's what you deserve
For the removal of few termites
That's an act we should preserve
Now here she stands as a living corpse
What about the things she's been through, that warp?
Now will you take her
As you promised to keep her
No, you won't, coz you are a saboteur
Is she now defiled?
Or not so beautiful as she was before
Yes, you made her that way
Now can't you take her home anymore
Oh sorry! I forgot
She's not pure
With her, now you'll not be lured
And that proves, why every drop from you

is impure
Now her face is not attractive
That acid you remember, it made her vituperative
These men have lost their manliness
From Gods they snatch their Godliness
These pseudo nationalists have lost their nationalism
All they've left with is evangelism
Culturalism, Centralism, Emotionalism
Fatalism, Feudalism, Federalism, Formalism, Imperialism, Journalism, Legalism, Materialism, Parochialism, Nihilism, Paternalism,
Racialism, Radicalism, Sensationalism, Socialism, Territorialism, Vandalism
And as we stand here
Take a look around yourself
Look what you've created
Women are mistreated
Religions are hated
Logics are negated
No theories related, No theories updated
Hearts are vacated
Neighborhoods disassociated
Minds inebriated
Hatred initiated
Abuses instantiated
DNA insubstantiated
Development nauseated
And justice negotiated
Avik Elisha Robinson
Student
Bachelor's in Hotel Management (IVth Semester)
Department of Tourism and Hotel Management