

INSTITUTIONAL DISTINCTIVENESS

Students who graduate from AJK College of Arts and Science are attuned to having the appropriate knowledge, skillset, confidence and right attitude to take up responsibilities and challenges in the dynamically growing world and changing society.

AJKCAS is very well known for its **Catering Science & Hotel Management (CS&HM) programmes**, though many institutions offer the course in the region. Learning CS&HM here is distinctive from other institutions, and people around the institution call it fondly as 'Catering College'. The Institution offers B.Sc., M.Phil. and Ph.D. courses in CS&HM. Additionally, the students have a choice to undergo many CS&HM Diploma and Certificate courses of NCVRT and Bharathiar University as add-ons/ value-added courses to boost their confidence level and top-up their qualifications. The institution bags gold medals and ranks in the Bharathiar University Examination every year.

It is **PIONEER** in offering Ph.D. in CS&HM among all affiliated institutions in South India, the institution that got approval from the Ministry of Tourism to run short-term Skill Development Courses on Food Production, F&B Service and Housekeeping, funded by the Government of India.

The Faculty Brigade comprises qualified facilitators with enormous inland and overseas experience both in industrial and academic segments. Dr Ajeet Kumar Lal Mohan, Professor & Research Guide in CS&HM and Secretary, AJKCAS, is a mentor who has a legendary status in the field of hospitality. With his vast and rich experience in the industry, he has designed & set up kitchens of various capacities for many industries and educational institutions.

The college has a fair representation in the South India Chef's Association (SICA) being its faculty member of SICA. Chef. Bidhu Bhusan Das, Former Executive Chef, ITC Welcomhotel Coimbatore is our Dean Culinary. Our faculty has given training to many Star Hotel cooks from across the globe in the institution. They have number of cookery books with ISBN & copyrights and indexed research articles in their credit. An Exclusive YouTube Channel 'AJKCAS Kitchen for All Seasons' demonstrates various recipes.

CS&HM laboratories are crafted with modern equipments, including ergonomically designed Kitchens, elegant Restaurant, Front Office, Bakery and House Keeping with **the five-star level** appeal, considered to be the best in the region. The department also takes care of the Institution Cafeteria.

The members of **the Culinary Club** of the department and interested students & staff from all the departments, chefs & restaurant owners, start-ups, event organisers and cuisine experts from the region.

The CS&HM courses have established their distinctive approach by modelling its pedagogy in skill development, entrepreneurial development, ethical & human value development and improving employability.

i. Skill Development

Below mentioned skill development activities are facilitated in the department to have an extra edge.

- Activities like food preparation, table presentation & food serving for the college guests and snacks & cake making for occasions like New Year & Christmas are organised from time to time.
- **Further, Food Festival** is organised every year by CS&HM students where they are involved in theme planning (like Coastal food, South Tamil Nadu, Burmis Food etc.), menu planning, venue designing, resource persons fixing, ingredients purchasing, pre-preparation, production and service of various delicacies for more than 1500 pax. It provides a real-time experience in all tasks involved in event management.
- **Young Chef Conclave** is another unique programme organised every year, where a few renowned chefs are invited to demonstrate their signature dishes and interact with students, which make them updated.
- All the significant national and international **days of importance related to CS&HM** are celebrated in an exclusive fashion, which helps build a professional image and boost the confidence level of budding hospitality professionals.
- Very productive and most relevant **workshops, seminars and interactive invited talks** by elegant industry professionals are organised frequently to improve liaison with the industry to benefit the students in many ways.

ii. Entrepreneurial Development

The college has concrete plans to develop entrepreneurial skills among potential CS&HM candidates from the very early stage of their learning course.

Some of the activities are as follows:

- The department is effectively utilising the potential of the Incubation Cell of the Institution.
- Students with entrepreneurial potential are given clear guidance related to conceptualisation, developing & analysing various ideas, choosing the best one, conducting commercial and financial viability studies, generating capital investment, etc., from the first semester itself.

- Students practice preparing reports on entrepreneurship-related topics like studying operational or financial aspects of various hospitality products and services.
- Workshops are organised to enlighten the budding professionals on various concepts of business.

Upon motivation, encouragement, and guidance from the faculty members, many students have established catering units, been involved in catering operations, and started specialised outdoor catering services and innovative event management start-ups.

iii. Ethical and Human Value Development

The values and virtues practised and learnt by a student during his/her days in the institution influence his/her future leadership qualities. The Department enriches them through

- add-on **courses like Universal Human Values, Social Etiquettes, Professional Attributes** etc. Various initiatives in this regard include:
- We are distributing food to various needy communities.
- We are educating socially challenged community kids on the importance of nutrition, simple healthy food, food decoration etc.
- We are visiting various backward villages in association with NSS, organising cultural/sports competitions, preparing and distributing refreshments, etc.

iv. Improving Employability

The institution regularly interacts with industries, arranges internships only in most reputed luxury hotels, makes students participate in competitions, challenges their creativity, organised by the institution/outside institutions, provides placement training, coaches soft skills by professionally trained personnel and utilises the Language laboratory effectively for building effective communication skills to make the students employable. **The institution offers 100% placement in leading hotels in India and overseas.** An exemplary initiative in this regard includes launching a Digital App for CS&HM.