



CT
Flavours
E-ZINE

From the Desk of Dean

"The beautiful thing about learning is that no one can take it away from you"

- E. B. King

Dear Readers,
Greetings to You!

It is a matter of great pride and satisfaction for School of Hotel Management, Airlines and Tourism – CT University to bring out the third edition of CT Flavours. 'Do more than belong – participate. Do more than care – help. Do more than believe – practice. Do more than be fair – be kind. Do more than forgive – forget. Do more than dream – work.'

I am confident that this issue of e-zine will keep you informed about the progress within School and update your knowledge with the latest trends, happenings, developments and upcoming events of Hospitality & Tourism around the globe.

I extend my deepest thanks to all colleagues for their interest, enthusiasm and participation to develop and support third monthly issue of e-Zine.

Prof (Dr) Varinder Singh Rana
Dean – SOHMAT
CT University



From the Desk of Head of School

I joined CT University in July, 2017 with a vision to achieve the overall goals of the organization as well as to provide students with latest and updated knowledge and skills both in terms of theory and practical to make them ready for the industry. Keeping in view the current situation and Understanding that hospitality education curriculum have high degree of practical components, The School of Hotel Management, Airlines and Tourism at CT University, is adapting to the blended model

or online education that combines online educational materials and opportunities for interaction online along with traditional place-based classroom methods. The school has successfully adapted to Open-source digital learning solutions and Learning Management Systems which are playing an important role in online academic delivery. Upon opening of academic institutions the new set challenges to hospitality institutes is to conduct the theory and practical classes by maintaining the physical distancing norm in the available infrastructure. We are all geared up to deal with this pandemic and making sure that all the norms are being followed. As it is said, success of hospitality



professionals depends on understanding that, difference between success and failure is determined by how we deal with challenges and difficulties. At CT University we make it a point to revise our courses and curriculum on the advice of academic and industry experts with a broad vision. It is mandatory that every board of studies within each institute under the university has at least two members from industry. We also heed the advice about revisions of curriculums from other sources in the industry – it could be guest faculty from industry, someone from industry on a visit to our institution, our recruiters, etc. We value their feedback and try to incorporate their suggestions into our curriculum so that the students – our products – will be true industry ready. We all want to feel cared for and valued by the significant people in our world. Students are no different. This knowledge is a powerful tool in the arsenal available to you as you form your classroom discipline plan. It is essential for me that I earn my students' trust early on in the year. A trusting classroom with mutual respect is a thriving classroom, complete with active engaging and learning opportunities. Some teachers are more natural at building and sustaining positive relationships with their students than others. I make learning fun and exciting by incorporating hands-on, kinesthetic learning activities where they can learn by doing

Prof. (Dr.) Amit Kumar
Head of School
School of Hotel Management, Airlines and Tourism
CT University, Ludhiana

" Atithi Devo Bhave- The Soul of an Indian"

A thunderous applause to Ministry of Tourism, government of India for introducing Atithi Devo Bhave program .It's a program design to educate the nationwide citizens that our visitor is god .The main motive behind the program is to boost tourism in India which in turn will assist the country economic growth .Atithi Devo Bhave aims at alerting about the effects of tourism and creating awareness among the citizens of the nation the preservation of our rich heritage and culture, cleanliness and warm hospitality. It also educates the host country the sense of responsibility they have towards the foreign tourists when they visit our destination (India).The warm hospitality shown by host country can make the country a hot spot holiday destination.



India lack far behind in luring tourists. In spite of an incredible wealth of tourist spots ,cultural attractions, natural wonders and destinations for the soul ,India is still not able to attain top ten

tourist destinations of the world. The hospitality nature of India has vanished ,time has come to join hand in hand and make an effort to make it a part of us again by targeting the general public and stake holders of the tourism industry we can enlighten them the concept of Atithi Devo Bhava ,India can be brought back to the map of world most prefer holiday destination.

Tracing back history, we see our ancestors always respect their teachers, elders, parents and guests. India was known for their hospitality .Further the pages of history also reveal that India was the destination for enlightened travelers. Golden age can be brought back by inculcating the hospitality nature and treating our guest as God'. We need to scroll harder to bring back the hospitality standard of India. Today, we are promoting incredible India with Indian tourism Brand Ambassador "Aamir Khan".

The Ministry of Tourism, Government of India has designed seven point hospitality and training programs which includes sensitization, training and induction, motivation, certification, feedback, general Awareness and ownership. Here, the general public and stake holders of tourism industry have to indulge in rigorous training of the above mentioned points. The charter of Atithi Devo Bhavah training program includes hygiene and cleanliness of vehicles like taxis, hotel rooms, restaurants, shops etc even the person who is involved in serving tourists should appear hygienic and the tourist spots should be fully cleaned. The personnel involved in taking care of tourists like taxi drivers, hotel employee need to have a good etiquette. Integrity and honesty should be the part of the service providers. Further, the safety and security of tourists should be fully taken care off.

The components of Atithi Devo Bhavah Program is providing training to key stakeholders in terms of changing their behaviour into desired behaviour. Training is provided for two categories:

Level 1, covers taxi drivers, tourist guides and baggage handlers also porters. Level 2 covers, the tour operators, shop owners, staff, hotel staff, immigration and custom officials. Besides training, road show is also organized for educating the general public the concept of Atithi Devo Bhavah. Mass media communication in newspapers, TV ,cinema and outdoors to create general awareness about the Atithi devo Bhavah Programme is also done so that the foreign tourists be treated well and the and they can happily go back to their country.

The Indian tourism offices of Delhi, Jaipur, Agra, Mumbai, Aurangabad, Goa and Hyderabad have a crucial role to play in the campaign. They act as a nodal agencies to facilitate and co-ordinate the essential part of the program i.e training, The nodal offices have the role like providing co-operation and support to make the training program run effectively. Registering the stakeholders who are contacting them for the purpose of training, re-registration of the stakeholders who underwent training program after six months are the duty of Nodal offices.

Most of the States in India are doing good job to promote their respective destination like

Gujarat have appointed Bollywood superstar, Amitabh Bacchan as their Tourism Ambassador likewise Andhra Pradesh have appointed ace Shutter Sania Newal as their Tourism Ambassador. It's great to learn that Jim Corbett National Park has Appointed Ms Dhoni as their Ambassador to preserve Tiger in India.

It's really disheartening to know that most of the tourists are still illtreated. We still came across lots of rape cases. Atithi Devo Bhava should be practiced from heart. None can forget the Goa, Scarlet Rape case, Jodhpur rape cases etc. Time has come for renaissance among the Indian to inculcate the hospitality spirit and bring back the lost glory of India in Hospitality. It's my Earnest request to NGO's, Tourism Stake holders, General Public to take an oath for Atithi Devo Bhava and make our country the best preferred destination in the tourism map of the world. This in turn will generate more employments and helps in the economic growth of the country. Kudos, to the ministry of Tourism, Government Of India for starting this effective Program.

Rohit Sharma

Principal

CTIHM Maq sudan, Jalandhar



'Tirthan - Hidden Paradise'

From the south finish of the Kullu Valley, the Tirthan Valley leads up southeast into the locale known as Inner Seraj. This is a region of uncommon valley and mountain view, untainted towns and nature, extraordinary strolls and welcoming guesthouses. It's getting known among Indians looking for a serene departure from the fields, yet is as yet off most international tourist's radar.

The Tirthan Valley is the doorway to the fantastic, World Heritage-recorded Great Himalayan National Park, 754 square kilometers of steep-sided waterway valleys and mountains arriving at straight up to the 6000 m plus to peaks of the Great Himalayan Range.

Infact, a piece of the Tirthan Wildlife sanctuary additionally is a World Heritage Site. This sanctuary is home to the snow panther and uncommon birds like the Western Tragopan. Anyway the best way to see the center zone of the recreation center is by foot. It requires 4-5 hours from Goshaini in Tirthan to arrive at the doors of the recreation center at Kharongcha. The recreation center offers a few trips directly from Shilt Thatch to Rakhundi top and Sainj Valley on the right side, to Hanskund and Nada Thatch on the off chance that you go straight and to Khoeli Poi and



Asur Baag on the left hand side.

The Tirthan valley has a lot of covered up jewels, thus it allow one to enjoy different activities like unwinding, day climbs, multi day trips or trout angling. One of the most loved insights is enjoying the great outdoors in nature. Without trekking, this permits to enjoy the Himalayan wild and nod off under the stars. Another incredible action is the simple climbs from Jalori pass that gives astonishing perspectives on the Himalayan reach.

Travel Choice:

By road: Passing by bus transport is a decent choice to go to the Tirthan valley. To reach Tirthan by road, one needs to take the Chandigarh-Manali highway and turn off at Aut. Tirthan Valley is at a distance of 513 km from New Delhi.

By air: The nearest airport from Tirthan Valley is Bhuntar, approximately 50 km away.

By train: Chandigarh is the closest major Railway Station.

Best time to visit Tirthan valley is March, April, May, October, November and December



Ms. Jasdeep Kaur
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Detoxification-Why & How

Removal of toxins to make your body free from impurities!!!

Detoxification is one of the more widely used treatments and concepts in alternative medicine. It is based on the principle that illnesses can be caused by the accumulation of toxic substances (toxins) in the body. Eliminating existing toxins and avoiding new toxins are essential parts of the healing process

Purpose

Detoxification is helpful for those patients suffering from many chronic diseases and conditions, including allergies, anxiety, arthritis, asthma, chronic infections, depression, diabetes, headaches, heart disease, high cholesterol, low blood sugar levels, digestive disorders, mental illness, and obesity. It is helpful for those with conditions that are influenced by environmental factors, such as cancer, as well as for those who have been exposed to high levels of toxic materials due to accident or occupation.



Detoxification therapy is useful for those suffering from allergies or immune system problems that conventional medicine is unable to diagnose or treat, including chronic fatigue syndrome, environmental illness/multiple chemical sensitivity, and fibromyalgia. Detoxification can be used as a beneficial preventative measure and as a tool to increase overall health, vitality, and resistance to disease.

HOW DOES DETOXIFICATION WORK?

Basically, detoxification means cleansing the blood. This is done by removing impurities from the blood in the liver, where toxins are processed for elimination. The body also eliminates toxins through the kidneys, intestines, lungs, lymphatic system, and skin. However, when these systems are compromised, impurities aren't properly filtered and the body is adversely affected.

A detox program can help the body's natural cleansing process by:

1. Resting the organs through fasting;
2. Stimulating the liver to drive toxins from the body;
3. Promoting elimination through the intestines, kidneys, and skin;
4. Improving circulation of the Blood
5. Refueling the body with healthy nutrients.

HOW DO YOU KNOW IF YOU NEED TO DETOXYFY?

It is suggested that everyone should detox at least once a year. Consult your healthcare practitioner if you have questions about whether detoxing is right for you.

Symptoms for those suffering these conditions may include:-

- Unexplained fatigue
- Sluggish elimination
- Irritated skin
- Allergies
- Low-grade infection
- Puffy eyes or bags under the eyes
- Bloating
- Menstrual problems
- Mental confusion

HOW DO YOU START A DETOX?

First, lighten up your toxin load. Eliminate alcohol, coffee, cigarettes, refined sugars, and saturated fats, all of which act as toxins in the body and are obstacles to your healing process. Also, minimize use of chemical-based household cleaners and personal health care products (cleansers, shampoos, deodorants, and toothpastes), and substitute natural alternatives.

Another hindrance to good health is stress, which triggers your body to release stress hormones into your system. While these hormones can provide the "adrenaline rush" to win a race or meet a deadline, in large amounts they create toxins and slow down detoxification enzymes in the liver.

Yoga, Qigong (Opens the Flow of Energy) and meditation are simple and effective ways to relieve stress by resetting your physical and mental reactions to the inevitable stress life will bring.

WHICH DETOX PROGRAM IS RIGHT FOR YOU?

There are many detoxification programs and detox recipes, depending on your individual needs. Many programs follow a seven-day schedule because, "it take the body time to clean the blood." The program involves fasting on liquid for two days, followed by a carefully planned five-day detox diet to allow the digestive system to rest. It is recommended a three to seven day juice fast (drinking only fresh fruit and vegetable juices and water) as an effective way to release toxins.

Here are five favorite detox diets:

1. Simple Fruit and Veggie Detox
2. Smoothie Cleanse
3. Juice Cleanse
4. Sugar Detox
5. Hypoallergenic Detox

WAYS TO HELP YOUR BODY DETOXIFY?

After a detoxification program, you can cleanse your body daily with these diet supplements and lifestyle practices:

1. Eat plenty of fiber, including brown rice and organically grown fresh fruits and vegetables. Beets, radishes, artichokes, cabbage, broccoli, spirulina, chlorella, and seaweed are excellent detoxifying foods.
 2. Cleanse and protect the liver by taking herbs such as dandelion root, burdock, and milk thistle, and drinking green tea.
 3. Take vitamin C, which helps the body produce glutathione, a liver compound that drives away toxins.
 4. Drink at least 8 to 10 glasses of water a day helps in detoxifying body effectively.
 5. Breathe deeply to allow oxygen to circulate more completely through your system.
 6. Transform stress by emphasizing positive emotions.
 7. Practice hydrotherapy by taking a very hot shower for five minutes, allowing the water to run on your back. Follow with cold water for 30 seconds. Do this three times, and then get into bed for 30 minutes.
 8. Sweat in a sauna so your body can eliminate waste through perspiration.
 9. Dry-brush your skin or try detox foot spas/foot baths to remove toxins through your pores. Special brushes are available at natural products stores.
- Consult your doctor before using any health treatment, including herbal supplements and natural

remedies, and tell your doctor if you have a serious medical condition or are taking any medications.

Prof. (Dr) Kavita Khanna

HOD, School of Hotel Management

Delhi Technical Campus, Greater Noida

Himachali Culture and Food

Himachal is the state which is situated on the northern region of the India. Its mountains are the most viewed or visited mountains all over the India apart from the landscape area, lakes, rivers, forests, tea gardens, rocks etc this state is gifted with all the beauty. Apart from the nature gift another precious gift that it has is the people. Like weather the people remain cool through mind behavior and physically. The beauty unleashes when the rainy season came across green environment and fresh air and floating rivers Ravi, Chenab, Yamuna, Sutlej etc. Total population is around 70 lakhs, most of the people are in village area though the literacy rate is almost 90%. Prominent language is Pahari but officially a person speaks in Hindi. Punjab influences are still in the languages, food & culture. Religious Hindu, Muslim, Sikhs, Buddhist and Christians all stay all together. Celebration on most of the moments and enjoy feast are the part of every Himachali. Dham is the word used for the feast enjoyed by all the communities during the lunch Hours. Patta is the full plate made up of leaves combined in circular form. Sitting on the Ground for all the generations is most preferable technique. Boties (Chefs) serves the food to the individual in systematic way serving dish in Dabru a brass hollowware, while rice is served in the chadolu a bamboo stick tokra. Each celebration like Marriages, birthday parties, anniversary etc dance play an important role. Group of people stay together and dance in the moving manners, due to hilly regions lack of oxygen fast music is not favorable, that's why most of the people prefer small steps. Festival is part of the culture famous festival are Kullu Dussehra, Ladarcha fest in Spiti and Khepa fest in Kinnaur, Minjar in Chamba, Shivratri in Mandi etc. Colorful dress with a different pattern as per climate shines the beautiful faces of the people. Major Crops are wheat, maize, rice and barley. Most of the people preferred to work in the fields.



Aman Verma

Research Scholar

School of Hotel Management, Airlines and Tourism

CT University

Eyeing Global Growth

COVID-19 has forced hotel & restaurant chains to explore alternate tech solutions which has caused wider adoption of our products, says Amlan Ghose, MD, Prologix First.

How are your contactless tech solutions supporting the hospitality industry?

Prologix First is committed to providing smart hospitality solutions, which are innovative, new age and backed by what is acknowledged to be the industry's best technical support. Our solutions are rich in features & functions and serve the needs of demanding customers like multi-unit hospitality enterprises. We offer a self-service app by which diners can browse an interactive menu, place orders including options & special instructions, request additional services, make payment and provide feedback without needing to touch anything but their own Smartphone. We do this for all F&B establishments, irrespective of whether they use our POS or not. We also offer an app that enables guests at hotels that use our WISH and mycloud PMS to pre-register, view folios and pay without contact with any device, paper or person at the hotel.

Who all are your clients and how are your products/services helping them?

We have over 2,000 customers in more than 40 countries. But, let us consider only a few of the most recent that we added, surprisingly, while the industry has been dealing with the consequences of COVID. IHCL has standardized our Web ProLIFIC Back Office system and new IHCL properties are now opening with Web ProLIFIC as their back office ERP system. The Meydan Hotel and Bab Al Shams luxury hotels in Dubai chose to switch to our Touché POS, for use with their installed Opera PMS from Oracle. In spite of all other choices they had, they chose us for new age features like Business Intelligence (BI) and for delivering great value. The boutique, ultra-luxury chain of Evolve Back Hotels has chosen our mycloud integrated hotel management platform for their three hotels in India and one in Botswana.

Were such tech solutions always in demand or has this post-COVID scenario created a market for this?

Some of the needs were already being felt, for example, hotels were already assessing cloud solutions. There was already some interest in analytics and BI. Hotels have explored self-service applications since long. COVID has focused greater attention and has nudged hospitality businesses into more definitive action. It has forced hotel and restaurant chains to explore alternate solutions within their tech stack which has caused wider adoption of our products, especially Touché POS and the Web ProLIFIC Back Office system.

How will your brand shape the hospitality industry in the near future?

We are determined to make IT painless, convenient and affordable for the hospitality industry. Our integrated cloud-based hotel management software platform allows us to offer plug & play



convenience with pay-as-you-use terms. Our customers eliminate upfront investment in technology and ongoing maintenance & administration effort. And, we are working to drive down costs to be able to deliver greater value to users.

Where is your company headed?

Our philosophy has always been to put customer service ahead of all else. We have been able to improve scalability dramatically due to cloud technologies. We can deliver the same level of services without the barriers of needing more offices, manpower & money. Our aim is to grow aggressively and on a global scale.

Source: (FHRAI Magazine, January 2021)

Meet the new Tourism Secretary

Arvind Singh has replaced Yogendra Tripathy as Secretary – Tourism. The change is part of a reshuffle announced by the Appointments Committee of the Cabinet.



Arvind Singh, Chairman, Airports Authority of India (AAI) has replaced Yogendra Tripathy as Secretary – Tourism, Government of India. The change at the Tourism Ministry is part of a reshuffle announced by the Appointments Committee of the Cabinet in the top level Indian Administrative Services responsibilities. Tripathy who has been Secretary Tourism since November 2018 has been shifted to the Ministry of Chemicals & Fertilizers as Secretary. Arvind Singh, a 1988-batch IAS of Maharashtra cadre has come into the Tourism Ministry as Secretary after being Chairman of the AAI for more than a year. Singh has handled various important responsibilities in both home cadre Maharashtra as well as at the Centre. He joined the IAS in 1988 after acquiring Bachelor's and Master's degrees in economics from St. Stephen's College, Delhi & the Delhi School of Economics. His first assignment was as Assistant Collector at Aurangabad from 1990-1992. Later, he served as Chief Executive Officer of Aurangabad Zila Parishad from 1992-94 and as Chief Executive Officer of Nagpur Zilla Parishad from 1994-96. During 1997-98, he worked in the office of the Chief Secretary, Maharashtra, at Mumbai before moving to Kolhapur as District Collector from 1998 to 2001. He was CMD of Maharashtra State Power Generation Corporation and Additional Chief Secretary, Power, Maharashtra before becoming Chairman, AAI. He also held responsible positions in various Central departments of Shipping, Chemicals and Fertilizers and Finance in the past. He served at the Embassy of India, Tokyo as Minister (Economic & Commerce) between 2014-17.

Source: (FHRAI Magazine, February 2021)

Hospitality Industry 2.0

A large number of hotels have already begun their digital transformation efforts and are embracing the technologies that enable this, such as cloud, software-defined networking and mobility. A growing number, however, are moving into the second phase of digital transformation, expanding on their efforts with additional technologies that extend the value of their initial investments as well as further streamline their processes, improve service quality and increase customer satisfaction.



1 - Standardization can no longer be accepted as the norm

Personalization and tailoring services to the needs and preferences of travellers is becoming increasingly important.

2 - Focus on niche markets to create value

More customization and specialization may enable hospitality businesses to create more value. However this necessitates genuinely considers the value proposition rather than "simply branding and rebranding."

3 - Make use of technology as a business accelerator

Both in the room and before and after the trip, technology will be at the heart of the hotel experience. This will lead to the development of new concepts and increased industry innovation.

4 - Create business models that are more responsive and resilient

"Tourism, despite ever-increasing flows of visitors, will become riskier and more vulnerable to crises" as the number of visitors continues to rise. As a result of a disproportional increase in tourist flows in some areas, this will be accompanied by increased regulation (e.g. Venice or Barcelona).

5 - Actively manage talents.

The days of long-term employee retention and passive, hierarchical management styles are long gone. "Attracting, developing, and retaining the right talent into and within the hospitality industry continues to be a significant challenge."

ITB India 2021

Dr Gaurav Bathla

Associate Professor, SOHMAT
CT University, Ludhiana

UPCOMING HOSPITALITY AND TOURISM EVENTS / CONFERENCES

April 2021

April 7 - April 9, 2021

The inaugural ITB India is an annual 3-day business-to-business trade show and convention curated to connect you to the Indian Travel Market. ITB India brings together key travel industry leaders and international exhibitors from various segments of MICE, Leisure, Corporate and Travel & Technology.

ITB India will be held in Mumbai, India during 7 – 9 April 2021. The show is organised by Messe Berlin (Singapore) Pte Ltd. and supported by the by the Indo-German Chamber of Commerce.

6th International Conference on "Advanced Technologies & Innovations in Tourism & Hospitality Industry" (ATITHI-2021)



10th & 11th April, 2021

The tourism and hospitality sector's direct contribution to GDP in 2016, was US\$ 71.53 billion. With the beginning of largest and fastest growing global tourism markets, cultural and ecotourism have become hugely popular in the Indian context. Need of the hour is to help tourism industry to grow as one of the major industries through innovation & usage of advanced technologies. Hence, to address this issue of national importance, Bhikaji Cama Subharti College of Hotel Management proposes to hold an International Conference on "Advanced Technologies & Innovations in Tourism & Hospitality Industry" (ATITHI-2021) on 10th & 11th April, 2021, in Meerut.



ICHMITT 2021: International Conference on Hospitality Management, International Tourism and Travel.

April 05-06, 2021 in Dubai, United Arab Emirates

The International Research Conference Aims and Objectives

The International Research Conference is a federated organization dedicated to bringing together a significant number of diverse scholarly events for presentation within the conference program. Events will run over a span of time during the conference depending on the number and length of the presentations. With its high quality, it provides an exceptional value for students, academics and industry researchers.



ICHLST 2021: International Conference on Hospitality, Leisure, Sport, and Tourism

April 08-09, 2021 in Rome, Italy

The International Research Conference is a federated organization dedicated to bringing together a

significant number of diverse scholarly events for presentation within the conference program. Events will run over a span of time during the conference depending on the number and length of the presentations. With its high quality, it provides an exceptional value for students, academics and industry researchers.

ICCTHM 2021: International Conference on City Tourism and Hospitality Management

April 12-13, 2021 in Venice, Italy

The International Research Conference is a federated organization dedicated to bringing together a significant number of diverse scholarly events for presentation within the conference program. Events will run over a span of time during the conference depending on the number and length of the presentations. With its high quality, it provides an exceptional value for students, academics and industry researchers.

ICFTS 2021: International Conference on Film Tourism Studies

April 15-16, 2021 in Lisbon, Portugal

The International Research Conference is a federated organization dedicated to bringing together a significant number of diverse scholarly events for presentation within the conference program. Events will run over a span of time during the conference depending on the number and length of the presentations. With its high quality, it provides an exceptional value for students, academics and industry researchers.

ICDTP 2021: International Conference on Dark Tourism and Psychology

April 22-23, 2021 in Tokyo, Japan

The International Research Conference is a federated organization dedicated to bringing together a significant number of diverse scholarly events for presentation within the conference program. Events will run over a span of time during the conference depending on the number and length of the presentations. With its high quality, it provides an exceptional value for students, academics and industry researchers.

ICTSM 2021: International Conference on Tourism Sciences and Marketing

April 26-27, 2021 in Istanbul, Turkey

The International Research Conference is a federated organization dedicated to bringing together a significant number of diverse scholarly events for presentation within the conference program.

Events will run over a span of time during the conference depending on the number and length of the presentations. With its high quality, it provides an exceptional value for students, academics and industry researchers.

ICSTTM 2021: International Conference on Sustainable Tourism and Tourism Marketing

April 29-30, 2021 in Jerusalem, Israel

The International Research Conference is a federated organization dedicated to bringing together a significant number of diverse scholarly events for presentation within the conference program. Events will run over a span of time during the conference depending on the number and length of the presentations. With its high quality, it provides an exceptional value for students, academics and industry researchers.

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