

Institute of Hotel Management, Catering & Nutrition
Pusa, New Delhi - 110012

IHM/Pusa/Covid-19/2020/2344

Date: 12th May 2020

My dear students,

I had been hoping that it would be possible for us to meet in person to discuss the situation posed by the COVID-19 and deliberate on the strategies to escape unscathed from the situation. The face to face meeting doesn't appear to be possible in the near future; therefore I am availing myself of this medium to share my thoughts on the matter.

I would be lying if I claimed that I had any idea about how the situation would pan out and how hospitality industry would manage to come out of the tight corner it has been pushed into. In my 32 years of career in this industry, I have witnessed many difficult situations, which crippled the tourism and hospitality industry at some time or the other-be it in the form of the Gulf wars, plague epidemic in India, Asian currency crises, all in the 1990s or the other Corona epidemics like the SARS, MERS or the H1N1 or the terrorist attacks like the 9/11 or the 26/11 in the last two decades. In the face of all these situations, it had appeared like the end of road for the industry, but miraculously the industry rebounded with more vigor and conviction every time. Although it appears incredible today, I have a gut feeling that this situation too will pass, albeit after forcing the industry to reengineer structurally in design of its products and services. I am positive that in two year's time, when you look back at 2020, you might even feel embarrassed, that you did not look at the COVID-19 situation objectively enough and dealt with it emotionally.

Having said that, the big question still looming large in front of us is, "What do we do now?" In fact this is the only question which actually matters. It is said that 'When the going is good, anybody could be a star' but the test of a real star is 'when the going gets tough. No situation can get any tougher than this one already is. But, as a 'PUSAITE', I wish that each one of you should 'get going' in the changed environment. I have a few suggestions for you to consider. The last thing I wish you did is to get glued to TV screens or social media, which are projecting a gloom and doom scenario to make people stick to their screens and improve their TRPs. COVID is not a sporting event in which we have to cheer our favorite team and any way our minute to minute monitoring is not going to change the outcome at all.

Let us try to preempt the situation that is going to unfold before us and adapt ourselves to tackle that.

1. The ensuing lock down has put a lot of time at our disposal, with even commuting gone, there is more time than ever available with us. Rather than finding ways to fill our time, we need to structure our time productively. We structure our time by following many rituals every day-waking, grooming, work, commuting to and back from work, socializing, relaxation etc are the rituals we follow. I think it is a must for us to follow a strict regimen to follow a routine to eat, exercise, work and sleep at regular times, the same goes for daily hygiene and grooming rituals as these rituals will keep us productive in the long run by keeping our body clock in sync.
2. The biggest threat of the lockdown situation for us is not to follow the disciplined life. This situation breeds lethargy and makes us careless about our body and image. Every muscle in our body has to be kept in tip top condition by regular exercise. We must also be careful about our completion and general presentation as our industry places a lot of emphasis on these factors.



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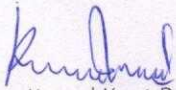
Healthy eating and regular exercise will keep us fit poised to spring back into action as soon as the economy opens up and we get back to work.

3. There is going to be a paradigm shift in the process of leaning in the days to come. There is a lot of innovation due to happen in the education sector. In this scenario, the sooner we adapt to entrepreneurial style of learning and learning through alternative media, we are sure to get the first mover advantage.

Your institute too is gearing up to take on the challenges posed by the current situation to ensure that your valuable academic years are not wasted at any cost. We are busy finding ways to put you through the examinations at the earliest possible date and then launch the new semester following the new norms of social distancing and work place hygiene. Please visit your institute's website regularly to check on the updates about these things regularly.

We in the management and the faculty are busy learning to adapt to the new normal in the post COVID days. We will probably take a lot of learning on line, especially the theoretical part of it. We are devising strategies to increase our in class productivity so that more learning is possible in the limited time that new normal will afford us in the days to come.

I look forward to seeing you shortly. I will try to communicate with you regularly by this medium, if necessary and update you about the things which may be important to you. You are welcome to send your suggestions and idea to me on principal.ihmpusa@nic.in regularly. Until the next time, May God blesses you all.


Kamal Kant Pant
Principal

