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Dear Sir/ Madam

Greetings from NSHM Institute of Hotel & Tourism Management - NSHM Knowledge Campus, Durgapur.

NSHM Knowledge Campus, a group of Higher Education Institutes, is one of Eastern India's pioneering Institutions. Today, NSHM offers multidisciplinary UG & PG programs in Hospitality & Tourism Management, Business & Management, Health Sciences, Media & Design, Computing Analytics, and Engineering & Technology. We are affiliated to Maulana Abul Kalam Azad University, West Bengal with NAAC & NBA Accreditations as applicable.

I would like to take this opportunity to inform you that NSHM Institute of Hotel & Tourism Management is organizing India's most awaited and exciting contest "**Everest Better Kitchen Culinary Challenge**" for students in association with Better Kitchen- India's only bi-monthly and leading magazine of the kitchen industry exclusively devoted to meet the commercial and household kitchen needs & solutions. It is also the 360 Degree Media Solution one stop shop for Kitchen and its allied industry including cooking. Better Kitchen is the official media partner of World chefs (World Association of Chefs' Societies -WACS). The world renowned Everest Spices is our title sponsor.

Everest Better Kitchen Culinary Challenge (#EverestBKCC) offers a unique platform for budding chefs and Travel freaks to exhibit their talent and an ideal springboard to launch their future.

Competition 1: Junior Culinary Challenge

Theme: Flavours of India

Date: To be held on 10th January 2024 at school/college premises (Our Chefs will come and judge)
OR 11th January 2024 at NSHM campus (11 am)

Participant: Class 8 – 12 & UG students

Technical Parameters:

- Dish/Recipe should be cooked from home
- Food to be presented at the venue
- Participant should be able to describe the Dish to the judges.
- Participant can choose any one (1) dish to be prepared: Snack / Dessert

Competition 2: Brochure making Competition

Theme: Brochure on any domestic or international tourist destination

Date: To be held on 10th January 2024 at school/college premises (Our experts will come and judge)
OR 11th January 2024 at NSHM campus (11 am)

Participant: Class 8 – 12 & UG students

NSHM Knowledge Campus, Durgapur - Group of Institutions

A division of NSHM Academy

Participation Entries are invited
India's Biggest & most Thrilling

Better
KITCHEN'S



DURGAPUR

To be held on 17 January, 2024 at
NSHM Institute of Hotel & Tourism Management
Arrah, Shibtala via Muchipara, Durgapur – 713 212.

Theme: Flavours of India

Entries Terms & Conditions: • Three rounds (Intra, Semifinal & Final) will be conducted to select the National Champion. Each team will comprise two students studying in the final year of the hospitality course • All entries must be duly filled, signed by the Principal/MOD of the institute/college • Competitors are responsible for their own costs to attend the Culinary Challenge.

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