Criterion- III

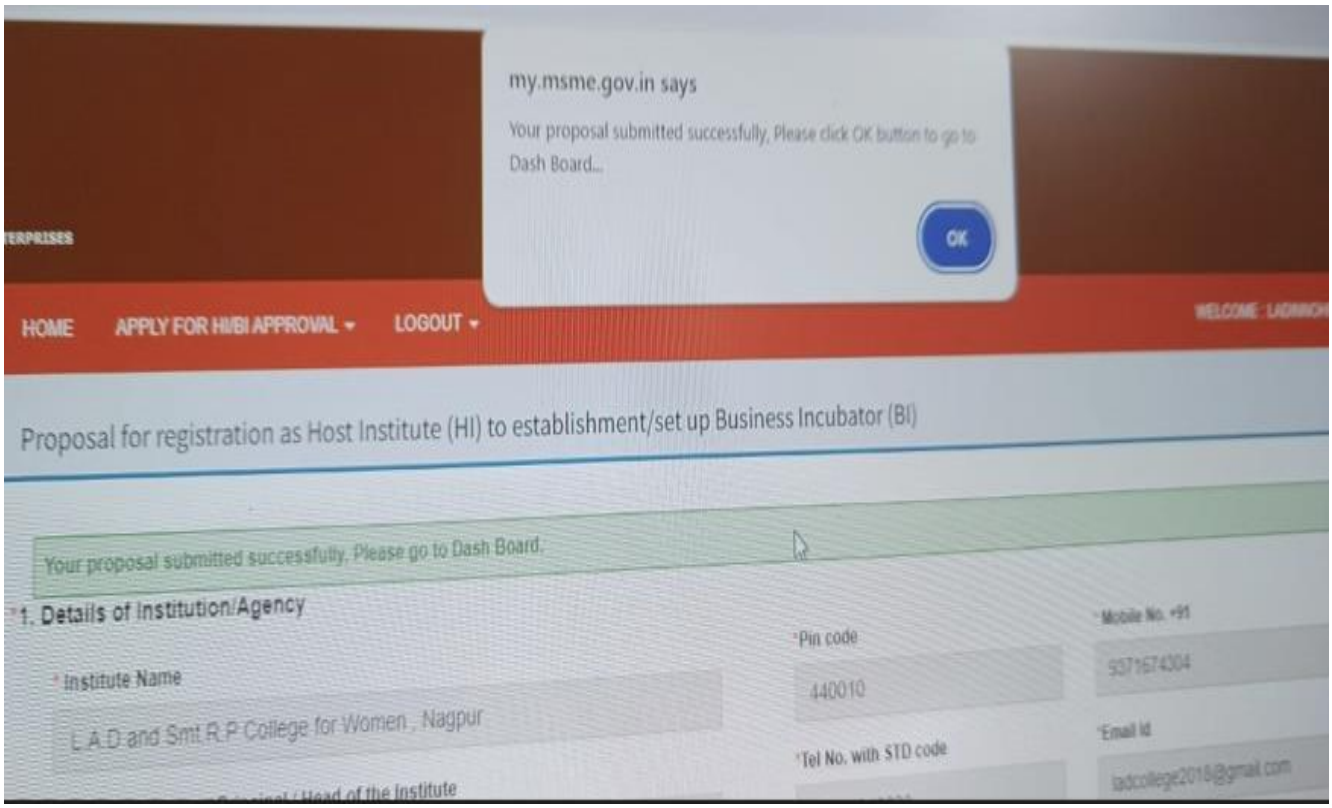
KEY INDICATOR 3.2

Metric No. 3.2.1

3.2.1. Institution has created an ecosystem for innovations and has initiatives for creation and transfer of knowledge

DR. POOJA PATHAK

Digitally signed by DR. POOJA PATHAK
Date: 2024.12.26 16:28:34 +05'30'



Date:- 25/10/2023

IQAC Meeting on Innovation and Patents

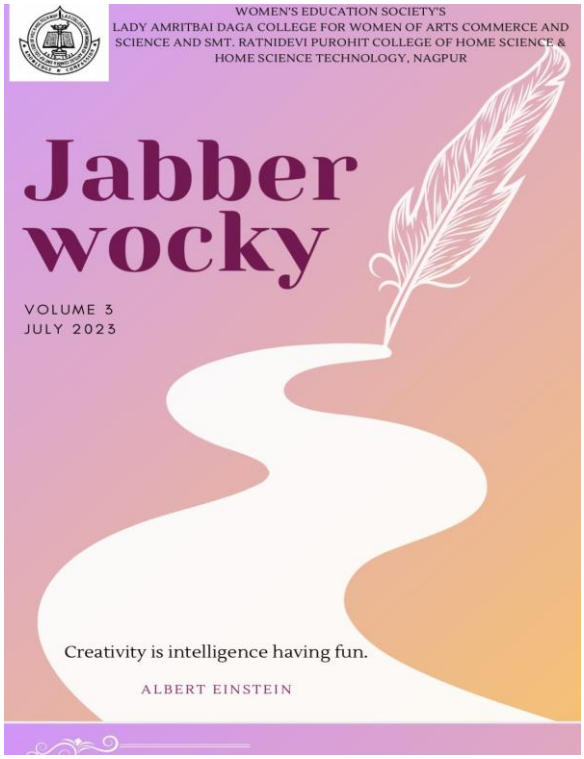
Attendance sheet

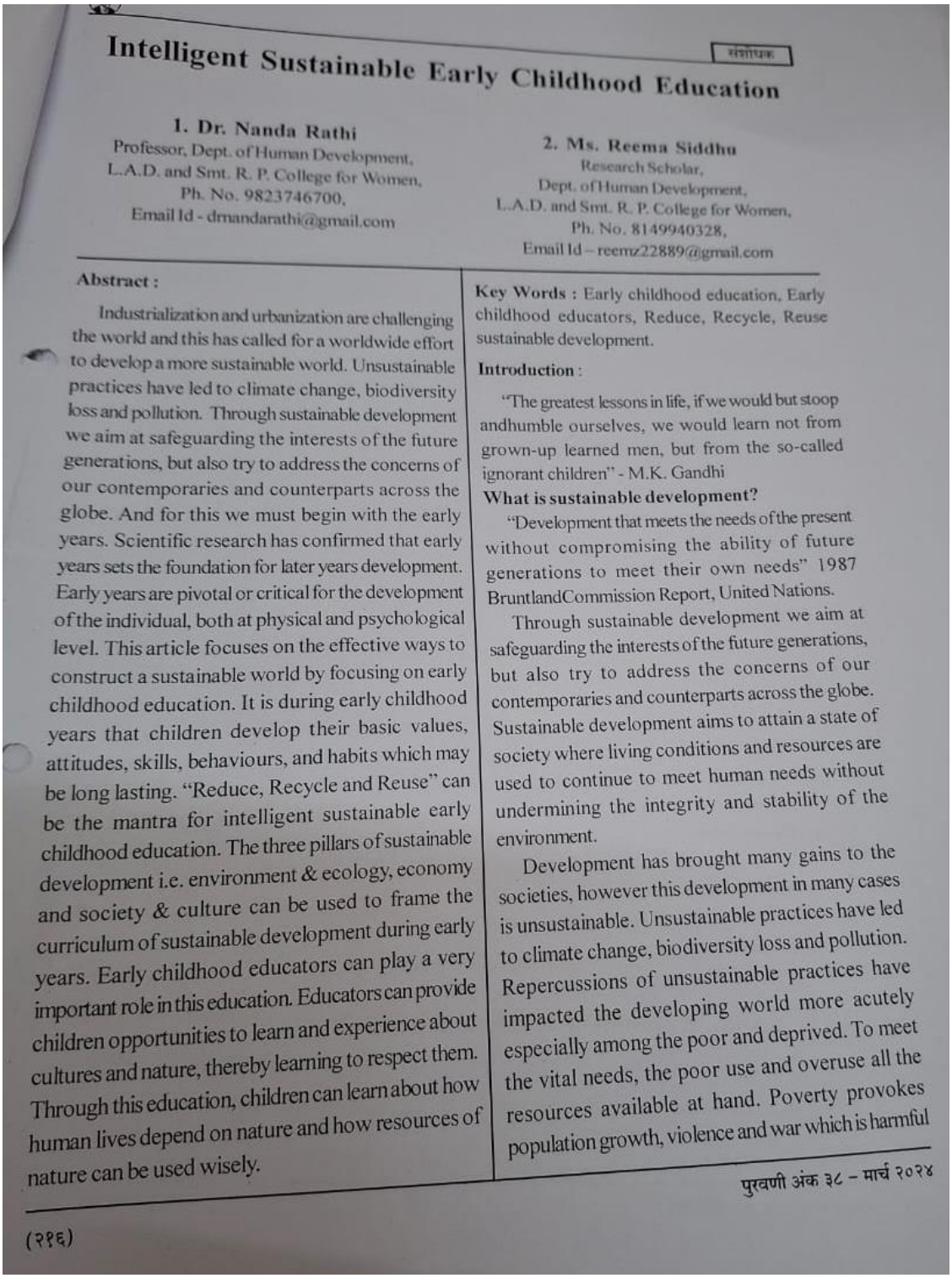
SN	Name	Signature
1	Dr. N Rathi	
2	Dr. S. Sahasrabuddhe	
3	Dr. Archana Masram	
4	Dr. N. Bajpai	
5	Dr. S. Dhabekar	
6	Dr. Shrija	
7	Mrs. R. Pandit	
8	Dr. S. Sarode	
9		

C-3
KI- 3.2
MI- 3.2.1

Kruti Exhibition

PRODUCTS





Intelligent Sustainable Early Childhood Education

1. Dr. Nanda Rathi
Professor, Dept. of Human Development,
L.A.D. and Smt. R. P. College for Women,
Ph. No. 9823746700,
Email Id - drnandarathi@gmail.com

2. Ms. Reema Siddhu
Research Scholar,
Dept. of Human Development,
L.A.D. and Smt. R. P. College for Women,
Ph. No. 8149940328,
Email Id – reemz22889@gmail.com

Abstract :

Industrialization and urbanization are challenging the world and this has called for a worldwide effort to develop a more sustainable world. Unsustainable practices have led to climate change, biodiversity loss and pollution. Through sustainable development we aim at safeguarding the interests of the future generations, but also try to address the concerns of our contemporaries and counterparts across the globe. And for this we must begin with the early years. Scientific research has confirmed that early years sets the foundation for later years development. Early years are pivotal or critical for the development of the individual, both at physical and psychological level. This article focuses on the effective ways to construct a sustainable world by focusing on early childhood education. It is during early childhood years that children develop their basic values, attitudes, skills, behaviours, and habits which may be long lasting. "Reduce, Recycle and Reuse" can be the mantra for intelligent sustainable early childhood education. The three pillars of sustainable development i.e. environment & ecology, economy and society & culture can be used to frame the curriculum of sustainable development during early years. Early childhood educators can play a very important role in this education. Educators can provide children opportunities to learn and experience about cultures and nature, thereby learning to respect them. Through this education, children can learn about how human lives depend on nature and how resources of nature can be used wisely.

Key Words : Early childhood education, Early childhood educators, Reduce, Recycle, Reuse sustainable development.

Introduction :

"The greatest lessons in life, if we would but stoop andhumble ourselves, we would learn not from grown-up learned men, but from the so-called ignorant children" - M.K. Gandhi

What is sustainable development?

"Development that meets the needs of the present without compromising the ability of future generations to meet their own needs" 1987 BruntlandCommission Report, United Nations.

Through sustainable development we aim at safeguarding the interests of the future generations, but also try to address the concerns of our contemporaries and counterparts across the globe. Sustainable development aims to attain a state of society where living conditions and resources are used to continue to meet human needs without undermining the integrity and stability of the environment.

Development has brought many gains to the societies, however this development in many cases is unsustainable. Unsustainable practices have led to climate change, biodiversity loss and pollution. Repercussions of unsustainable practices have impacted the developing world more acutely especially among the poor and deprived. To meet the vital needs, the poor use and overuse all the resources available at hand. Poverty provokes population growth, violence and war which is harmful

C-3
KI- 3.2
MI- 3.2.1

Hospitium Volume 6, Issue...

THE CAUSE AND EFFECT OF INFLUENCER MARKETING ON ESTABLISHED RESTAURANTS IN NAGPUR

-Nafisa Raja and Charuta Gajbhiye, L.A.D College of Hotel Management & Catering Technology, Nagpur

Abstract

The study on the cause and effect of influencer marketing on established restaurants in Nagpur aims to analyze the credibility of the new marketing technique. Influencer marketing has changed the scope and style of boosting hotel and restaurant brands. Unlike the traditional marketing methods which aim to highlight the brand's features, influencer marketing takes a different approach by capturing the guest's experience. Although influencer marketing has been an effective tool for upcoming restaurants due to the over-indulgence of its audience in social media. This study aims to highlight the changes in the operational style and the approach to connecting with the younger audience in established restaurants. It has helped to develop new campaigns and market space for maximum attraction of the youth. To study the impact on the sales of the restaurants via introducing the influencer, an initial survey was conducted to determine the target audience. The target audience was subsequently categorized based on demography. Furthermore, the restaurant collaborated with the influencer for a week.

The data analysis determined the utility of influencer marketing by the established restaurants in Nagpur.

Keywords: *Influencer Marketing, Established Restaurants in Nagpur, Traditional Marketing Techniques, Younger Generation, Impact on Sales, Social Media*

Introduction

Influencers who are individuals with a large and loyal following on social media platforms, can sway consumer decisions and shape purchasing behavior. In recent years, influencer marketing has emerged as a powerful tool for businesses to reach their target audience. The rise of influencer marketing can be attributed to the changing landscape of consumer preferences and the increasing reliance on social media for recommendations and reviews. This form of marketing has gained significant traction in the restaurant industry with many establishments in Nagpur leveraging the influence of social media personalities to promote their brand and attract new customers.

As a result, established restaurants in Nagpur have recognized the potential of collaborating with influencers to increase their visibility and credibility among potential diners. In recent years, influencer marketing has significantly impacted consumer behavior within the restaurant industry in Nagpur. By leveraging the reach and influence of social media personalities, established restaurants have been able to create a buzz around their offerings and engage with a wider audience.

Motivation of the Study

In the following sections, we will delve into the specific strategies and impact of influencer marketing on established restaurants in Nagpur, shedding light on the cause and effect of this phenomenon. Through strategic collaborations with influencers, restaurants have witnessed an increase in foot traffic, reservations, and overall brand awareness. The curated content and endorsements shared by influencers have served as powerful testimonials, influencing potential diners' decisions, and leading to a tangible rise in patronage. Moreover, influencer marketing has not only contributed to the discovery of new restaurants but has also shaped the overall dining experience.

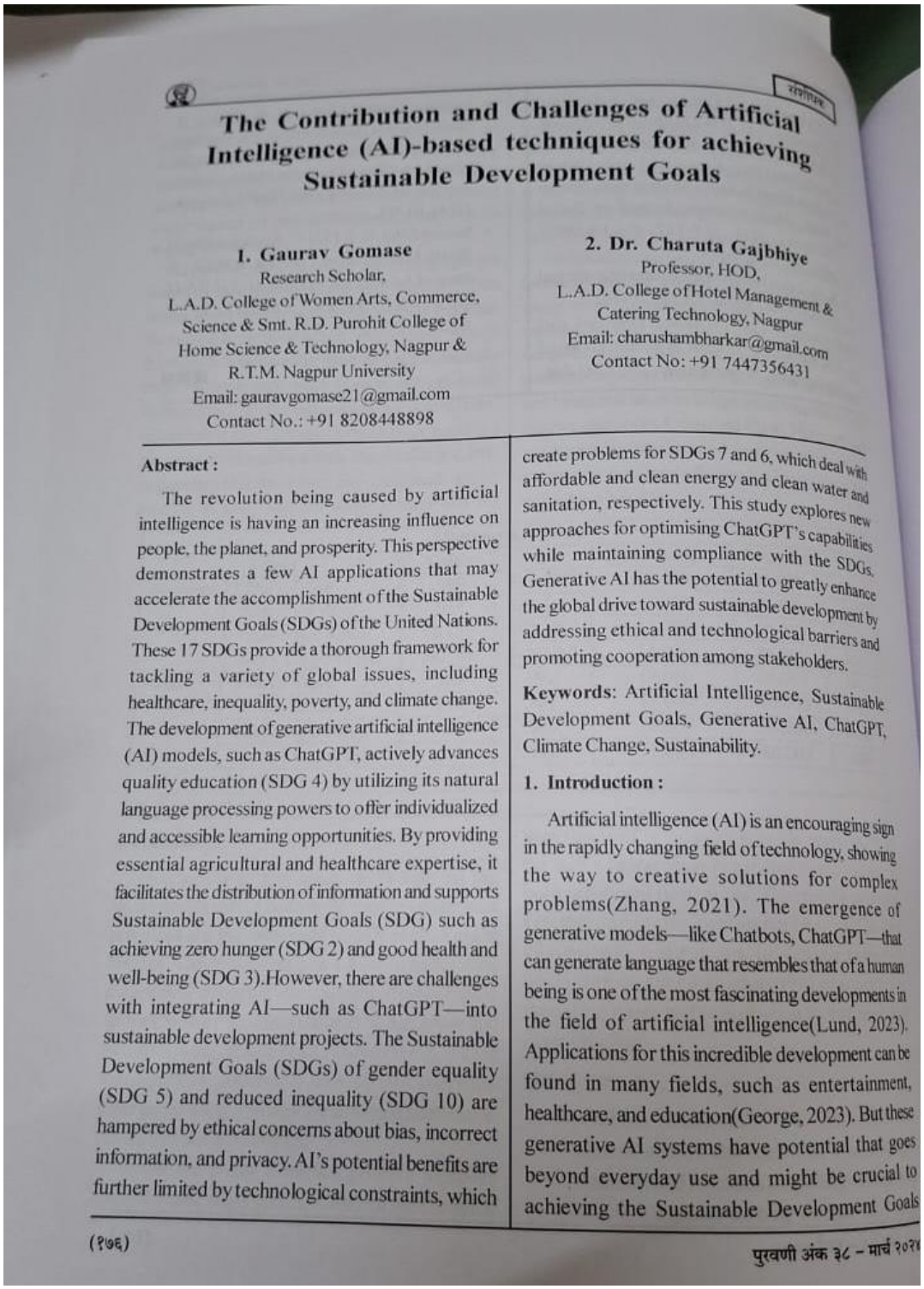
Influencers often provide firsthand experiences and recommendations, which resonate with their followers, leading to an enhanced sense of trust and curiosity among potential customers. As we proceed, we will further explore the specific strategies and outcomes of influencer marketing, shedding light on how it has transformed the restaurant landscape in Nagpur.

Literature Review

In today's digitally connected world, the influence of social media has transformed the landscape of marketing strategies, particularly within the restaurant industry. Influencer marketing, a prominent facet of this digital revolution, has emerged as a powerful tool for established restaurants in Nagpur to enhance their brand visibility, engage with their target audience, and ultimately drive customer foot traffic and revenue. This literature review aims to explore the causes and effects of influencer marketing on established restaurants in Nagpur, shedding light on its significance and implications.

Influencer marketing has gained significant traction in recent years due to the proliferation of social media platforms such as Instagram, Facebook, and Twitter. As traditional advertising methods struggle to resonate with modern consumers, influencer marketing offers a more authentic and relatable approach to brand promotion (Brown & Hayes, 2018).

De Veirman et al. (2017) research suggests that influencers wield considerable influence over their followers, particularly in the r of lifestyle and dining choices. Consa perceive influencer-generated conte more trustworthy and authentic compa traditional advertisements. This trust plays a pivotal role in driving cons engagement and fostering brand loyalt followers are more inclined to patronize establishments recommended by influencers they admire.



The Contribution and Challenges of Artificial Intelligence (AI)-based techniques for achieving Sustainable Development Goals

1. Gaurav Gomase
Research Scholar,
L.A.D. College of Women Arts, Commerce, Science & Smt. R.D. Purohit College of Home Science & Technology, Nagpur & R.T.M. Nagpur University
Email: gauravgomase21@gmail.com
Contact No.: +91 8208448898

2. Dr. Charuta Gajbhiye
Professor, HOD,
L.A.D. College of Hotel Management & Catering Technology, Nagpur
Email: charushambharkar@gmail.com
Contact No: +91 7447356431

Abstract :

The revolution being caused by artificial intelligence is having an increasing influence on people, the planet, and prosperity. This perspective demonstrates a few AI applications that may accelerate the accomplishment of the Sustainable Development Goals (SDGs) of the United Nations. These 17 SDGs provide a thorough framework for tackling a variety of global issues, including healthcare, inequality, poverty, and climate change. The development of generative artificial intelligence (AI) models, such as ChatGPT, actively advances quality education (SDG 4) by utilizing its natural language processing powers to offer individualized and accessible learning opportunities. By providing essential agricultural and healthcare expertise, it facilitates the distribution of information and supports Sustainable Development Goals (SDG) such as achieving zero hunger (SDG 2) and good health and well-being (SDG 3).However, there are challenges with integrating AI—such as ChatGPT—into sustainable development projects. The Sustainable Development Goals (SDGs) of gender equality (SDG 5) and reduced inequality (SDG 10) are hampered by ethical concerns about bias, incorrect information, and privacy. AI's potential benefits are further limited by technological constraints, which create problems for SDGs 7 and 6, which deal with affordable and clean energy and clean water and sanitation, respectively. This study explores new approaches for optimising ChatGPT's capabilities while maintaining compliance with the SDGs. Generative AI has the potential to greatly enhance the global drive toward sustainable development by addressing ethical and technological barriers and promoting cooperation among stakeholders.

Keywords: Artificial Intelligence, Sustainable Development Goals, Generative AI, ChatGPT, Climate Change, Sustainability.

1. Introduction :

Artificial intelligence (AI) is an encouraging sign in the rapidly changing field of technology, showing the way to creative solutions for complex problems(Zhang, 2021). The emergence of generative models—like Chatbots, ChatGPT—that can generate language that resembles that of a human being is one of the most fascinating developments in the field of artificial intelligence(Lund, 2023). Applications for this incredible development can be found in many fields, such as entertainment, healthcare, and education(George, 2023). But these generative AI systems have potential that goes beyond everyday use and might be crucial to achieving the Sustainable Development Goals

---

Details of Research Project of Master of Hospitality Management

2023-24

Sr.No.	Name of Students	Title of Project	Guide
1	Mrs. Alisha Pathan	Study of Importance of Vertical Gardening In a Hotel.	Dr. Charuta Gajbhiye
2.	Ms.Chandani Mulkalwar	The role of House Keeping Department Towards the guest satisfaction in the Hotel.	Dr. Nandita Sapra
3.	Ms. Donna Fernandes	Rise of Dental Tourism in Nagpur.	Dr. Pallavi Komawar
4.	Ms. Ketki Bhusare	Vegan Baking: Scope of consumption in the city of Navi Mumbai.	Dr. Charuta Gajbhiye
5.	Ms. Monika Ratnaparkhi	Dealing of mental Health of Hotel Employees in Nagpur City.	Dr. Charuta Gajbhiye
6.	Ms. Nishita Awandekar	Effects of Stress on eating behaviours of college going students.	Dr. Pallavi Komawar
7.	Ms. Priyanka Thakur	Impact of Artificial Intelligence in the Luxury Hotel.	Dr. Pallavi Komawar
8.	Ms. Sakshi Shah	Innovation of Healthy Coffee receipes	Dr. Nandita Sapra
9.	Ms. Shraddha Dinde	Employees Training and Development in Hospitality and Tourism Industry.	Dr. Nandita Sapra

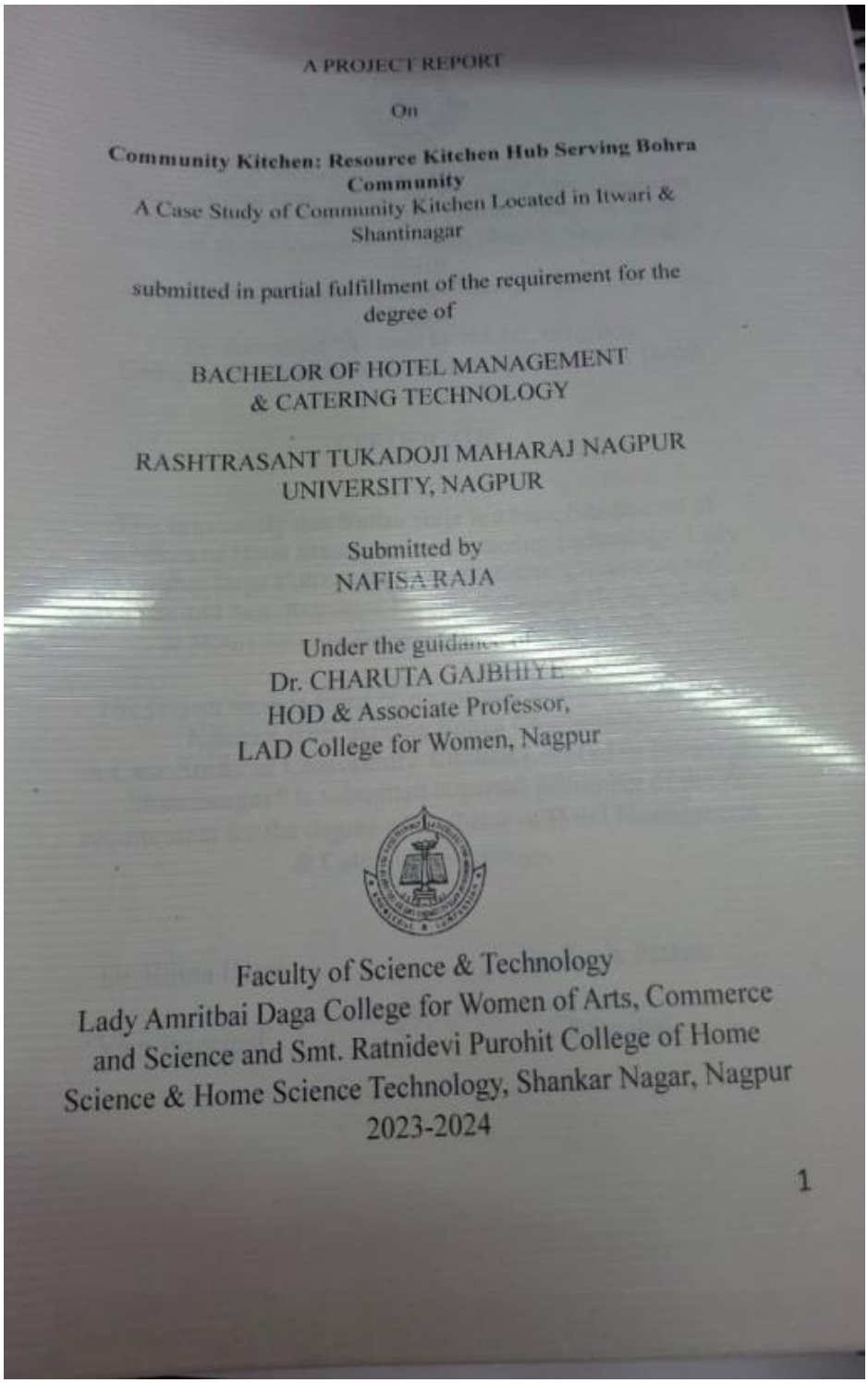
---

Details of Research Project Bachelor of Hotel Management And Catering Technology

2023-24

Sr.No.	Name of Students	Title of Project	Guide
1	Ms. Tsering Angmo & Ms. Tsewang Dolma	Potential of Ladakh as a Cultural Tourism Destination.	Dr. Charuta Gajbhiye
2.	Ms. Nafisa Raja	Community Kitchen : Resource Kitchen Hub Serving Bohra Community.	Dr. Charuta Gajbhiye
3.	Ms. Anushka Shende & Ms. Sakshi Dhurve	Sleep Tourism – The New Trend.	Dr. Nandita Sapra
4.	Ms. Vidhi Wankhede & Ms. Saloni Rahate	Healthy Homemade Chocolates.	Dr. Nandita Sapra
5.	Ms. Pratidnya Tiwaskar & Ms, Mansi Pandit.	Exploring the Corelation Between Facilities and Employees satisfaction in the Marriott Properties of Maharashtra.	Dr. Pallavi Komawar
6.	Ms. Nandita Bagde & Ms. Aditi Nandgave	To Study the Scenography Practiced by Ritz Carlton Pune, India.	Dr. Pallavi Komawar

---



A PROJECT REPORT

On

Community Kitchen: Resource Kitchen Hub Serving Bohra Community

A Case Study of Community Kitchen Located in Itwari & Shantinagar

submitted in partial fulfillment of the requirement for the degree of

BACHELOR OF HOTEL MANAGEMENT
& CATERING TECHNOLOGY

RASHTRASANT TUKADOJI MAHARAJ NAGPUR
UNIVERSITY, NAGPUR

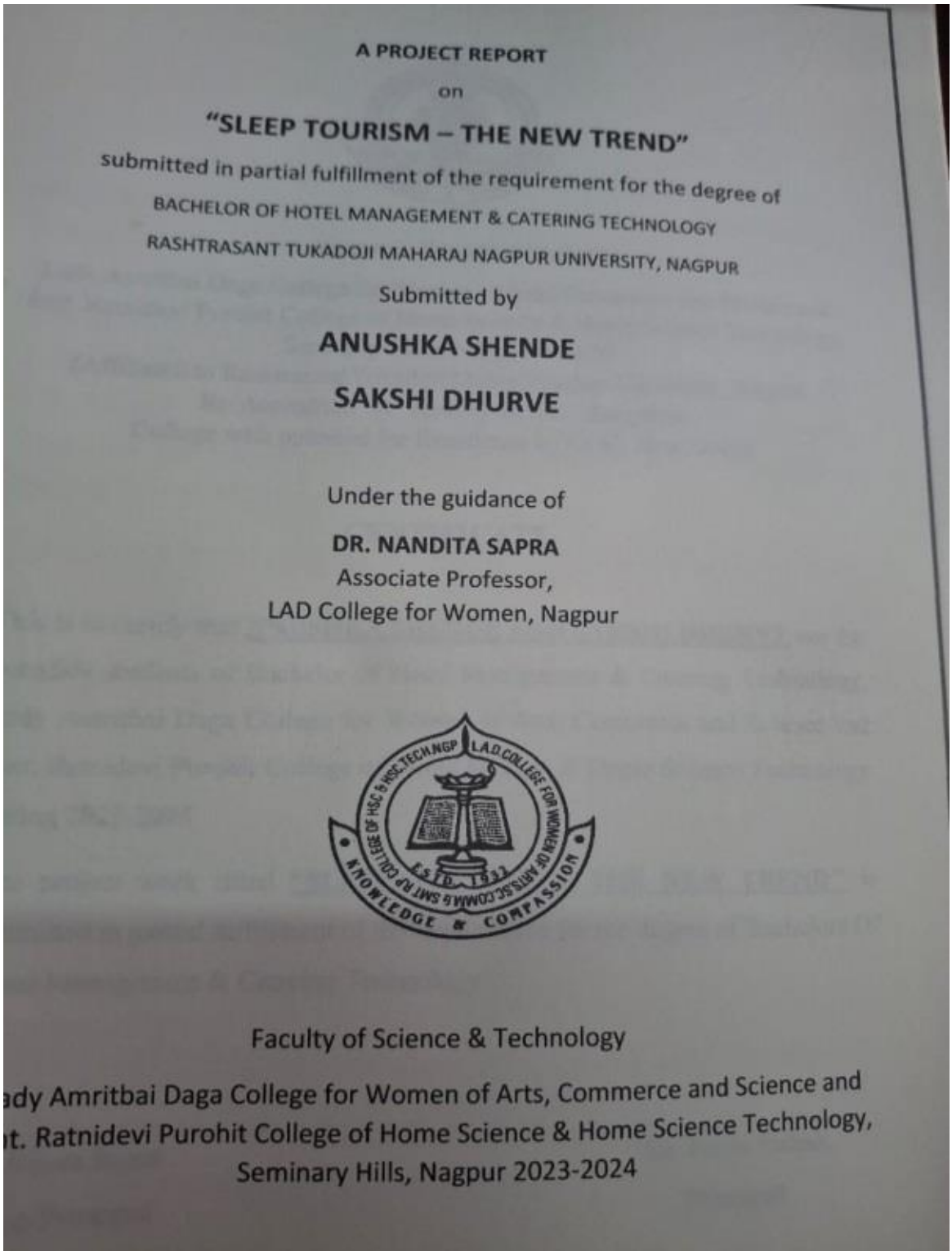
Submitted by
NAFISA RAJA

Under the guidance of
Dr. CHARUTA GAJBHIYE
HOD & Associate Professor,
LAD College for Women, Nagpur

Faculty of Science & Technology
Lady Amritbai Daga College for Women of Arts, Commerce and Science and Smt. Ratnidevi Purohit College of Home Science & Home Science Technology, Shankar Nagar, Nagpur
2023-2024

1

C-3
KI- 3.2
MI- 3.2.1



A PROJECT REPORT

on

"SLEEP TOURISM – THE NEW TREND"

submitted in partial fulfillment of the requirement for the degree of

BACHELOR OF HOTEL MANAGEMENT & CATERING TECHNOLOGY

RASHTRASANT TUKADOJI MAHARAJ NAGPUR UNIVERSITY, NAGPUR

Submitted by

ANUSHKA SHENDE

SAKSHI DHURVE

Under the guidance of

DR. NANDITA SAPRA

Associate Professor,

LAD College for Women, Nagpur

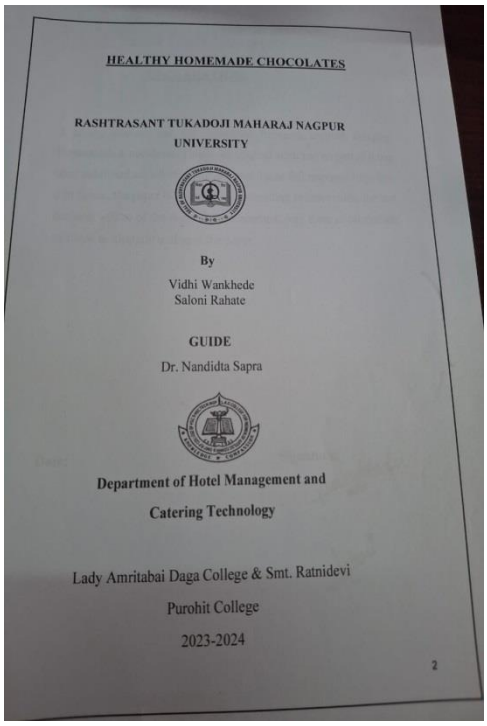
Faculty of Science & Technology

ady Amritbai Daga College for Women of Arts, Commerce and Science and

t. Ratnidevi Purohit College of Home Science & Home Science Technology,

Seminary Hills, Nagpur 2023-2024

C-3
KI- 3.2
MI- 3.2.1



HEALTHY HOMEMADE CHOCOLATES

RASHTRASANT TUKADOJI MAHARAJ NAGPUR UNIVERSITY

By

Vidhi Wankhede
Saloni Rahate

GUIDE

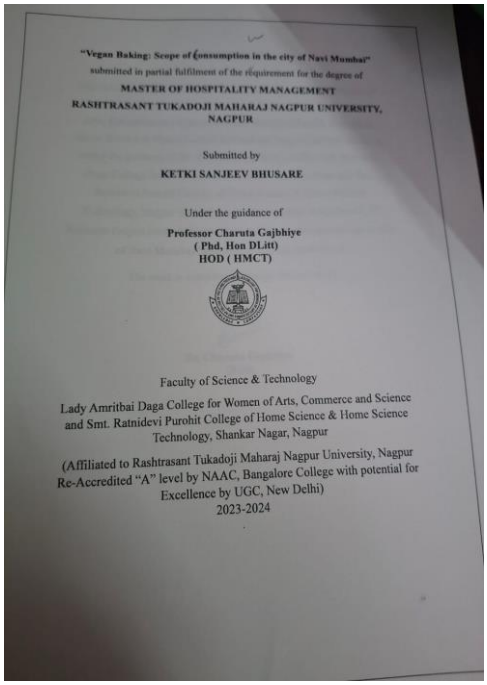
Dr. Nandidta Sapra

Department of Hotel Management and Catering Technology

Lady Amritabai Daga College & Smt. Ratnidevi Purohit College

2023-2024

2



"Vegan Baking: Scope of consumption in the city of Navi Mumbai"

submitted in partial fulfilment of the requirement for the degree of

MASTER OF HOSPITALITY MANAGEMENT

RASHTRASANT TUKADOJI MAHARAJ NAGPUR UNIVERSITY, NAGPUR

Submitted by

KETKI SANJEEV BHUSARE

Under the guidance of

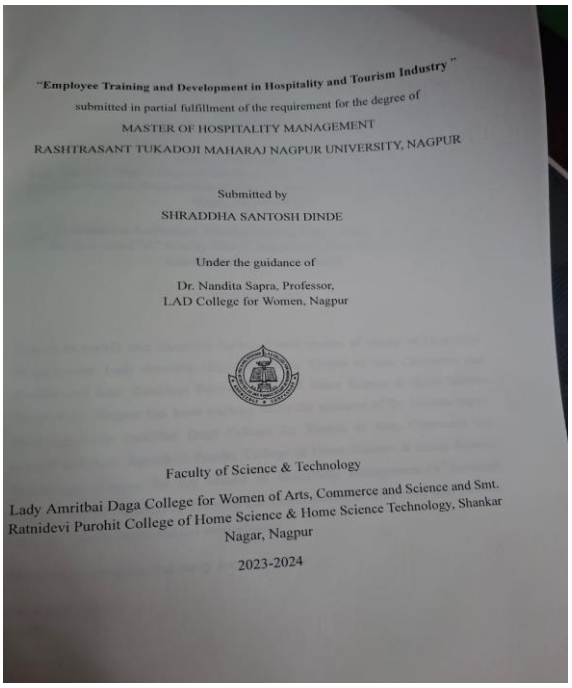
Professor Charuta Gajbhiye
(Phd, Hon DLitt)
HOD (HMCT)

Faculty of Science & Technology

Lady Amritbai Daga College for Women of Arts, Commerce and Science and Smt. Ratnidevi Purohit College of Home Science & Home Science Technology, Shankar Nagar, Nagpur

(Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur Re-Accredited "A" level by NAAC, Bangalore College with potential for Excellence by UGC, New Delhi)

2023-2024



"Employee Training and Development in Hospitality and Tourism Industry"

submitted in partial fulfillment of the requirement for the degree of

MASTER OF HOSPITALITY MANAGEMENT

RASHTRASANT TUKADOJI MAHARAJ NAGPUR UNIVERSITY, NAGPUR

Submitted by

SHRADDHA SANTOSH DINDE

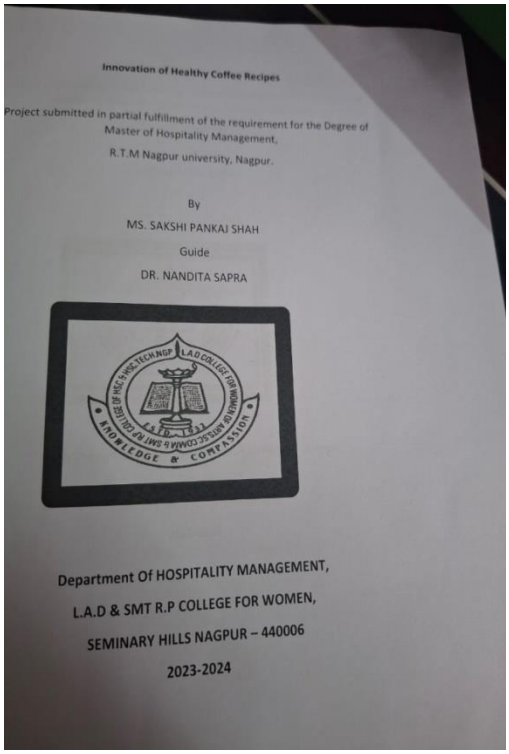
Under the guidance of

Dr. Nandita Sapra, Professor,
LAD College for Women, Nagpur

Faculty of Science & Technology

Lady Amritbai Daga College for Women of Arts, Commerce and Science and Smt. Ratnidevi Purohit College of Home Science & Home Science Technology, Shankar Nagar, Nagpur

2023-2024



Innovation of Healthy Coffee Recipes

Project submitted in partial fulfillment of the requirement for the Degree of Master of Hospitality Management,

R.T.M Nagpur university, Nagpur.

By

MS. SAKSHI PANKAJ SHAH

Guide

DR. NANDITA SAPRA

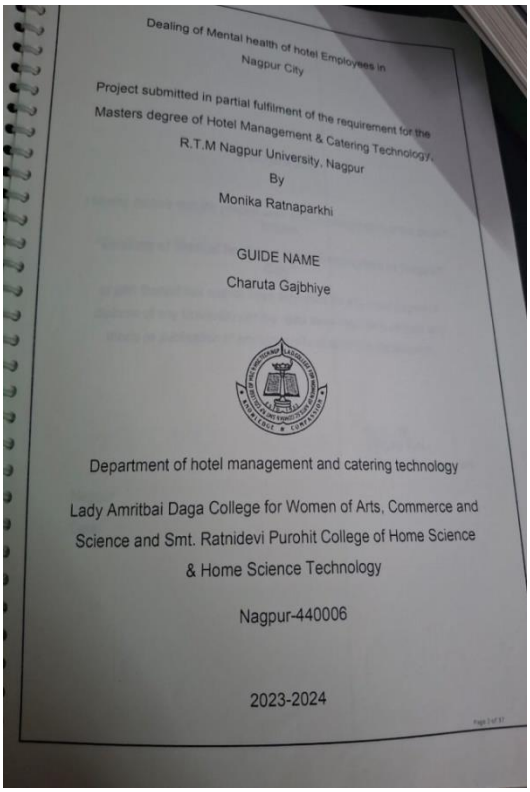
Department Of HOSPITALITY MANAGEMENT,

L.A.D & SMT R.P COLLEGE FOR WOMEN,

SEMINARY HILLS NAGPUR – 440006

2023-2024

C-3
KI- 3.2
MI- 3.2.1



Dealing of Mental health of hotel Employees in
Nagpur City

Project submitted in partial fulfilment of the requirement for the
Masters degree of Hotel Management & Catering Technology
R.T.M Nagpur University, Nagpur

By

Monika Ratnaparkhi

GUIDE NAME

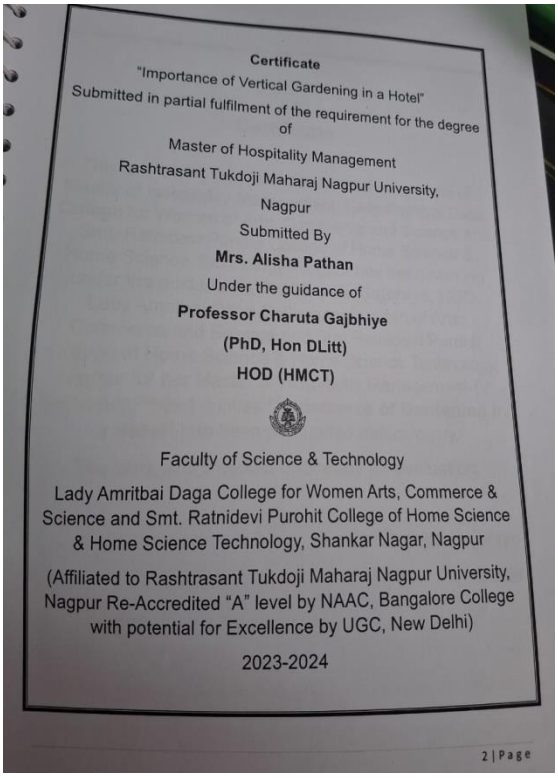
Charuta Gajbhiye

Department of hotel management and catering technology

Lady Amritbai Daga College for Women of Arts, Commerce and
Science and Smt. Ratnidevi Purohit College of Home Science
& Home Science Technology

Nagpur-440006

2023-2024



Certificate

"Importance of Vertical Gardening in a Hotel"
Submitted in partial fulfilment of the requirement for the degree
of
Master of Hospitality Management
Rashtrasant Tukdoji Maharaj Nagpur University,
Nagpur

Submitted By

Mrs. Alisha Pathan

Under the guidance of

Professor Charuta Gajbhiye

(PhD, Hon DLitt)

HOD (HMCT)

Faculty of Science & Technology

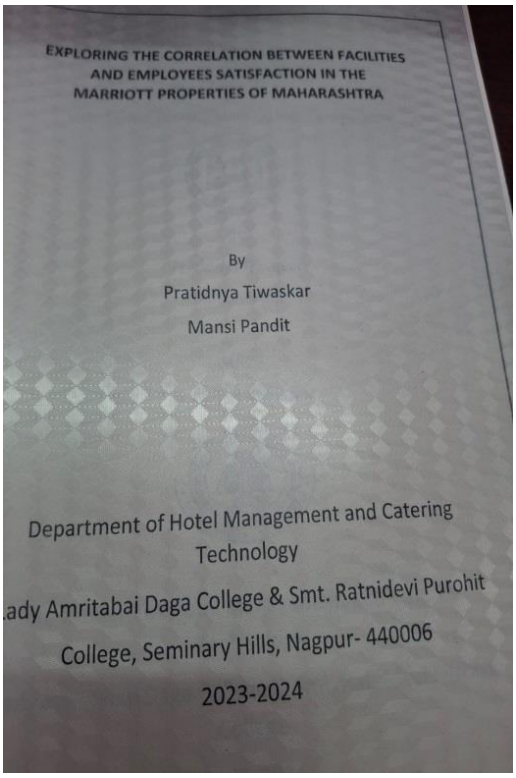
Lady Amritbai Daga College for Women Arts, Commerce &
Science and Smt. Ratnidevi Purohit College of Home Science
& Home Science Technology, Shankar Nagar, Nagpur

(Affiliated to Rashtrasant Tukdoji Maharaj Nagpur University,
Nagpur Re-Accredited "A" level by NAAC, Bangalore College
with potential for Excellence by UGC, New Delhi)

2023-2024

2 | Page

C-3
KI- 3.2
MI- 3.2.1



EXPLORING THE CORRELATION BETWEEN FACILITIES AND EMPLOYEES SATISFACTION IN THE MARRIOTT PROPERTIES OF MAHARASHTRA

By

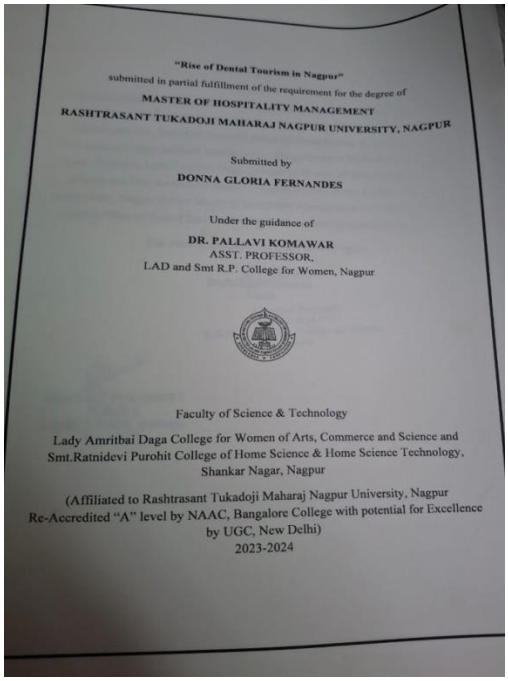
Pratidnya Tiwaskar

Mansi Pandit

Department of Hotel Management and Catering Technology

Lady Amritabai Daga College & Smt. Ratnidevi Purohit College, Seminary Hills, Nagpur- 440006

2023-2024



"Rise of Dental Tourism in Nagpur"

submitted in partial fulfillment of the requirement for the degree of

MASTER OF HOSPITALITY MANAGEMENT

RASHTRASANT TUKADOJI MAHARAJ NAGPUR UNIVERSITY, NAGPUR

Submitted by

DONNA GLORIA FERNANDES

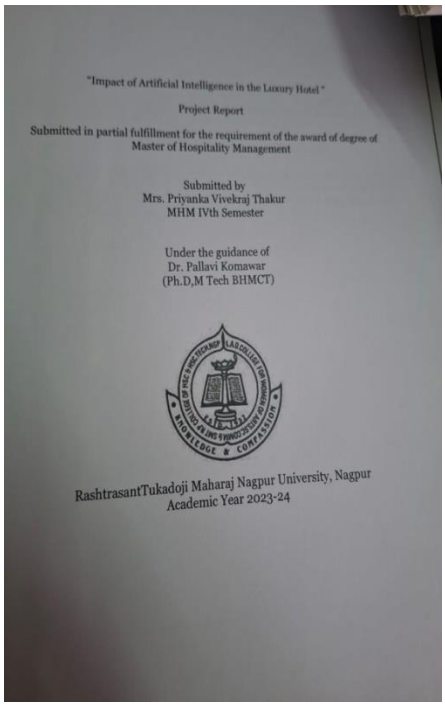
Under the guidance of

DR. PALLAVI KOMAWAR
ASST. PROFESSOR,
LAD and Smt R.P. College for Women, Nagpur

Faculty of Science & Technology

Lady Amritbai Daga College for Women of Arts, Commerce and Science and Smt.Ratnidevi Purohit College of Home Science & Home Science Technology, Shankar Nagar, Nagpur

(Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur
Re-Accredited "A" level by NAAC, Bangalore College with potential for Excellence by UGC, New Delhi)
2023-2024



"Impact of Artificial Intelligence in the Luxury Hotel "

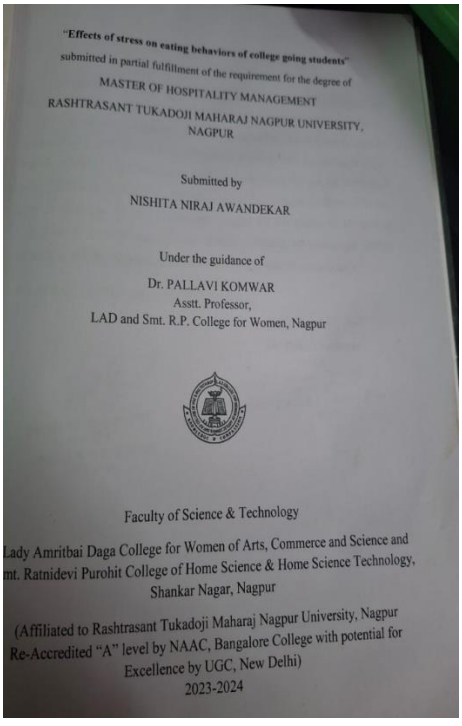
Project Report

Submitted in partial fulfillment for the requirement of the award of degree of Master of Hospitality Management

Submitted by
Mrs. Priyanka Vivekraj Thakur
MHM IVth Semester

Under the guidance of
Dr. Pallavi Komawar
(Ph.D,M Tech BHM(CT)

RashtrasantTukadoji Maharaj Nagpur University, Nagpur
Academic Year 2023-24



"Effects of stress on eating behaviors of college going students"

submitted in partial fulfillment of the requirement for the degree of

MASTER OF HOSPITALITY MANAGEMENT

RASHTRASANT TUKADOJI MAHARAJ NAGPUR UNIVERSITY, NAGPUR

Submitted by

NISHITA NIRAJ AWANDEKAR

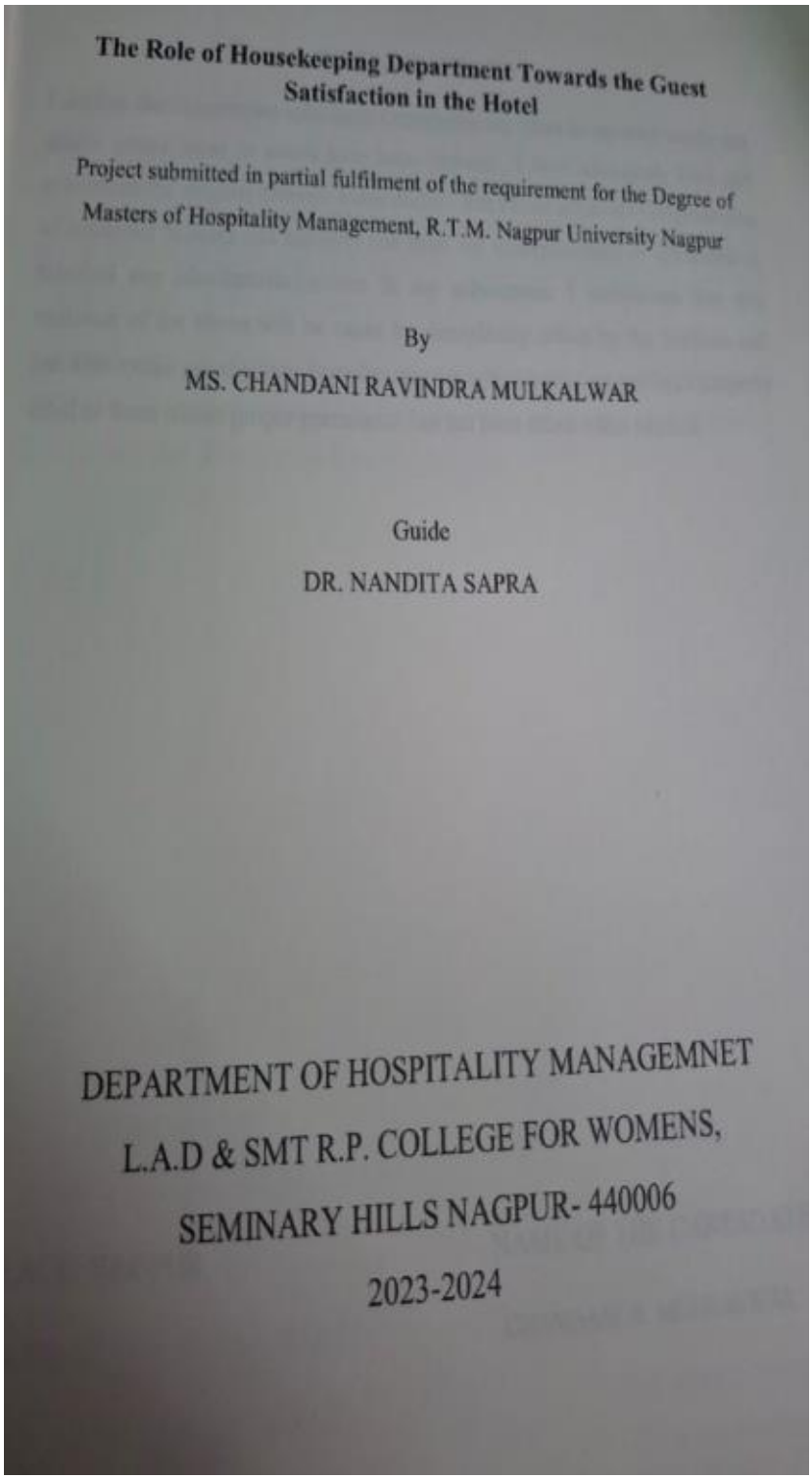
Under the guidance of

Dr. PALLAVI KOMWAR
Asstt. Professor,
LAD and Smt. R.P. College for Women, Nagpur

Faculty of Science & Technology

Lady Amritbai Daga College for Women of Arts, Commerce and Science and mt. Ratnidevi Purohit College of Home Science & Home Science Technology, Shankar Nagar, Nagpur

(Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur Re-Accredited "A" level by NAAC, Bangalore College with potential for Excellence by UGC, New Delhi)
2023-2024



The Role of Housekeeping Department Towards the Guest Satisfaction in the Hotel

Project submitted in partial fulfilment of the requirement for the Degree of Masters of Hospitality Management, R.T.M. Nagpur University Nagpur

By

MS. CHANDANI RAVINDRA MULKALWAR

Guide

DR. NANDITA SAPRA

DEPARTMENT OF HOSPITALITY MANAGEMNET

L.A.D & SMT R.P. COLLEGE FOR WOMENS,

SEMINARY HILLS NAGPUR- 440006

2023-2024

DR. POOJA PATHAK

Digitally signed by DR. POOJA PATHAK
Date: 2024.12.26 16:28:57 +05'30'