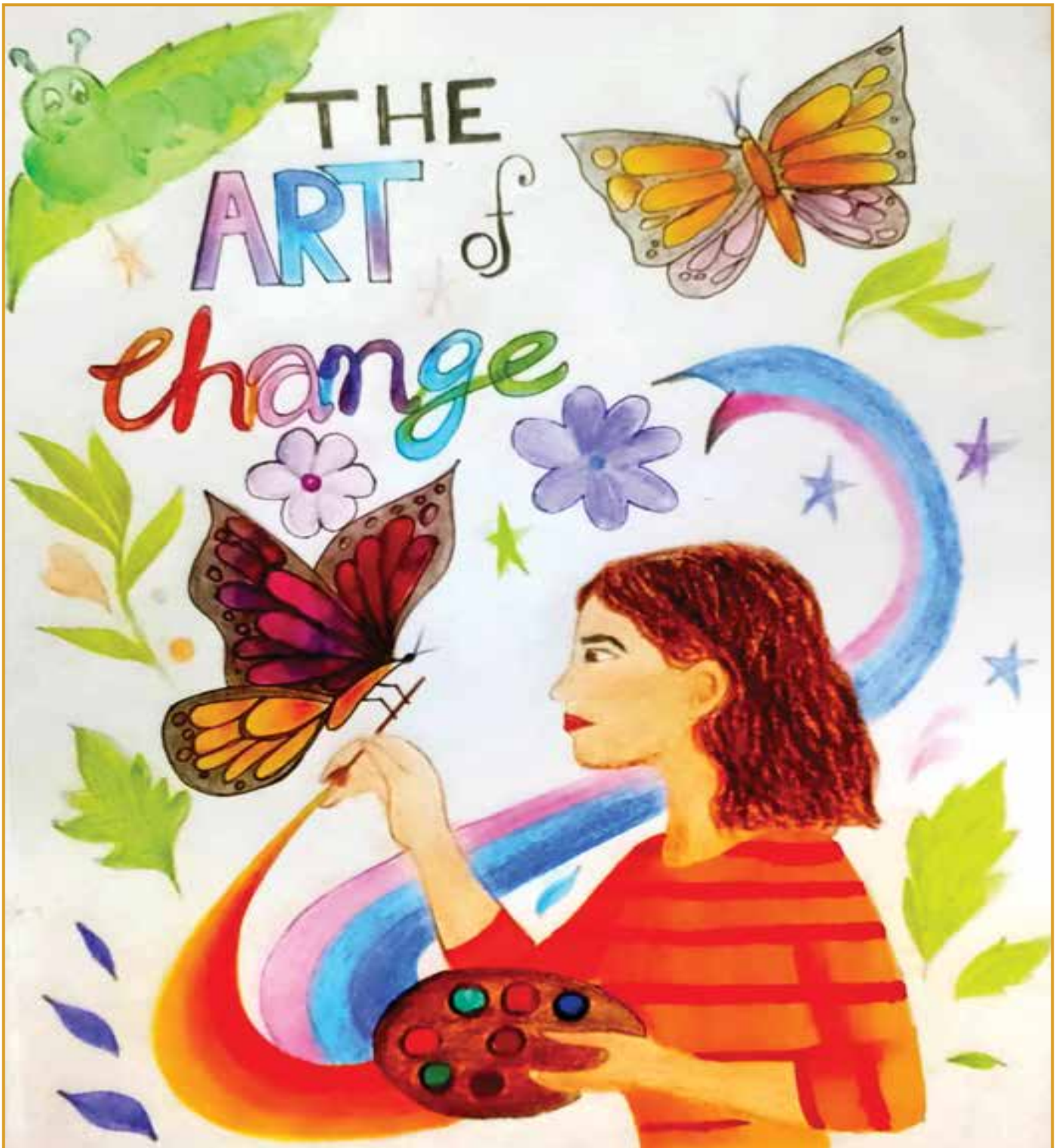




ĀTITHĒYA

School of Hospitality and Culinary Art.
The Neotia University

Volume III Issue I, August 2025



From the desk of Deputy Director



Dr. Rupam Ghosh

Deputy Director,
School of Hospitality and Culinary Art,
The Neotia University

In this issue, we delve into the Art of Change, an essential and ever-relevant theme in today's fast-paced, interconnected world. In an era where transformation is constant, and the landscape around us evolves daily, understanding the nuances of change has never been more critical. Whether in the realms of business, technology or personal growth, the ability to navigate and lead change is a skill that defines successful individuals and organizations alike.

In the hospitality sector, the "Art of Change" is not just about adaptation; it's about embracing new opportunities, rethinking traditional practices, and cultivating innovation. As future leaders in the hotel and hospitality industries, it's crucial that we understand how to harness change, influence positive shifts, and create environments that are not only responsive but also proactive in addressing the needs of both guests and communities.

This edition features contributions from faculty and students, offering fresh perspectives and creative solutions for integrating change in our personal and professional lives, shaping the future of hospitality, and creating experiences that resonate in a world defined by constant evolution.

Art Therapy: Healing Through Creativity

Sattik Sadhu, 2nd Year, BHHA



Art has long been a medium of expression, but only in the last few years has its therapeutic value become widely known. Art therapy is an expressive therapy that uses creative activity through drawing, painting, sculpture, and collage to allow people to express and explore their emotions, cope with stress, and heal from trauma. It has been especially beneficial in disenfranchised populations, where mainstream mental health treatment is unavailable, forbidden, or insufficient due to cultural, linguistic, or socioeconomic issues.

For those who have experienced systemic oppression, displacement, abuse, or intergenerational trauma, talking may not be enough. Art therapy provides a secure, non-verbal environment to process feelings, resolve internal conflict, and reestablish personal identity. It provides control over one's story to the participants, allowing them to reclaim their stories through creativity. Art therapy is therefore not just a therapeutic treatment but also a powerful self-empowerment and social critique.

Across much of the university system, students and professors are leading the way to bring the therapeutic power of art to the public at large. At New York University, a student-led initiative called Voices Unseen gives survivors of gender-based violence the opportunity to contribute to collective murals. Publicly exhibited all over the city, the murals are not merely bringing catharsis to the participants but are also educating and engaging the public at large in conversation about difficult subjects like abuse, consent, and healing. The project also features public exhibitions and workshops educating the general public about trauma-informed care and art-making.

At Jawaharlal Nehru University in India, students began Canvas of Hope, a project to allow children

from refugee communities to express their stories and feelings through artwork. Trained student volunteers in psychology and art run the weekly sessions using simple equipment and open-ended themes to permit feelings to be expressed in a safe setting. The activities range from painting and clay modelling to puppet-making and storyboarding. The project was praised for reducing anxiety, improving communication skills, as well as generating creativity among the participants who have frequently had to endure displacement and loss.

Around the same time, students of visual arts and psychology at the University of Cape Town collaborated to create Colouring Resilience, an art therapy project that engages with survivors of apartheid violence. Painting, music, and narrative are used to construct visual stories of individual paths of healing from violence. The process heals trauma and records important stories of resistance, identity, and survival that could otherwise be lost.

These student-led projects show the promise of art therapy to extend beyond the clinic or the art studio and into the lives of actual people. In their blending of mental health care and creativity, they provide spaces of acceptance, understanding, and self-transformation. They also de-stigmatize therapy, especially among marginalized communities, by showing that healing can be diverse, accessible, and even celebratory. Art therapy requires no professional artistic talent—only the ability to communicate and the right to be heard. In a world too frequently divided by language, by privilege, by injustice, art is a lingua franca that can talk to all of us. Employed in healing, it is not merely an individual means of recovery, but a powerful means of change and community empowerment.

The Concept of Change

Tanushri Sapui, 2nd Year, BHHA

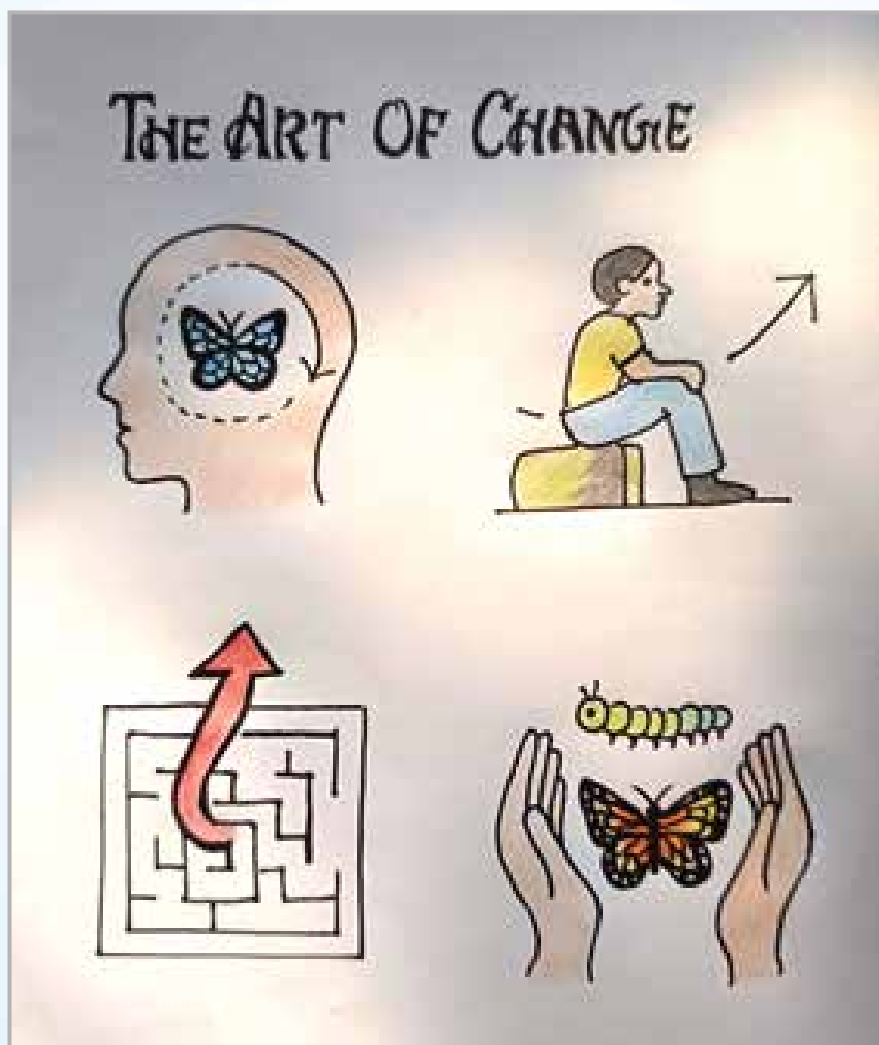


When we hear the phrase ‘the art of change,’ we think about the ability to accept and adapt to life’s changes. Change is a natural and important part of life and “Art” has the unique power to inspire and create positive change in the world. Through painting, music, dance, drama, and writing, artists express powerful messages about what is happening in the world around them. This is known as The Art of Change. Many student artists today are using their creative talents to raise awareness about important issues such as climate change, mental health, gender equality, and poverty. Their work inspires people to

think deeply, feel emotionally, and sometimes take action to help improve society.

Art does not always need words—it can speak through colors, movement, and emotions. That is what makes it so special. People from any background can understand and connect with it.

In this way, art becomes a tool for hope and change. It shows us that even young voices can make a big difference. The art of change teaches us to care, to act, and to dream of a better future for everyone.



This image depicts the journey of personal transformation, highlighting growth, reflection, and the power of change.

Performance Art as a Mirror to Society

Sayan Purkait, 2nd Year, BHHA



Art is not just something we hang on walls or keep in books. Art is alive. It speaks and sometimes, it even shouts things we're afraid to say. Performance art which mixes acting, movement, words, and visuals has a special place in how we talk about society. When students use it, it becomes a strong mirror that shows both the problems we face and the dreams we share.

In recent years, student performance art has grown from simple stage plays to a powerful tool for raising awareness. Whether on campuses or in public spaces, young artists are boldly speaking out against unfair treatment, like gender inequality, racism, and struggles faced by immigrants. They are not just performing to entertain they perform to open minds, to start conversations, and to help people heal.

What makes performance art so powerful is that it's live. You can't pause it or scroll past it. The artist and the audience are in the same space, feeling the same emotions. That shared moment can break down barriers and help people understand each other better.

On stages, in classrooms, on streets, and even online students are turning their personal stories into powerful performances. Their work doesn't just spread awareness; it makes people think deeply. It pushes us to ask tough questions and, hopefully, to change.

In times like these, where there are so many problems in the world, this kind of art becomes more important than ever. It reminds us that art is not only for museums or books it's for everyone. It's for the brave voices, the open hearts, and the real change we all need.

The sudden change we never noticed

Anusree Mondal, 2nd Year, BHHA



Moving from School to the University is one of the biggest and most important changes in life. It's just like how a caterpillar slowly becomes a butterfly. In school, everything is simple and safe. You follow a routine, wear a uniform, and get clear instructions from teachers. Life feels comfortable and small, like a caterpillar crawling on the ground. You are still learning, still growing, and most of the time, others are making decisions for you.

But when you enter the University, everything changes. It feels like entering a cocoon. There is more freedom, but also more responsibility. You meet new people, face new challenges, and sometimes feel confused or lost. But this is where real growth begins. You start learning about yourself, trying new things, and slowly building your confidence. You may make mistakes, but you also learn how to handle them.

As time passes, you begin to notice the change. You're not the same person you were in school. You think differently, speak up more, and feel surer of yourself. That shy, quiet school student becomes a confident young adult. Just like a butterfly that breaks free from its cocoon and flies, you start to feel ready to face the world. This is the art of change — growing step by step, and becoming the best version of yourself.

The Change We Process

**Mr. Sumit Das, In-charge Training & Placement,
School of Hospitality and Culinary Art, The Neotia University**



“The only way to make sense out of change
is to plunge into it, move with it,
and join the dance.”

— Alan Watts

Change is inevitable. But when embraced with intention, it becomes transformative. At School of Hospitality and Culinary Art, The Neotia University, Kolkata, change is not merely an event—it is a carefully orchestrated process, an art we practice every day. It is the foundation upon which we shape the next generation of hospitality leaders.

Every year, we welcome students who arrive with dreams in their eyes and a spark of curiosity in their hearts. They come with a hope—to reinvent themselves, to rise above limitations, and to discover their true potential. Our mission is to guide that spark into a focused flame, capable of lighting not only their own path but also positively impacting the lives of others.

The hospitality industry is one of constant evolution. Trends shift, expectations rise, and technology redefines service norms. To thrive in this ever-adaptive field, one must learn not just to respond to change, but to anticipate it—to move with it and, eventually, to lead it. At SHCA, we have embedded this philosophy into our academic framework.

Our pedagogy goes far beyond textbooks. We integrate real-world experiences, immersive industrial training, personality enhancement modules, and soft skills development—all crafted to mould our students into confident professionals. With each semester, they evolve. They receive mentorship that challenges their thinking, emotional intelligence training that nurtures empathy, and rigorous practical exposure that sharpens their competencies.

The transformation is not always instant, but it is always intentional. A once-reserved student finds her voice while leading a front-office roleplay. Another discovers his passion in a kitchen that tests his creativity and discipline. Yet another learns teamwork in the housekeeping labs, understanding the dignity in every detail.

As someone entrusted with guiding students into the industry through training and placements, I have witnessed countless stories of growth. I've seen students who doubted their capabilities become star performers at five-star properties. I've seen tears turn to pride during pre-placement talks. These are not just success stories—they are evidence of the art of change we cultivate here.

Our vision at SHCA is rooted in the belief that every student holds untapped potential. Through academic rigor, industry partnership, and compassionate mentorship, we enable that potential to flourish. We do not merely prepare students for jobs; we prepare them for life.

In closing, I return to the wisdom of Alan Watts. At the School of Hospitality and Culinary Art, that dance begins the moment a student walks through our doors. And as they leave—armed with knowledge, skills, and a transformed identity—they step confidently into the rhythm of the global hospitality industry, ready to create, to lead, and to serve.

Let the dance continue!

Shining Stars of 2025 Batch at their respective work locations



Soham Maity at Trident Udaipur



Rachaita Kundu at Greenpark Hotel, Hyderabad



Altamas Hossain Molla at Greenpark Hotel.



Management Students at Mayfair Hotels & Resorts

Change Through Art

Adhiraj Singh, 2nd Year, BHHA



I have beautifully captured the below pictures the essence of traditional Indian folk art through his two Madhubani-style paintings. The first artwork features a stylized fish surrounded by intricate patterns, symbolizing the harmony of life and nature, while the second portrays a vibrant peacock standing tall amidst lush greenery, reflecting pride, grace, and cultural richness. These artworks not only showcase artistic



skill but also align with the theme “The Art of Change” by reminding us of the need to preserve tradition while embracing transformation. Through detailed design and thoughtful composition, through the art I tried to highlight how art can inspire awareness, connect us to our roots, and act as a powerful medium for social and environmental change.

Street Art: Urban Canvases for Social Justice

Ayantika Sanki, 2nd Year, BHHA



In cities around the world, street art has evolved from rebellious graffiti to a powerful medium for activism and social commentary. Once dismissed as vandalism, these vibrant murals and installations now serve as urban canvases for messages of justice, resistance, and unity. Street artists today are not only painters but also social critics and storytellers whose work challenges the status quo.

Voices of Resistance: The Artists Behind the Walls

Interview with Maya Rodriguez (Mexico City)

Maya, known on the streets as “Luna Roja,” uses her art to speak out against femicide in Latin America. Her haunting murals of women’s faces, surrounded by names of victims, have become landmarks in Mexico City.

“Each brushstroke is a protest,” she says. “These women were silenced by violence. I paint so they’re not forgotten.”

Her mural “Las Que Ya No Están” (Those Who Are No Longer Here) went viral, sparking community vigils and gaining international attention. Maya has since been invited to speak at human rights conferences, proving that her message extends far beyond walls.

Interview with Akeem Johnson (New York City)

Akeem, or “VisionR,” began painting during the Black Lives Matter protests in 2020. His bold portraits of George Floyd, Breonna Taylor, and other victims of police brutality turned boarded-up storefronts into statements of resistance.

“The streets became our gallery because no museum would host our grief,” Akeem says.

He now mentors young artists in Harlem, helping them use art as a form of empowerment. Several of his works have been preserved in galleries and educational programs.

Unlike traditional art forms confined to galleries, street art is immediate and accessible. It reaches commuters, tourists, and locals alike, often confronting them with uncomfortable truths. In Cape Town, murals address

racial inequality post-apartheid. In Berlin, artists paint over remnants of the Berlin Wall to reflect on war and peace.

Impact Example: Bristol, UK

Banksy’s hometown has seen a wave of politically charged art in recent years. After the statue of slave trader Edward Colston was toppled in 2020, a mural appeared overnight showing a young girl placing flowers where the statue once stood.

“It was a moment of healing,” says Bristol-based artist Amirah Khan. “People cried when they saw it. It wasn’t just art—it was a conversation starter.”

The mural became a focal point for anti-racism discussions in the city and was later protected as a public heritage site.

Street art often intersects with community organizing. In Mumbai’s Dharavi slum, youth-led collectives use murals to raise awareness about sanitation and education. In Palestine, artists paint the West Bank barrier with messages of hope and defiance. These projects are often crowdfunded or supported by NGOs, showing the grassroots nature of the movement.

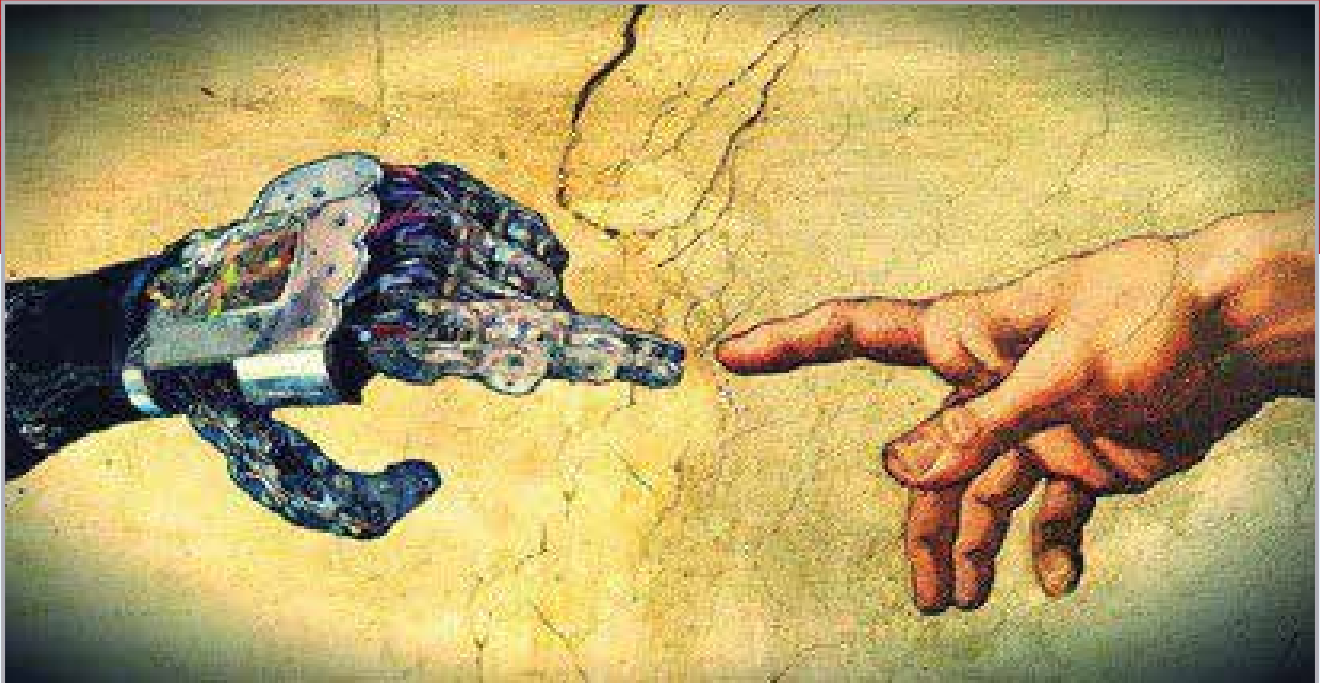
Despite its growing acceptance, street art still faces challenges. Artists risk arrest, and their work is often whitewashed or removed. Governments sometimes co-opt street art for tourism, stripping it of its original radical message.

“It’s frustrating,” says Maya. “They want our colors, but not our voices.”

Street art remains one of the most democratic art forms—free to view, raw in emotion, and deeply rooted in community. As social movements evolve, so does the role of urban walls: from backdrops of rebellion to beacons of change. The artists painting them are not just creators—they are revolutionaries, painting a better future in every hue.

The Art of Change

Rimika Nandy, 2nd Year, BHHA



Change is often seen as something uncomfortable — a disruption to the routine, a challenge to the familiar. Yet, if we pause and observe closely, change is not an enemy. It is, in fact, an artist — silently shaping our lives, painting new layers of experience, and carving out paths we never imagined.

From childhood to adulthood, from old habits to new beginnings, life constantly flows through phases of change. We evolve, sometimes slowly, sometimes all at once. Each setback teaches us resilience; each success encourages growth. The art lies not in avoiding change, but in embracing it — accepting its strokes, whether gentle or bold.

In our fast-moving world, learning the art of change is essential. It teaches us to adapt, to let go of fear, and to trust the process. Whether it's shifting careers, making new friends, learning a skill, or simply changing our mindset — every small change holds the potential to create something beautiful within us.

As students, this is the time to open ourselves to transformation — to be flexible, to fail, to learn, and to try again. Because in every moment of uncertainty lies the possibility of a masterpiece in the making.

The Art of Change: How Creativity Shapes a Better World

Ronit Das & Gargi Halder, 3rd Year, BHHA



Picture a mural transforming a dull city wall into a vibrant call for peace. Imagine a poem scribbled on a café napkin that changes how people see homelessness. This is art's quiet power it doesn't just hang in galleries. It sparks movements, shifts minds, and heals communities.

When Art Becomes a Megaphone

Art speaks where words fail. It's not decoration it's a tool for justice and hope. Throughout history, artists have tackled society's toughest fights:

- **Visual art** (murals, photos, graffiti) makes invisible struggles impossible to ignore. During India's freedom movement, posters of Bharat Mata ignited national pride. Today, digital artists like Mario Sanchez Nevado use digital illustration to
- spotlight mental health battles, turning personal pain into public conversation.
- **Performance** (dance, theatre, music) pulls heartstrings. Songs like "Imagine" by John Lennon still inspire unity, while plays about climate refugees make distant crises feel personal.
- **Literature** (poetry, stories) gives voice to the silenced. Maya Angelou's poems about racism empowered millions, and modern poets like Andrea Gibson write about LGBTQ+ rights, especially when people don't want to talk about it.

Young Artists: Tomorrow's Changemakers



Meet the creator using their talents to fix broken systems:

This thought-provoking artwork powerfully captures the pressing issue of climate change through a triptych composition. The first panel highlights deforestation, symbolizing the loss of wildlife habitats, as depicted by an orangutan surrounded by barren trees. The second illustrates the impact of industrial pollution on the environment, with smoke and waste pouring from factories. The final panel presents the stark reality of global warming, where a polar bear stands isolated on melting ice, representing the threats faced by arctic species. Through emotive brushwork and symbolism, the artist conveys a strong message about the urgent need for environmental awareness and action.

Why Hospitality Needs Art's Voice

Hotels, restaurants, and event spaces are perfect stages for change:

- **Sustainable hotels** display local art about ocean plastic or forest conservation, turning lobbies into awareness zones.

- **Cafés host** “storytelling nights” where immigrants share tales—blending performance with empathy over coffee.
- **Event planners** use decor to spotlight issues: tablescapes with recycled art, or menus featuring poems about food waste.

The Ripple Effect: Small Art, Big Waves

Art's power lies in its ability to travel beyond galleries:

- **Graffiti in Brazil** slashed hate crimes by 80% after artists painted walls with messages of unity in favelas.
- **A single song** by Colombian singer César López—made from decommissioned guns—reduced youth violence in Medellín.
- **In Kenya**, beadwork by Maasai women funds girls' education while preserving cultural heritage.

“ Art is the lie that enables us to realise the truth ”
— Pablo Picasso, Painter

Art doesn't just reflect society—it rebuilds it. From hospital murals that calm patients to protest songs that topple regimes, creativity remains humanity's most resilient tool for hope.

Editorial Board

Members



Gargi Halder

3rd Year, BHHA



Ronit Das

3rd Year, BHHA



Sattik Sadhu

2nd Year, BHHA



Anusree Mondal

2nd Year, BHHA



Sayan Purkait

2nd Year, BHHA



Ayantika Sanki

2nd Year, BHHA



Tanushri Sapui

2nd Year, BHHA



Ms. Shabnam Jana

Editor In Chief, Ātitheya



Mr. Sumit Das

Associate Editor, Ātitheya

LEGEND- BUILDING

A. ADMINISTRATIVE BLOCK

1. ADMINISTRATIVE BUILDING (G + V)

B. ACADEMICS BLOCK

2. SCHOLASTIC BUILDING - 1 (G + III)
3. SCHOLASTIC BUILDING - 2 (G + II)
4. SCHOLASTIC BUILDING - 3 (G + III)
5. SCHOLASTIC BUILDING - 4 (G + III)
6. SCHOLASTIC BUILDING - 5 (G + III)
7. WORKSHOP BUILDING
8. NEW WORKSHOP BUILDING
9. NEW PHARMACY BUILDING (G + III)
10. PHARMACY BUILDING (G + III)
11. SHIP IN CAMPUS (G + III)

C. AGRICULTURE & FISHERY SCIENCE BLOCK

12. POLY HOUSE & NET HOUSE
13. FISHERY SCIENCE PROJECT AREA - 1
14. AGRICULTURE PROJECT AREA - 1
15. FISHERY SCIENCE PROJECT AREA - 2
16. AGRICULTURE PROJECT AREA - 2
17. FISHERY SCIENCE PROJECT AREA - 3
18. AGRICULTURE PROJECT AREA - 3
19. FISHERY SCIENCE PROJECT AREA - 4
20. AGRICULTURE PROJECT AREA - 4
21. AGRICULTURE PROJECT AREA - 5
22. FISHERY SCIENCE PROJECT AREA - 5
23. FISHERY SCIENCE PROJECT AREA - 6
24. AGRICULTURE PROJECT AREA - 6
25. MUSHROOM UNIT
26. FIELD LAB
27. STORE HOUSE
28. SERICULTURE UNIT
29. THRESHING FLOOR
30. BIO GAS PLANT
31. CATTLE SHED
32. VERMI COMPOST PIT
33. BIO FERTILIZER PLANT

D. RESIDENTIAL BLOCK

34. BOY'S HOSTEL - 1 & 2 (G + III)
35. BOY'S HOSTEL - 1 & 2 (G + III)
36. BOY'S HOSTEL - 1 & 2 (G + III)
37. OLD STAFF QUARTERS (G + III)
38. NEW STAFF QUARTERS (G + III)
39. NEW STAFF QUARTERS (G + III)
40. DIRECTOR'S RESIDENCE (G + I)
41. OLD STAFF QUARTERS (G + III)
42. GIRL'S HOSTEL - 3 (G + II)

E. UTILITY & SERVICES BLOCK

43. ELECTRICAL ROOM
44. PUMP ROOM

F. RECREATIONAL BLOCK

45. FOOTBALL GROUND
46. CRICKET GROUND
47. SWIMMING POOL
48. MULTI PURPOSE HALL
49. BASKETBALL COURT (3 NOS.)

G. HEALTH BLOCK

50. MEDICAL UNIT

