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ALL INDIA KOREAN CULINARY CHALLENGE 2021



ORGANISED BY

**KOREAN CULTURAL CENTRE INDIA &
BANARSIDAS CHANDIWALA INSTITUTE OF HOTEL
MANAGEMENT AND CATERING TECHNOLOGY**
(New Delhi)

HOW TO PARTICIPATE

Make your Korean or innovative fusion with Indian cuisine culinary cooking video and send us email along with registration details

ELIGIBILITY

The competition is open to Indian national with no age barrier and one can participate in any of the following two categories

1. Professional (HM and Culinary School Students included)
2. Non-Professional

LAST DATE TO SUBMIT THE VIDEOS

20th NOV 21

registerkccindia@gmail.com

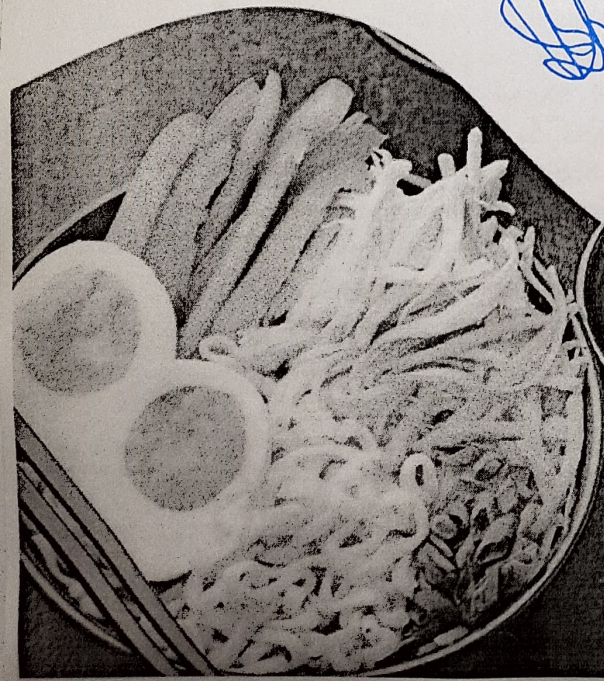
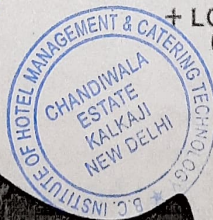
PRIZE: FOR EACH CATEGORY

1st
PRIZE
₹50,000
+ LG REFRIGERATOR
(GC-B247SLUV)

2nd
PRIZE
₹30,000
+ LG DISHWASHER
(DFB42FP)

3rd
PRIZE
₹15,000
+ LG WATER PURIFIER
(WHD71RB4RP)

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Sponsored by **LG**
Life's Good

Name of the Event:All India KOREAN Culinary Challenge 2021

Eligibility: The competition is open to Indian national with no age barrier and one can participate in any of the following two categories

1. Professional (HM and Culinary School Students included)
2. Non-Professional

Organised by: Korean Cultural Centre India and BCIHMCT, New Delhi.

Prize:For each category

First Prize 50,000 cash + LG Refrigerator(GC-B247SLUV)

Second Prize 30,000 cash + LG Dishwasher(DFB42FP)

Third Prize 15,000 cash + LG Water Purifier(WHD71RB4RP)

How to participate

Make your Korean or innovative fusion with Indian cuisine culinary cooking video and send us email along with registration details(form attached below),

registerkccindia@gmail.com

Dates to remember:

Last date to submit the videos: 20th Nov 21

Shortlisting of Best 20 videos: 23rd Nov 21

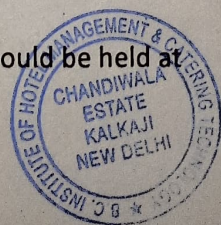
Final count of like and views: 4th Dec 21

Final physical round @ BCIHMCT: 11th Dec 21

Terms and Conditions:

- No participation fee for entering the contest and all participants would be awarded certificates through courier or hand-delivered to the respective address.
- Participants have to share a video of eight minutes (maximum) demonstrating the presentation of any Korean dish.
- Substitution of ingredients is permitted.
- Video to be shared on KCCI email ID registerkccindia@gmail.com latest by 20th November evening.
- The best 20 would be uploaded on Facebook and Instagram page on 23th Nov 2021.
- The final count of likes and views are counted till 4th Dec 2021 and the best five in each category would be invited for the final physical round on 11th Dec 2021(Saturday) to contest for the first, second and third position in each category to be held at BCIHMCT (BTK kitchen) for the contest of 1 hours and 10 minutes pre-event briefing by the chief coordinator from BCIHMCT.
- Each participant would be assisted by 1 BCIHMCT student and allocated 1 table well equipped with basic kitchen utensils and gas range.
- Ingredients required by the final participants to be indented earlier and communicated to the event coordinator from BCIHMCT, so that it may be arranged and procured in advance.
- Presentation of dishes and judgement to be held at BCIHMCT.
- The award and closing ceremony along with the cultural events would be held at

Shandari



BCIHMCT auditorium on 11 th Dec 2021, followed by Korean buffet dinner with selected participants and invited guests.

Evaluation(Judge) Criteria

- Authenticity(recipe, ingredient, etc.)
- Creativity
- Performance
- Cooking skills
- Final dish demonstration
- Etc.

Contact for Enquiry:

Chef RanajitKundu (Event Coordinator) Email - kundu@bcihmct.ac.in

Korean Cultural Centre India – info@koreanculture.in

Registration Form for
All India Korean Culinary Challenge 2021

Email:

Name:

Date of Birth (DD/MM/YYYY):

Gender (Male/Female):

Category (Professional/Non-Professional):

Address :

College

Organization

Residential

Mobile Number:

Alternate Mobile Number:

Name of the dish:

Small description of the dish:

Ranjit Kundu





Korean Cultural Centre India
The Embassy of the Republic of Korea

[Korean Cultural Centre India Press Release]

Listing Details:

Name of Event : All India Korean Culinary Challenge 2021
Event Schedule
- 1st round(online) : 9th Nov. to 20th Nov. 2021
- 2nd round(online) : 23rd Nov. to 4th Dec. 2021
- Final round(offline) : 11th Dec. 2021 at BCIHMCT premises
Award Ceremony : 11th December 2021
Organizer(s) : Korean Cultural Centre India and Banarsidas
Chandiwala Institute of Hotel Management, New
Delhi
Sponsored by : LG Electronics India

Korea-India Food Culture Festival,
All India Korean Culinary Challenge 2021

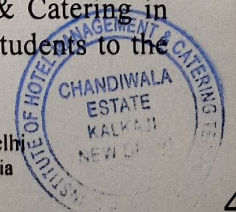
- Korean Cultural Centre India, Banarsidas Chandiwala Institute of Hotel Management, New Delhi presents
- Hybrid event(On & Off-line mixed up event), Professionals & Open to all
- Food Culture Festival(final round of competition, award ceremony along with cultural events related to BTS, The Squid Game)

2nd All India Korean Culinary Challenge is being organized by Korean Cultural Centre India and Banarsidas Chandiwala Institute of Hotel Management, New Delhi. This year, the event will be held in hybrid manner, online and offline mixed up, and the category also will be divided into professional(Hotel management & Culinary School Students included) and open to all.

Participants are requested to send their own cooking video of any one Korean culinary of their choice by using authentic recipe or innovative fusion with Indian cuisine. The last day to submit the video is 20th November 2021 to registerkccindia@gmail.com. The faculty staffs including head of department professor from BCIHMCT will judge and shortlist the best 20 videos based on the criteria, creativity, performance, authenticity(recipe, ingredient, etc.), cooking skills, final dish demonstration, video editing, etc.

The 2nd round will be held with the selected best 20 videos based on the number of views and likes on two hosts' SNS channels from 23rd Nov to 4th Dec, 2021. This system is designed for including netizens' participation and the importance of public opinions and trends. Whoever or wherever in India will be selected as finalists each 5 in two categories, so total 10 finalists will be invited to Delhi on 11th Dec for the final round of competition.

The final, 3rd round will be held in offline event, the real cooking and demonstration in BCIHMCT premises. The one of the best institute of Hotel Management & Catering in India, BCIHM will provide its kitchens, reception hall, and even assistant students to the





Korean Cultural Centre India
The Embassy of the Republic of Korea

finalists for their best performances. The professional judges will watch and evaluate all processes and results of each participants' cooking on the day.

The result award ceremony will be held on that day at the auditorium of BCIHM along with all Korean cultural experience programs including **Korean authentic food reception** and marvellous performance, **Taekwondo demonstration** consisting of Korean martial art's refined demonstration and its dance on K-Pop songs like BTS. Korean Cultural Centre India confirmed there will be various contents of Korean cultural experience on that day including '**the Squid Game**' play sets(Dalgona, Marble, Tug of war, etc.).

Young Lak Kim-MD, LG Electronics India said, "Food is an integral part of Indian & Korean culture. At LG Electronics we have an extensive range of Refrigerators which helps in storage of food while maintaining the nutrition & our range of microwaves enables people to make scrumptious food in a healthy way. We are delighted to be part of this prestigious event & wish all participants best of luck. I would also like to applaud Korean Cultural Centre for organizing this event, this is an excellent way to create awareness about Korean food in India."

Hwang Il-yong, director of Korean Cultural Centre India said, "Very glad and excited to see Indian cooks' creative challenges, new experiments through Korea-India cuisines. I am very grateful to BCIHM, their hospitality and willingness for this event in a row. Thanks to them, we can create and see another phase of globalization in our food culture. Korean food generated by Indian can not be limited as just 'copied Korean', it is "Indian" food and culture."

Attachment

- Event poster design
- Event guideline



BANARSIDAS CHANDIWALA INSTITUTE OF HOTEL MANAGEMENT & CATERING TECHNOLOGY

Approved by AICTE and affiliated to G.G.S. Indraprastha University, Delhi
NAAC 'A' Accredited Institution

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E-mail: director@bcihmct.ac.in, Website: www.bcihmct.ac.in

Industry Internship Support

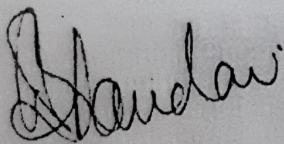
Joining forces for a shared goal

Collaborations between Banarsidas Chandiwala Institute of Hotel Management & Catering Technology, New Delhi and Radisson Blu Paschim Vihar, New Delhi.

Both parties appreciate the need for general non-binding partnership and collaboration and exchange of ideas, in order to understand and absorb the international dimensions in an industry setting as well as trends in the higher education sector, especially in the domain of Hospitality and related areas.

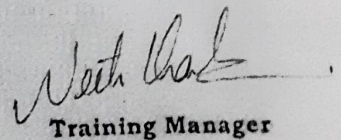
For this purpose, the two intend to explore and work continuously in the following areas:

- Strengthen various aspects of the curriculum offered at Banarsidas Chandiwala Institute of Hotel Management & Catering Technology, New Delhi drawing from the rich industry expertise.
- To provide internship opportunities to students of Banarsidas Chandiwala Institute of Hotel Management & Catering Technology, New Delhi in the broad field of Hospitality and related areas.
- Support students from Banarsidas Chandiwala Institute of Hotel Management & Catering Technology, New Delhi through real time training at Radisson Blu Paschim Vihar, New Delhi.
- Provide career options to students from Banarsidas Chandiwala Institute of Hotel Management & Catering Technology, New Delhi, who fulfil the aspirations of the emerging hospitality sector.
- Collaborate on all areas that enhance student experience and increase their readiness from an industry perspective including Case Studies, Research, Live projects etc.



Principal

BCIHMCT, New Delhi



Training Manager

Radisson Blu Paschim Vihar, New Delhi

