



**TATA INSTITUTE OF SOCIAL SCIENCES**

"A Deemed to be University and Grant-in-Aid Institute under Ministry of Education, Govt"

**SCHOOL OF SKILL EDUCATION**

“कौशल भारत से खुशहाल भारत”

# कौशल बर

**Annual Skill Magazine**

Issue No. 3  
2024-2025



**BRIDGING THE TOURISM AND HOSPITALITY SKILL GAP  
SHAPING FUTURES**

# CONTENTS

1	<b>Editorial Note with Acknowledgements</b>	iii
2	<b>Foreword by Vice-Chancellor</b>	v
3	<b>Message from Dean</b>	vii
4	<b>List of Contributors</b>	viii
5	A. Maha Kumbh Mela 2025 – Training Workshop by School of Skill Education, TISS B. Documentary Launch: Mahakumbh – Aastha Aur Kaushal Ka Sangam C. Important Events and Initiatives of the School	1
6	<b>Section I: Introducing Tourism and Hospitality Sector in Indian Context</b>	29
	1. TISS/SSE’s Response to Bridging the Skill Gap in Tourism and Hospitality 2. Tourism and Hospitality Sector and its Importance 3. An Indian Perspective to Bridging the Tourism Skill Gap	
7	<b>Section II: Unlocking Career Possibilities and Shaping Futures</b>	45
	4. Careers in Tourism and Hospitality 5. Top Internships and Placement Companies 6. Current Trends Shaping the Tourism and Hospitality Industry 7. Growth of Hospitality Sector 8. Essential Skills and Competencies Required to Succeed in Tourism and Hospitality Sector 9. Emerging Niche Sectors within Tourism Industry 10. What does Niche Tourism has in Store for India? 11. Hospitality Marketing Trends 12. Evolving Role of Social Media and Digital Marketing in Tourism Promotion and Customer Engagement	
8	<b>Section III: Turning Dream to a Reality – Pedagogies, Teaching-learning Moments, Success Stories, Testimonials, Placements and Certificates</b>	63
	13. Pedagogical Tips 14. Glimpses of the Learning Moments of our Students at Different Locations 15. Success Stories of Alumni and Current Students 16. Testimonials of Current Students 17. Students Placements 18. Certificates	



## EDITORIAL NOTE WITH ACKNOWLEDGEMENTS

At a time when the School of Skill Education, formerly known as the School of Vocational Education, was actively scaling up its specialised skill development programmes – crafting contemporary industry-aligned curricula, expanding its outreach, equipping students with job-ready skills, and boosting their employability – it was Prof. Madhushree Sekher, Dean of the School who came up with the idea of initiating a School Magazine. Her vision was to start an official publication series that would reflect the School’s dynamic journey, document the innovative strides being taken in skill-based education, and showcase the voices of its students and stakeholders, focusing on a specific sector, in every Issue. This led to the birth of **हunar** Magazine, and subsequently, the first issue was released during the collaborative launch of *New Age National Education Policy (NEP) 2020 Compliant Skill Education by School of Vocational Education (SVE) & Innovative Teacher Education Programme by Centre of Excellence in Teacher Education (CETE)* on 19<sup>th</sup> July 2023 at S. Parasuraman Conference Hall, TISS, Mumbai.

Initially, the Magazine kick started as a biannual publication which resulted in publication of two issues (June and December) in 2023. From this third Issue, December 2024 the Magazine is converted to an annual Magazine to be published every December. The first issue, June 2023, under the editorship of Ms. Shivranjani Kulkarni captured the testimonials of the students and alumni on a theme titled, “*Skilling India: The TISS Story*”. The second issue, December 2024, under the editorship of Ms. Jayabala Girish, was published on the theme titled, “*Exploring Healthcare Excellence: A Skill Odyssey*”.

As Head of Content Department, apart from the everyday responsibilities, the responsibility of the publication of **हunar** Magazine came to me through a letter from Prof. Madhushree Sekher, Dean, TISS SSE dated 27<sup>th</sup> July 2023. In response, the content team assumed the full responsibility of the magazine’s publication from Issue 2. This entailed my involvement in designing the overall framework for the magazine, creating theme specific questionnaires, and comprehensive content collection guidelines for diverse categories of contributors including the academic facilitators, industry partners, faculty, alumni and current students from the healthcare sector - the focus of the second issue. Also a separate set of instructions was prepared specifically for the students to help them effectively share their classroom and on-the-job training experiences. The healthcare team collected and provided the data.

I express my heartfelt gratitude to Prof. Madhushree Sekher, Dean, TISS SSE for believing in me and my team, and for her unwavering support since the second issue of the Magazine. So, that’s how it all began, and here we are, filled with excitement, presenting Issue 3, and many more to come!

I am fortunate to take up the publication of **हunar** Issue 3 which has been organised on the theme that emerged from the content of the data provided by honoured contributors, who are currently and directly engaged in the Tourism and Hospitality Sector.

Upon thorough reading of the data received, the theme of **हunar** Magazine Issue 3, “*Bridging the Tourism and Hospitality Skill Gap - Shaping Futures*” was derived. The data was then structured to represent the theme of the Issue into three sections. The Magazine begins with *A Prelude: Maha Kumbh Mela 2025 – Training Workshop by School of Skill Education, TISS and Important Events and Initiatives of the School*. Flowing from this, the first section of the Magazine introduces the Tourism and Hospitality Sector in Indian Context. The second section deals with ‘*Unlocking Career Possibilities and Shaping Futures*’. The third section presents the engagements of students, faculty and staff in ‘*Turning Dream to a Reality*’.

**हूनार** Issue No. 3 themed 'Bridging the Tourism and Hospitality Skill Gap - Shaping Futures' is possible because of the relentless support of Prof. Madhushree Sekher, Dean; Gaurav Shinde, Programme Head-Skilling; and my dear colleagues at TISS SSE.

In particular, I want to thank Ms. Manisha Kantak, Head - Operations, School of Skill Education, TISS who took the responsibility of generating, compiling and strengthening the articles and photographs received from the contributors before submitting them to the content department.

I thank the Tourism and Hospitality sector team from the Operations Department - Minaxi Mistry, Senior Vertical Manager; Kirthika Kuppuswamy, Senior Executive; and Dipti Palande, Lead Executive for their support in collecting the data from the concerned stakeholders.

I thank the Administration team - Komal Mayekar, Head and Dharamdev Balmiki, Lead Executive for constant support in arranging a quieter room whenever required.

I acknowledge and thank the Domain Experts, Faculty members, Academic Facilitators, and Industry Partners of the Tourism and Hospitality sector across locations who have contributed the articles, photos and rich experiences that shaped **हूनार** Issue No. 3. The contribution of each of you in making this Magazine a success story is deeply appreciated.

A special thanks to the students and alumni who have shared their inspiring experiences and testimonials for the Magazine. The content of the Issue would have been incomplete without their willing contribution.

I sincerely thank my teammates Dr. Onhring Langhu, Manager who assisted in editing and sharpening the data, Ms. Seema Patil, Graphic Designer who designed the look of the Magazine, and Mr. Sandeep Patole, Assistant Manager who produced the hard copy of the magazine. You all were there in every step of the way.

I am sure this **हूनार** Magazine, Issue No. 3 will go a long way in shaping skill education in general and the Tourism and Hospitality sector in particular. The magazine would serve as a valuable reference material for students, faculty, alumni, and professionals in the Tourism and Hospitality industry, and an insightful resource for anyone passionate about exploring and advancing in this dynamic field.

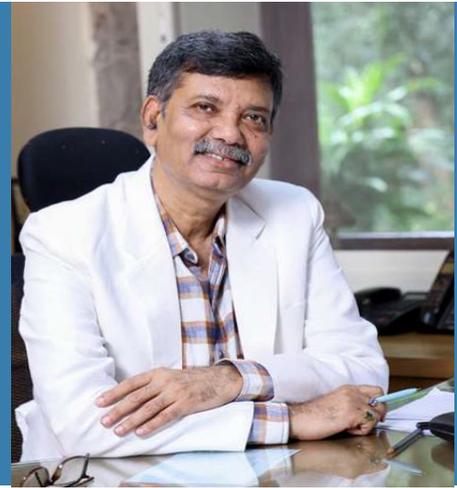
**Dr. Kimnei Salviana Leivon**

Editor-in-Chief

**Editorial Team Members**

- Ms. Manisha Kantak
- Dr. Onhring Langhu
- Ms. Seema Patil

## FOREWORD BY VICE-CHANCELLOR



It gives me immense pleasure to present Hunar – Issue No. 3, the annual magazine of the School of Skill Education (SSE), Tata Institute of Social Sciences (TISS), themed “Bridging Tourism and Hospitality Skill Gaps: Shaping Futures.” This issue highlights the School’s sustained and impactful contribution to strengthening human capital in one of India’s most dynamic and employment-intensive sectors.

Since its establishment in 1936, TISS has remained steadfast in its commitment to socially relevant education, field-based practice, and research that creates meaningful impact. As a Deemed-to-be University under the Ministry of Education, Government of India, TISS continues to advance innovative educational pathways that integrate academic rigour with social responsibility, inclusivity, and equity.

The School of Skill Education (SSE), exemplifies this commitment by successfully integrating skill education with mainstream academia in alignment with NEP 2020, the National Credit Framework, and the National Skills Qualification Framework. Over the past several years, SSE has emerged as a prominent contributor in Tourism and Hospitality skilling through industry-aligned curricula, strong partnerships, and work-integrated learning models that combine classroom instruction with extensive internships and on-the-job training.

Tourism and Hospitality demand not only technical competence but also professionalism, adaptability,

empathy, and service excellence. SSE’s programmes respond effectively to these needs by embedding employability skills, experiential learning, and continuous industry engagement, while ensuring affordability and access for learners from diverse backgrounds. The multiple career pathways – employment, higher education, and entrepreneurship – stand testimony to the relevance and quality of its approach.

At TISS, we believe that education must go beyond credentials to nurture reflective practitioners, responsible citizens, and future leaders. Through initiatives such as aptitude-based student guidance, global skilling partnerships, and inclusive training models, SSE continues to expand opportunities and shape aspirational futures for India’s youth.

This issue of *हunar* captures the collective efforts, partnerships, and innovations that define SSE’s work in Tourism and Hospitality. I commend the leadership of the School, its faculty, staff, industry partners, and students for their dedication and vision. I am confident that their continued efforts will contribute significantly to strengthening India’s service economy and advancing the national skilling mission.

I wish Hunar every success and trust that this edition will inspire stakeholders across academia, industry, and policy to further invest in skill-based, inclusive, and future-ready education.

**Prof. Badri Narayan Tiwari**

Vice-Chancellor

Tata Institute of Social Sciences, Mumbai

“We place on record our sincere gratitude to Prof. Manoj Kumar Tiwari, with deep acknowledgment of his steadfast support, insightful guidance, and leadership during his tenure as Officiating Vice-Chancellor of Tata Institute of Social Sciences, Mumbai (September 25, 2023 to July 29, 2025) which immensely contributed to the growth and direction of the School of Skill Education.”

# MESSAGE BY DEAN



## *“Athithi Devo Bhava - A Guest is akin to God”*

The quote above sets a foundation for the host-guest dynamic, embodying the traditional Indian Hindu-Buddhist belief that guests deserve the same respect as one would offer to a deity/god. This practice/principle is deeply embedded in the nation’s tourism and hospitality sector, which has emerged as one of the world’s fastest-growing industries. With its spectacular natural scenery, landscape, cultural richness, and historic sites India has positioned itself as a prominent global tourist destination. As the country welcomes millions of visitors from around the world, the sector stands at the threshold of tremendous potential ready to embrace growth, innovation, and unforgettable experiences.

In light of the recent global COVID-19 pandemic and ongoing geopolitical tensions, including conflicts and wars, it has become essential to rethink tourism and re-evaluate strategies, skills, sustainability, and community engagement as we move forward. The field today demands skills that would be able to handle the varied conditions facing tourism and hospitality such as its susceptibility to external challenges like climate change, health crises, and geopolitical conflicts (Islam et al., 2024). There is a need to advocate for a strategic reassessment that harnesses insights from diverse disciplines, including social sciences and environmental studies, to develop resilient tourism models. Moreover, the emerging skill demand reveals the significance of sustainable tourism practices, such as ecotourism, and the adoption of innovative technologies like virtual reality (VR) and artificial intelligence (AI) to enrich the tourist experience while addressing pressing environmental issues.

It also highlights the necessity of understanding tourist behaviour and its implications for local communities, urging the tourism and hospitality sectors to champion responsible tourism that aligns with local values and sustainability objectives. Looking ahead, the future of tourism in India should centre on creating flexible and adaptive business models capable of responding effectively to unpredictable changes in the global landscape, thereby ensuring long-term viability for all tourism stakeholders.

As the Tourism and Hospitality sector continues to evolve, it is essential for institutions and training centres to collaborate closely with industry professionals to design and update their curricula. The School of Skill Education, TISS actively addresses this need through regular content revisions. This commitment ensures that the skills imparted are not only aligned with current industry demands but also anticipate future trends. Moreover, integrating technology and innovation into these training programmes further empower students to thrive in the digital landscape of the tourism and hospitality sector. By embracing these advancements, we equip our students with the tools and knowledge they need to excel in a competitive marketplace.

The *hunar* Issue No. 3, “Bridging the Tourism and Hospitality Skill Gap - Shaping Futures” underscores the importance of building futures through tourism and hospitality. It strongly endorses the dynamic and fast-growing nature of the Tourism and Hospitality sector globally, contributing significantly to economic development and employment generation.

**Prof. Madhushree Sekher**

Dean, School of Skill Education

Tata Institute of Social Sciences, Mumbai

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17	Mr. Rajan Dani, Former Director Trade Wings Institute of Management - Aviation/ Travel and Tourism/Hospitality/Logistics – Domain expert of Tourism and Hospitality Sector, School of Skill Education, TISS
18	Mr. Vatsal Sanghavi, Founder and Director, P2S Information Systems – Marketing Partner, School of Skill Education, TISS
19	Ms. Manisha Kantak, Head – Operations and Analyst, School of Skill Education, TISS
20	Dr. Kimnei Salviana Leivon, Head – Content, School of Skill Education, TISS

# A. MAHA KUMBH MELA 2025 – TRAINING WORKSHOP BY SCHOOL OF SKILL EDUCATION, TISS



The Maha Kumbh Mela 2025, a globally recognised religious and cultural event that comes once in 12 years, was held in Prayagraj, Uttar Pradesh. The event witnessed the world's largest peaceful and blissful religious gathering, and a celebration of the victory of gods over demons; Hindu pilgrimage and festival that celebrates the Churning of the Ocean (Sagar Manthan). The festival was attended by pilgrims, ascetics, saints, sadhus, sadhvis, and kalpvasis to have an ultimate spiritual experience: 'holy dip' in the Triveni Sangam, where the three sacred rivers Ganga, Yamuna and Saraswati converge. This sacred confluence is believed to offer devotees spiritual purification and redemption, especially during the most auspicious periods of the festival. The Maha Kumbh Mela 2025 represented the most auspicious of all the Maha Kumbhs in the past 144 years as per astrological calculations since its constellation alignment is witnessed once every 144 years.

Given the scale of the event, which attracted over 400 million devotees, law enforcement played a crucial role in ensuring public safety, crowd management, and maintaining order. To equip police personnel with the necessary skills for this unique challenge, the School of Skill Education (SSE), Tata Institute of Social Sciences (TISS) conducted a Behavioural Modification Training Workshop for police officials. This initiative aimed to enhance officers' cultural sensitivity, crowd management, conflict resolution, stress management, and effective communication, ultimately facilitating a safe and harmonious Maha Kumbh experience.

On 18<sup>th</sup> November 2024 TISS' School of Skill Education received a letter from Prayagraj Mela Authority, Prayagraj letter no# 5325/fifteen-MKM-2025 (2024-25) for conducting a training workshop for Maha Kumbh 2025. Tender reference no. 43/MKM-2025.

**List of staff who were involved in the activities of Maha Kumbh 2025 project**

Sr. No.	Name
<b>A</b>	<b>Project Leaders</b>
1.	Prof. Madhushree Sekher, Dean, TISS SSE
2.	Mr. Gaurav Shinde, Programme Head – Skilling, TISS SSE
<b>B</b>	<b>Trainers</b>
3	Mr. Sumit Kati (Master Trainer)
4	Ms. Jayabala Girish
5	Ms. Ankita Parab
6	Mr. Uttam Kumar
7	Dr. Sanjeev Dixit
8	Mr. Vaibhav Dwivedi
9	Dr. Arti Agrawal
10	Ms. Mamata Iyer
11	Mr. Siddharth Bhingarkar
12.	Dr. A C Pandey

C	Administrative Team
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14	Ms. Komal Mayekar
15	Mr. Pintoo Shukla
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24	Mr. Yogesh Gadhia
25	Dr. Aswathy Pillai
26	Mr. Sagar Sawantphule
27	Mr. Dipesh Tirlotkar
28	Ms. Avni Goel
29	Mr. Vatsal Sanghavi

**1. Pre-Training Preparation**

Before implementing the training workshop, TISS SSE was engaged in preparatory activities which involves the following:

- Preliminary meetings with senior police officials and Maha Kumbh organisers to assess the requirements.
- Preliminary discussions with senior officers for content validation to ensure that the training was tailored to meet the event’s challenges.
- Approval and refinements to modules based on feedback from key stakeholders.

**i. Preliminary meetings with senior police officials and Maha Kumbh organisers**



**Dean and Programme Head, TISS SSE during preliminary meeting with Kumbh Mela organisers**

Prof. Madhushree Sekher, Dean of the School of Skill Education, Tata Institute of Social Sciences and Mr. Gaurav Shinde, Programme Head - Skilling, School of Skill Education, TISS went to Prayagraj and had a preliminary meeting/discussion with the Kumbh Mela organisers prior to the initiation of the tender process to assess the requirements.

## ii. Preliminary discussions with senior officials for content validation

After winning the tender, before the commencement of the training workshop, TISS SSE team under the leadership and guidance of Prof. Madhushree Sekher and Mr. Gaurav Shinde was engaged in rigorous groundwork to ensure that the content of the training modules was valid/aligned with the specific needs of the Maha Kumbh event.



**Presentation of modules to the senior most police officials, IAS officers, IPS officers at Prayagraj**

Representatives from TISS SSE presented the behavioural oriented modules to the senior most police officials, IAS officer, and IPS officers at Prayagraj on 22<sup>nd</sup> November 2024, for validation of the content prepared to deliver in the workshop, as per the requirements and scope of work specified in the tender document.



**Validation of the module content in action**

The team had an audience with IG (Inspector General), Prayagraj to understand the structure of the module and concepts to be covered within time frame. They interacted/engaged directly with the highest-ranking officials involved in the Maha Kumbh's organisation which included senior police officers and the Mela Adhikari, an IAS official overseeing the event's administration.

## iii. Approval and refinements to modules based on feedback from key stakeholders

Finally, the content of the modules was refined by incorporating the feedback from key stakeholders and approved by the Mela Adhikari. The training modules include-

- **Soft Skills and Communication:** Managing tone, body language, and multilingual interactions using the Bhashini App for translation.

- **Cultural Sensitivity:** Understanding the religious and emotional significance of the event.
- **Mental Health:** Behavioural strategies for managing stress and emotional well-being without compromising daily functioning and quality of life.
- **Conflict Resolution:** Skills to de-escalate disputes and maintain peace.
- **Psychological Preparedness and Stress Management:** Preparing officers for emergencies and the psychological demands of prolonged duty.
- **Gender Sensitivity:** Promoting awareness and respectful interactions to ensure inclusivity without discrimination.
- **Community Engagement:** Promoting collaborative efforts with religious leaders and local communities for smooth execution of the event.

## 2. The Training

### i. Methods Used

- Role-playing and simulations.
- Interactive discussions and case study analysis.
- Technology-based communication practice using the Bhashini App.
- PowerPoint presentations for concept reinforcement.
- Group activities and collaborative problem-solving.
- Video demonstrations and real-life scenario analysis.

### ii. The Training Session - Phase 1

The first training workshop of phase 1 began on 4<sup>th</sup> December 2024, at Parade Ground, Prayagraj, with the enthusiastic participation of over 1,050 dedicated police personnel. In all, 18 training sessions were conducted at various venues, namely, MNNIT University (MP Hall), Yamuna Nagar-United Institute, Rajshri Tandan (Phapa Mau), Ganga Nagar, Rajshri Tandan Hall, Prayagraj Station Hall, and Zushi Hall. Altogether, these sessions successfully trained 7,245 police personnel.



*Phase 1 Training Workshop at Parade Ground, Prayagraj*



**TISS SSE trainers with police officials and facilitators on Day 7 of Phase 1 workshop, Parade Ground**

**Session Details – Phase 1**

Sr.No / Day	Date	Trainers	Topics	Time	Hall	No.of Sessions	Actual No. of Participants
1	04-Dec-24	Mr. Sumit Kati/ Ms. Jayabala Girish	Soft Skills	03:00 pm to 05:00 pm	Parade Ground	1	1005
2	05-Dec-24		Soft Skills	10:00 am to 12:00 p.m	Parade Ground	1	1050
	05-Dec-24		Soft Skills	04:30 pm to 05:30 pm	MNNIT UNIVERSITY (MP Hall)	1	120
3	06-Dec-24	Mr. Uttam Kumar	Intro Soft Skill/Gender Sensitization	04:00 pm to 05:00 pm	MNNIT UNIVERSITY (MP Hall)	Faculty Deployed	
	06-Dec-24	Mr. Sumit Kati	Intro Soft Skill/Gender Sensitization	04:30 pm to 05:30 pm	Yamuna Nagar- United Institute	Faculty Deployed	
	06-Dec-24	Ms. Ankita Parab	Soft Skills	04:30 pm to 05:30 pm	Rajshri Tandan (Phapa Mau)	1	26
4	07-Dec-24	Mr. Uttam Kumar	Soft Skills /Stress Management	04:30 pm to 05:30 pm	MNNIT UNIVERSITY (MP Hall)	Faculty Deployed	
5	09-Dec-24	Dr. Sanjeev Dixit	Soft Skills /Stress Management	10:30 am to 11:10 am	Parade Ground	1	833
	09-Dec-24		Soft Skills /Communication	10:30 am to 11:10 am	Parade Ground	1	71
	09-Dec-24	Mr. Vaibhav Dwivedi	Soft Skills /Communication	12:30 pm to 1:10 pm	Parade Ground	1	833
6	10-Dec-24	Dr. Sanjeev Dixit	Soft Skills /Stress Management	4:00 pm to 4:40 pm	Parade Ground	Faculty Deployed	
	10-Dec-24	Ms. Anikta Parab	Soft Skills /Communication	5:00 pm to 5:40 pm	Parade Ground	Faculty Deployed	
	10-Dec-24	Dr. Sanjeev Dixit/ Mr. Sumit Kati	Soft Skills /Stress Management	04:30 pm to 05:30 pm	Yamuna Nagar- United Institute	1	50
7	11-Dec-24	Dr. Sanjeev Dixit	Soft Skills /Communication	11:20 am to 12:30 pm	Parade Ground	1	688
			Soft Skills /Communication	12:30 pm to 1:30 pm	Parade Ground	1	720
			Soft Skills /Communication	03:45 pm to 05:00 pm	Yamuna Nagar- United Institute	1	44
		Mr. Sumit Kati	Soft Skills /Stress Management	04:00 pm to 04:45 pm	Parade Ground	1	446
		Mr. Ankita Parab	Soft Skills/ Behaviour Skills	03:00 pm to 04:00 pm	Ganga Nagar, Rajshri Tandan Hall	1	126
8	14-Dec-24	Mr. Sumit Kati/ Ms. Mamata Iyer	Soft Skills/ Behaviour Skills	10:00 am to 01:00 p.m	Prayagraj Station Hall	1	500
			Soft Skills /Stress Management/Behaviour Skills	02:00 pm to 05:00 pm		1	300
		Mr. Siddharth Bingarkar	Soft Skills /Stress Management	04:00 pm to 05:30 pm	Yamuna Nagar- United Institute	1	55
		Mr. Siddharth Bingarkar/ Dr. Arti Agrawal	Soft Skills /Stress Management/Behaviour Skills	10:30 am to 01:00 pm	Zushi Hall	1	300
		Dr. Arti Agrawal	Soft Skills /Gender Sensitization	03:00 pm to 05:00 pm	Ganga Nagar, Rajshri Tandan Hall	Faculty Deployed	
9	15-Dec-24	Mr. Siddharth Bingarkar/ Dr. Arti Agrawal/ Ms. Mamata Iyer	Soft Skills/ Behaviour Skills	03:00 pm to 05:30 pm	Rajshri Tandan (Phapa Mau)	1	78
10	16-Dec-24	Dr. Arti Agrawal/ Ms. Mamata Iyer	Soft Skills /Stress Management	03:00 pm to 05:30 pm	MNNIT UNIVERSITY (MP Hall)	Faculty Deployed	
<b>TOTAL- 10 Days</b>						<b>18</b>	<b>7245</b>

### iii. The Training Session - Phase 2

The second phase of the training was conducted at the Parade Ground from 31<sup>st</sup> December 2024 to 4<sup>th</sup> January 2025 covering 3,016 police personnel. Based on the demand, six training sessions were held in total, ensuring comprehensive coverage of the modules as specified by the Prayagraj Mela Authority.



*Phase 2 Training Workshop at Parade Ground, Prayagraj*

#### Session Details - Phase 2

Sr. No./ Day	Date	Trainers	Topics	Time	Hall	No. of Sessions	Actual No. of Participants
1	31-Dec-24	Mr. Siddharth Bingarkar/ Ms. Mamata Iyer	Soft Skills/ Behaviour Skills	12:30 pm to 01:30 pm	Parade Ground	1	542
		Mr. Siddharth Bingarkar/ Ms. Mamata Iyer	Soft Skills/ Behaviour Skills	02:00 pm to 03:25 pm	Parade Ground	1	460
2	01-Jan-25	Mr. Siddharth Bingarkar	Soft Skills/ Behaviour Skills	10:30 am to 12:00 pm	Parade Ground	1	650
		Mr. Vaibhav Dwivedi	Soft Skills/ Behaviour Skills	03:40 pm to 05:00 pm	Parade Ground	1	750
3	04-Jan-25	Dr. A C Pandey	Soft Skills/ Behaviour Skills	10:30am to 12:00 pm	Parade Ground	1	614
<b>TOTAL - 3 DAYS</b>						<b>5</b>	<b>3016</b>

Total participants (Phase 1 and Phase2 combined): 7245+3016=10,261

Total no. of training days: 10+3=13 days

Total no. of training sessions: 18+5=23 sessions

#### iv. Outcome of the Training

The Behavioural Modification Training Workshop successfully equipped police personnel with essential soft skills and behavioural strategies to manage the diverse and emotionally charged environment of Maha Kumbh 2025. The key outcomes achieved include the following:

- **Enhanced Professionalism:** Improved understanding of professional behaviour during large-scale events.
- **Cultural Sensitivity:** Strengthened awareness of the religious and emotional significance of the event.
- **Improved Communication:** Increased confidence in using the Bhashini App, a digital tool for multilingual interactions.
- **Gender Sensitivity:** Fostered awareness and respectful interactions, ensuring inclusivity and preventing discrimination.
- **Psychological Preparedness:** Enhanced officers' ability to handle emergencies and the psychological fitness demands of prolonged duty.
- **Mental Health Awareness:** Provided strategies for stress management, emotional well-being, and maintaining mental resilience.
- **Effective Stress Management:** Equipped officers with techniques to handle prolonged deployment in high-pressure situations.
- **Positive Feedback:** 99.49% of the participants expressed high satisfaction, citing interactive sessions and practical examples as the programme's strengths.
- **Operational Readiness:** 7,245 police personnel across 18 sessions in Phase I and 3,016 officials across 5 sessions in Phase II were trained, significantly boosting their preparedness for the event.

### 3. Post the Training

Following the completion of phase 1 training sessions, Prof. Madhushree Sekher, Dean, School of Skill Education, TISS accompanied by Mr. Gaurav Shinde, Programme Head - Skilling, School of Skill Education, TISS met the senior police officials and Mela Adhikari on 18<sup>th</sup> December to gather comprehensive feedback.



**i. Impact Assessment:** An assessment was conducted to evaluate the effectiveness and outcomes of the training modules.



The training undertaken proved to be a significant step in enhancing the preparedness and effectiveness of the police personnel at the Kumbh Mela. Through meticulous planning, engaging sessions, and active feedback mechanisms, the training programme addressed critical aspects of their responsibilities. The collaboration between the faculty, organisers and the participants ensured a meaningful exchange of knowledge and skills. The assessments conducted post the training demonstrated tangible outcomes, highlighting the programme’s success in achieving its objectives. This initiative stands as a testament to the impact of structured training in empowering law enforcement for large-scale events, setting a benchmark for future endeavours.

**ii. The Training Feedback:**

A total of 10,261 police personnel were successfully trained across Phase 1 and Phase 2 - 7,245 in Phase 1 and 3,016 in Phase 2. Over the course of 13 days (10 days in Phase 1 and 3 days in Phase 2), 23 training sessions were conducted (18 sessions in Phase 1 and 5 sessions in Phase 2).

**Feedback Collection Methods:** To assess the effectiveness of the training programme for the event, and to identify the areas for improvement feedback was collected immediately after the training through online form containing relevant questions. A QR code was generated to simplify the process, TISS SSE trainers and staff assisted the trainees in completing the form online.

**Feedback Analysis**

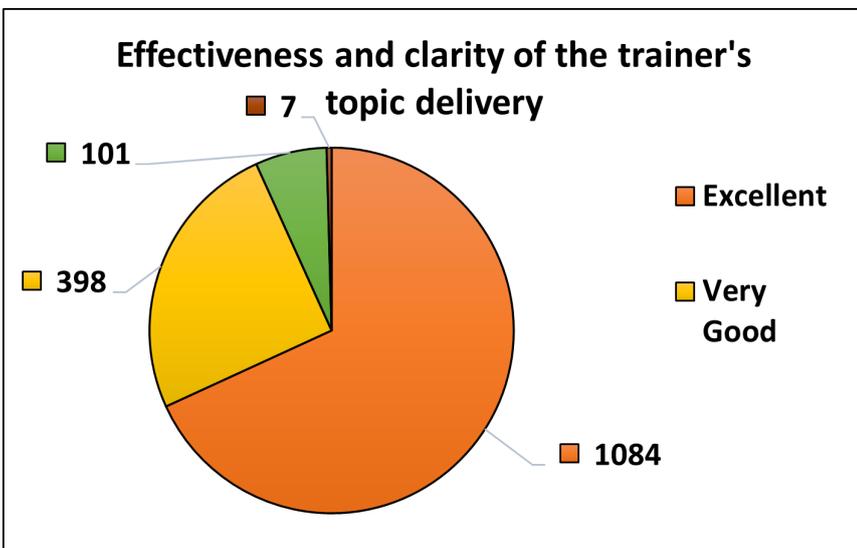
Total participants who submitted the feedback form	Topics covered	Remarks
1590 feedback received	Soft Skills, Communication and Stress Management	99.49% positive response received from participants

	Excellent	Very Good	Good	Bad	Very Bad
Rating for Quality of the Training	★ 5	★ 4	★ 3	★ 2	★ 1
Total response received	1173	326	86	3	2

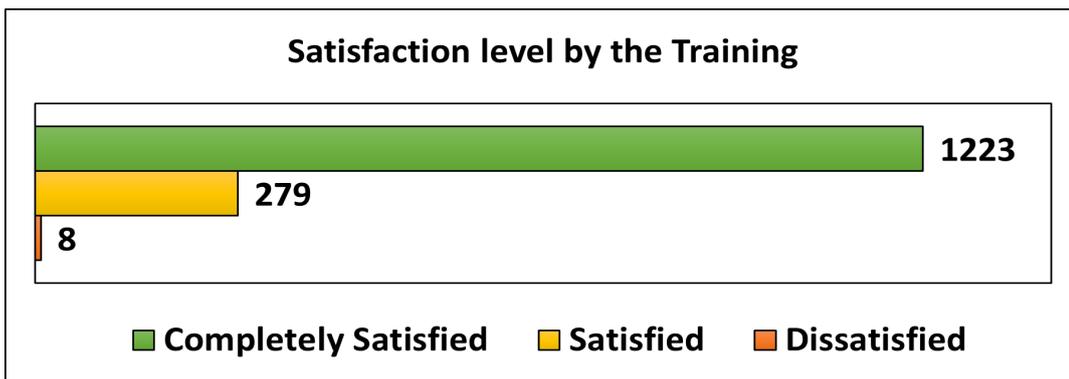
Total respondents: 1590



Total respondents:  $15+1575=1590$



Total respondents:  $7+101+398+1084=1590$



Total respondents:  $1223+279+8=1510$

**Key Findings:** 99.49% of the participants expressed high satisfaction with the training. The majority felt that the content was relevant, and the trainer was knowledgeable. Interactive sessions with practical examples was the strength of the training success.

### **Future Course of Action**

Building on the training conducted for Maha Kumbh 2025, the following steps are recommended to enhance preparedness for future large-scale events and reinforce the key principles imparted during the workshops:

- **Regular Refresher Training:** Conduct periodic workshops for police personnel to reinforce skills in crowd management, cultural sensitivity, stress handling, and effective communication, ensuring continued readiness for similar events.
- **Resource Provision and Accessibility:** Provide police personnel with pocket-sized guides containing emergency contact numbers, key helpline details, and a comprehensive map of future event areas for quick reference.
- **Enhanced Geographical Orientation:** Implement structured orientation sessions, including guided site visits, to familiarise officers with key locations, entry/exit points, and critical infrastructure within large event venues.

- **Technology and Network Infrastructure Improvement:** Strengthen mobile network connectivity in high-density event areas to support seamless communication and the efficient use of digital translation tools like the Bhashini App.
- **Emergency Response Protocols:** Establish and integrate a system for displaying missing persons' details on strategically placed LED screens across future event venues to enhance public safety and response efficiency.

These measures will help institutionalise the lessons learnt from Maha Kumbh 2025, ensuring a well-prepared and culturally sensitive law enforcement approach for similar future gatherings.

### **Conclusion**

The Behavioural Modification Training Workshop conducted by School of Skill Education (SSE), Tata Institute of Social Sciences (TISS) was a highly successful initiative, equipping police personnel with the necessary skills to handle Maha Kumbh 2025 with sensitivity, efficiency, and professionalism. The overwhelmingly positive feedback demonstrates the training workshop's effectiveness in preparing officers for this large-scale event.

## B. DOCUMENTARY LAUNCH: MAHAKUMBH – AASTHA AUR KAUSHAL KA SANGAM



During the Indian Knowledge Systems (IKS) Week 2025, the School of Skill Education (SSE), TISS, unveiled its documentary Mahakumbh – Aastha aur Kaushal ka Sangam—a film that captures the remarkable integration of spiritual devotion and skill-based preparedness that shaped the successful management of Mahakumbh 2025.

The documentary showcases SSE’s landmark initiative of training and equipping the police personnel responsible for handling the massive inflow of pilgrims at the world’s largest gathering. Conducted in collaboration with the Prayagraj Mela Authority (PMA), the soft-skill training focused on empowering officers to manage crowds with empathy, cultural sensitivity and humane engagement—ensuring that the spiritual essence of the Mahakumbh was experienced with dignity and respect. This effort was guided by the ethos

of VIRASAT (cultural legacy), ASMITA (kindness) and VIKAS (development and efficiency).

Following the successful implementation of the training during Mahakumbh 2025, SSE partnered with Whistling Woods International (WWI) to produce the documentary, capturing real narratives of preparedness, coordination and people-centred service that enabled the smooth functioning of this historic congregation.

Hosted at the TISS Convention Centre, Naoroji Campus, on 6 October 2025, the event began with the Institute Song, lamp lighting and a welcome address by Prof. Madhushree Sekher, Dean, SSE. Prof. Badri Narayan Tiwari, Vice-Chancellor, TISS, delivered the inaugural address, after which dignitaries were felicitated.



The event was graced by distinguished guests including Shri Ashish Shelar – Hon'ble Minister of Cultural Affairs and IT, Govt. of Maharashtra; Ms. Meghna Ghai Puri – Whistling Woods International; Shri Prem Kumar Gautam – IPS, Inspector General of Police, ATS, Govt. of Uttar Pradesh; Dr. Rajagopal Devara – IAS (Rtd.), Adjunct Professor, SSE; Dr. G. K. Goswami – IPS, Founder Director, UP State Institute of Forensic Sciences, Lucknow; Shri Sandeep Kumar Verma – Deputy Superintendent of Police, Govt. of Uttar Pradesh; Mr. Narendra Mishra – Officiating

Registrar, TISS; and Mr. Gaurav Shinde, Programme Head–Skilling, SSE.

Messages in absentia from Prof. D.P. Singh–Chancellor, TISS; Prof. Manoj Kumar Tiwari – Director, IIM Mumbai, Former VC, TISS; and Mr. Bhanu Bhaskar – IPS, ADG, Police Department, Govt. of Uttar Pradesh highlighted the significance of this initiative in enhancing public service through skill-based training. Ms. Manisha Kantak – Head of Operations, SSE graciously anchored the event.



## C. IMPORTANT EVENTS AND INITIATIVES OF THE SCHOOL

### MoU Signing between Tata Institute of Social Sciences and Whistling Woods International

The School of Skill Education, TISS signed a Memorandum of Understanding (MoU) with Whistling Woods International (WWI) on 19<sup>th</sup> February 2024 in Mumbai. The MoU was exchanged between Prof. Manoj Kumar Tiwari, Vice-Chancellor, TISS, and Shri Subhash Ghai, renowned Indian film director, producer, and Founder-Chairman of Whistling Woods International in the dignified presence of Prof. Shankar Das, Pro Vice-Chancellor, TISS and several distinguished dignitaries below from both the institutions:

- Shri Narendra Mishra, Registrar, TISS
- Prof. Madhushree Sekher, Dean, School of Skill Education, TISS
- Shri Ravi Gupta, Dean, Whistling Woods International
- Ms. Meghna Ghai-Puri, President, Whistling Woods International
- Shri Rahul Puri, Director - Academics, Whistling Woods International
- Shri Chaitanya Chinchalikar, CTO and VP - Business Development, Whistling Woods International

This collaboration grounded in the principles of the National Education Policy (NEP 2020) and University Grants Commission (UGC) frameworks aims to foster/advance skill development of youth in media and entertainment. The partnership focused on promoting meaningful storytelling rooted in Indian culture, leveraging state-of-the-art technology, and nurturing a skilled talent pool capable of resonating with both domestic and international audiences. The initiative will provide aspiring media professionals with practical knowledge and hands-on industry exposure essential for success in this competitive field.

This MoU marks a significant step towards nurturing future-ready professionals in one of the country's fastest-growing creative sectors. Prof. Manoj Kumar Tiwari expressed his enthusiasm in the following words:

"I am impressed by the wonderful infrastructure at Whistling Woods International with its state-of-the-art technologies and the leadership of Subhash Ghai, who promotes the concept of Vidyadaan. Knowledge should lead to wisdom, and wisdom should lead to empathy and bonding among people. I am confident that our association will add value to research and education in this rapidly growing field. I am sure that we will see stories of our land and people reaching the masses to catalyse the social transformation we seek."

## MoU Signing of School of Skill Education, TISS and Logistics Sector Skill Council

An MoU was signed between the School of Skill Education, TISS and Logistics Sector Skill Council set up by the National Skill Development Corporation (NSDC) under the Ministry of Skill Development and Entrepreneurship (MSDE), GoI on 25<sup>th</sup> May 2024 at Indian Institute of Management (IIM), Mumbai.



The MoU was signed by Prof. Manoj Kumar Tiwari - Vice-Chancellor, TISS and Shri Ravikanth Yamarthy - CEO, Logistics Sector Skill Council in the presence of Prof. Arvind Tiwari - Officiating Pro Vice-Chancellor, TISS; Prof. Madhushree Sekher - Dean, School of Skill Education, TISS; Shri Gopalmani - Consultant, Logistics Sector Skill Council; Shri Gaurav Shinde - Programme Head, School of Skill Education, TISS and Shri Sumit Kati - Academic Facilitator, School of Skill Education, TISS.



This joint skilling initiative aims to deliver quality skill education that equips the youth of our country to become employable and achieve their career aspirations in the logistics sector.

## Memorandum of Association (MoA) of TISS SSE and LSC for Programme Implementation

In pursuance of the above MoU dated 25<sup>th</sup> May 2024 the programme implementation agreement ceremony was organised on 31<sup>st</sup> July 2024 at the Centre of Logistics Training for Excellence (COLTE), Chennai. The event was graced by Prof. Madhushree Sekher - Dean, School of Skill Education, TISS and Shri Ravikanth Yamarthy - CEO, Logistics

Sector Skill Council in the presence of Shri Shiram Ganeshan - Global Chief Commercial Officer, Redington COLTE Centre, Chennai; Shri Gopal Mani - Project Management Consultant; Shri Gaurav Shinde - Programme Head - Skilling, School of Skill Education, TISS; Smt. Komal Mayekar - Head of Administration, School of Skill Education, TISS and Smt. Archana Maharaj, Senior Manager-Operations, School of Skill Education, TISS.

This joint skilling initiative revolutionises logistics education through world-class facilities at the Redington COLTE Centre, offering hands-on training with advanced simulators and VR tools. It was a proud moment for the School to lay the foundation for such a transformative venture, aiming at scaling logistics education and skill development to new heights. Currently the School is offering Post Graduate Diploma in Logistics with specialisation in the areas of Supply Chain Management, Data Science and Drone Operations.



## TISS Receives ET Education Gold Award For Innovative Skill Development

The Economic Times Education Excellence Awards was presented during the ET Education Annual Summit 2024 as an acknowledgement, recognition and celebration of the remarkable dedication, innovation, and impact in the education sector by visionary leaders, institutions and technology enablers.



The Tata Institute of Social Sciences (TISS) was honoured with the ET Education Gold Award for Innovative Skill Development Initiatives. The award was received by Prof. Shankar Das, Pro Vice-Chancellor on 6<sup>th</sup> June 2024, at New Delhi.

## MoU with Maharashtra Prathamik Shikshan Parishad (MPSP)

On 10<sup>th</sup> June 2024, the School of Skill Education (SSE), Tata Institute of Social Sciences (TISS) signed an MoU with the Maharashtra Prathamik Shikshan Parishad (MPSP) under the Government of Maharashtra’s Education Department at MPSP office, Charni Road, Mumbai for a research project. The project involved an evaluation study of the Mahavachan Utsav which was conducted by the students of Bachelor of Social Research and Data Management programme.



The MoU was exchanged/signed between Shri. Sameer Sawant, State Project Coordinator and Deputy Director (Administration), Maharashtra Prathamik Shikshan Parishad (MPSP) and Ms. Saritha CT, Assistant Professor, School of Skill Education, TISS in the esteemed presence of Shri. Gaurav Shinde, Programme Head-Skilling, School of Skill Education, TISS and Ms. Suvarna Gaikwad, Senior Vertical Manager - Operations, School of Skill Education, TISS.



*At MPSP office Charni Road, Mumbai*

## **Observance of International Yoga Day 2024**

TISS celebrated International Yoga Day 2024 with the theme “Yoga for Self and Society.” The event began with a lamp-lighting ceremony and a keynote address by Chief Guest Prof. D.P. Singh, Chancellor, TISS, highlighting yoga’s impact on education, personal harmony, and societal well-being.



The Guest of Honour Prof. Shankar Das, Pro Vice-Chancellor, TISS, delivered the welcome address. Prof. Arvind Tiwari, Chief Vigilance Officer, TISS and Mr. Narendra Mishra Officiating Registrar, TISS also attended the event among others.



A team of yoga instructors from Yoga Vidya Niketan - Ms. Neha Karure, Ms. Swati Nigade, Mr. Madhu Nair, and Mr. Pankaj Patil demonstrated yogasanas and pranayama, along with the participants. The demonstration highlighted yoga's profound physical, mental and spiritual benefits.

The SSE Team led by Prof. Mahdushree Sekher, Dean and Mr. Gaurav Shinde, Programme Head – Skilling, School of Skill Education actively participated in all the various yoga poses (asanas), breathing exercises (pranayama), and meditation techniques that were practiced on the Day.



The showcase of the event was a captivating performance by the artistic yogasana group from Rajaram Sports Academy.

## MoU with L&T Skill Trainers Academy

On 25<sup>th</sup> July 2024 a Memorandum of Understanding (MoU) was signed between the School of Skill Education, TISS and L&T Skill Trainers Academy, launched by Larsen & Toubro (L&T). The event was graced by Prof. Shankar Das, Pro Vice-Chancellor, TISS and Mr. Anup Sahay, Head of Corporate Strategy and Special Initiatives, L&T. The MoU was signed in the company of Mr. K. Ramakrishnan-Chief Executive, L&T Skill Development Mission; Mr. Bhuvan Damahe-Head, L&T Skill Trainers Academy; Mr. Ashok Shahane-Deputy Chief, L&T Skill Development Mission; Mr. Ajay Bhagat-Marketing Head, L&T Skill Trainers Academy; Prof. Madhushree Sekher-Dean, School of Skill Education, TISS and Mr. Gaurav Shinde, Programme Head, School of Skill Education, TISS.

This collaboration between L&T Skill Trainers Academy and TISS aims to develop high-quality trainers to strengthen India's skilling ecosystem and make the country a global leader in skill development. Leaders from both the institutions emphasised their commitment to enhancing trainer quality, programme impact, and aligning with Prime Minister Modi's "Kaushal Bharat, Kushal Bharat" campaign for a skilled and successful India.

## Agreement Sign-up between School of Skill Education, TISS and Tamil Nadu Skill Development Corporation (TNSDC)

On 1<sup>st</sup> August 2024 an agreement was signed between School of Skill Education, TISS and Tamil Nadu Skill Development Corporation (TNSDC), Chennai. TNSDC has been declared as the State Nodal Agency for Skill Development by the Government.



The event was graced by Smt. J. Innocent Divya, IAS - Managing Director, TNSDC; Prof. Madhushree Sekher - Dean, School of Skill Education, TISS; Shri Thiru K.V. Rajkumar - Project Director, TNSDC and Shri. Gaurav Shinde - Programme Head-Skilling, School of Skill Education, TISS.



J. Innocent Divya – IAS (L), Prof. Madhushree Sekher (R)



Mr. Thiru K.V. Rajkumar (L); Mr. Gaurav Shinde (R)

This association will help in strengthening the skill education in major districts and cities of Tamil Nadu such as Chennai, Kancheepuram, Tiruvallur, Vellore and Madurai through-

1. Facilitating industry engagement
2. Joint collaboration in skill training for apprentices
3. Mobilising candidates by co-ordinating with line departments
4. Support in training cost and
5. Campus placement drives through its industry connect.

### Student Orientation Programme for the Batch of July-August 2024

On 9<sup>th</sup> August 2024 the School of Skill Education, TISS organised an online orientation programme for the newly enrolled students which was attended by a total of 3030 students, out of which 2899 students were from the Bachelor’s programmes, 41 students were from Diploma programmes and 90 students were from Post Graduate Diploma programmes. Around 55 new batches of students were formed across 587 locations in this academic year 2024-25.

The School currently has 2500+ Industry and Knowledge Partners from various skill sectors imparting practical skill training to the students; about 160 local Academic Facilitators, approximately 413 Faculty members in different locations and 106 domain experts who together constitute and strengthen the entire ecosystem of the School of Skill Education.

Prof. Manoj Tiwari, Vice-Chancellor, TISS announced the launch of 28 Bachelor Programmes, 11 Post Graduate Diploma Programmes and 3 Diploma Programmes offered across 18 skill sectors, for the academic year 2024-25. Other dignitaries present were Prof. Shankar Das, Pro Vice-Chancellor; Prof. Sunil D. Santha, Dean, Academic Affairs; and Prof. Arvind Tiwari, Dean, School of Law, Rights and Constitutional Governance shared insights around the scope of skill education, the importance of skilling youth, employability and the future prospects of skill education in India. Prof. Madhushree Sekher, Dean, School of Skill education warmly welcomed all the students. Shri. Gaurav Shinde, Programme Head-Skilling, shared his views on the booming future of skilling sector and ensured to extend full support to students for the smooth running of the TISS SSE programmes. The programme wrapped up with closing remarks from Prof. Anil Sutar, Officiating Registrar, TISS.

The sector specific online and offline orientation programmes were conducted on 9<sup>th</sup>, 12<sup>th</sup>, 13<sup>th</sup> and 14<sup>th</sup> August 2024, where the Senior Vertical Managers briefed their respective students about the important information and details of the programmes they have opted for/enrolled in.

## Combined Orientation Programme For Students of Bachelor in Agriculture & MA in Rural Development

The School of Skill Education launched its Bachelor in Agriculture programme - a blend of modern agriculture and sustainable farming practices, at TISS Tuljapur campus on 12<sup>th</sup> August 2024. The programme is offered in association with Cohesion Foundation Trust and Krishi Vigyan Kendra as the Industry and Knowledge Partners for Skill Training. This innovative programme equips students with the knowledge and skills needed to address rural development, agribusiness, and food security. With a strong focus on community engagement, it prepares future leaders to drive socio-economic change in India's agricultural sector.



Around 50 students attended the combined orientation programme (including students of MA in Rural Development Programme). Dr. Yashwant Rao Yadav and Ms. Jayabala Girish, Assistant Professors of the School of Skill Education, briefed the students about the domain and generic courses and Ms. Archana Maharaj, Senior Vertical Manager of Agriculture Sector, SSE outlined students the basic information about their taught classes and on-the-job training/internships.



*Orientation of Bachelor in Agriculture students by Dr. Yadav, 13<sup>th</sup> August 2024*



Mr. Ganesh Chadare (4<sup>th</sup> from left in the first photo), Social Worker, was felicitated for being instrumental in facilitating the admission process of TISS SSE's Bachelor in Agriculture programme at Tuljapur and a sapling was presented to Prof. Firdos Shroff (middle in the second photo), Motivational Coach as a token of appreciation for his inspiring speech to the students.

### Annual Convocation, Tata Institute of Social Sciences

In the 84<sup>th</sup> Annual Convocation of the Tata Institute of Social Sciences held on 20<sup>th</sup> September 2024, a total of 2,646 students, including undergraduate, postgraduate, M.Phil., and Ph.D. scholars from the TISS campuses in Mumbai and Tuljapur received their degrees. From School of Skill Education, total of 1419 students were conferred Bachelor's Degree across 47 programmes. 15 Gold Medallists and 14 Silver Medallists were felicitated in the convocation.



The convocation commenced with the ceremonial lamp lighting, Saraswati Vandana, and the Institute Song. Prof. D.P. Singh, Chancellor, TISS administered the oath, urging students to serve society and the nation.

Prof. Manoj Tiwari, Vice-Chancellor, TISS welcomed the dignitaries, presented the annual report, highlighted curriculum reforms, research, international ties, and NEP-aligned programmes.

The Chief Guest, Shri. Ravi Sharma, Chairperson, Telecom Equipment Manufacturers Association of India advised the students to value excellence, learn to learn quickly, and treat work as a responsibility.

Prof. Shankar Das, Pro Vice-Chancellor, TISS thanked all contributors, encouraging students to use their education to help build a knowledgeable and value-driven India.

## Agreement Signed with MSN Laboratories Pvt. Ltd. and MSN Life Sciences Pvt. Ltd.

On 21<sup>st</sup> November 2024, TISS' School of Skill Education signed an agreement with MSN Laboratories and MSN Life Sciences in Mumbai to provide advanced skill training in pharmaceutical manufacturing. Through this collaboration around 256 candidates from BSc in Manufacturing Technology (Pharmaceutical Chemistry) programme will be trained at MSN Laboratories - a rapidly growing, research-driven pharmaceutical company with sixteen API and six finished dosage manufacturing facilities across India and the USA.

The event was graced by Prof. Madhushree Sekher, Dean, School of Skill Education, TISS; Mr. K. Lakshmi Narasimha Murty, Associate Vice President - HR, MSN Laboratories Pvt. Ltd.; Ms. Manisha Kantak, Head of Operations, TISS SSE; Mr. Ganesh Janne, Head - OD Interventions, MSN Laboratories Pvt. Ltd.; Ms. Minaxi Mistry, Senior Manager - Operations, TISS SSE and Ms. Priyanka Chavan, Assistant Manager – Operations, TISS SSE.



This partnership marks a significant step towards strengthening the pharmaceutical workforce in meeting the growing demand for skilled professionals in the industry. It focuses on the holistic development of local youth by aligning their skills with industry needs, creating a sustainable skilling ecosystem. Through this collaboration, students will gain valuable expertise and practical experience, preparing them for successful careers in one of the world's most dynamic and essential sectors.

## **The School of Skill Education, TISS, Signed MoU with Odisha Research Centre to Establish a Research Facilitation Centre**

The School of Skill Education, Tata Institute of Social Sciences (TISS SSE), signed a Memorandum of Understanding (MoU) with the Odisha Research Centre (ORC) in October 2025 to strengthen and advance social research in Odisha. As part of this collaboration, the following initiatives will be undertaken:

### **1. Sarala Dasa Memorial Fellowship**

TISS will institute The Sarala Dasa Memorial Fellowship in commemoration of Sarala Dasa, the 15th-century scholar and writer recognised as the first great poet of Odisha and revered as the “Adi Kabi” (First Poet) of Odia literature.

This one-year Post-Doctoral Fellowship will carry a monthly emolument of Rs. 60,000/- and will be awarded to a young researcher from Odisha to study its cultural history and the possibilities that this can contribute to building cultural tourism. The fellowship aims to promote research on Odisha’s cultural history and explore its potential contribution to the development of cultural tourism.

### **2. Capacity-Building and Skill Facilitation Centre**

TISS will support ORC in establishing a capacity-building and skill facilitation centre at the Odisha Research Centre focusing on Historical Memory, Cultural Space and Tourism Study Centre.

### **3. Utkal Gourab Madhusudan Das Lecture Series**

TISS will collaborate with ORC to institutionalise the Utkal Gourab Madhusudan Das Lecture Series, a biannual academic event to be conducted at the Odisha Research Centre, Bhubaneswar. TISS will partner with ORC in planning and organising the lecture series.

# Deepawali Becomes the 16<sup>th</sup> Intangible Cultural Heritage of UNESCO



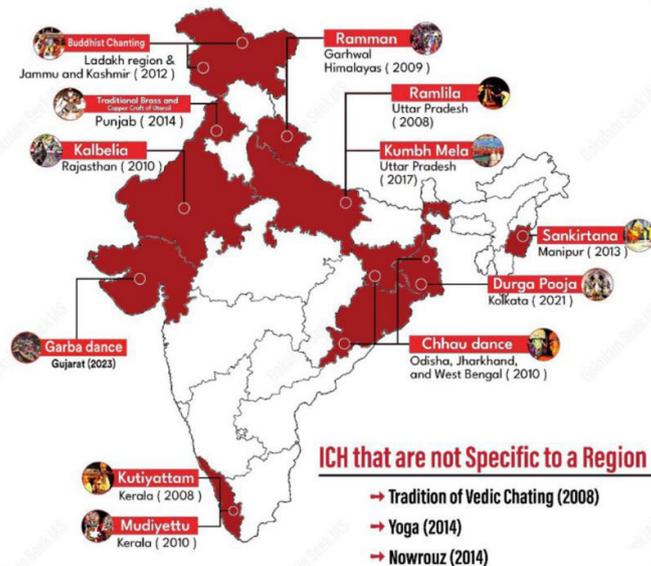
Tata Institute of Social Sciences

A Deemed to be University and Grant-in-Aid Institute under Ministry of Education, GoI

School of Skill Education

“कौशल भारत से ख़ुशहाल भारत”

## UNESCO Intangible Cultural Heritages in India



Heartfelt congratulations to every Indian on Diwali's inclusion in UNESCO's Intangible Cultural Heritage list! 🌟  
Let's continue to illuminate pathways of skill, culture, and compassion together. 🪔

The 20<sup>th</sup> session of UNESCO's Intergovernmental Committee for the Safeguarding of Intangible Cultural Heritage was hosted by the Government of India at the Red Fort, New Delhi, from 8 to 13 December 2025. During this occasion, Deepawali, the Indian festival of lights, was officially inscribed on UNESCO's Representative List of the Intangible Cultural Heritage of Humanity under the domain of "Social practices, rituals and festive events." With this inscription, Deepawali becomes India's 16<sup>th</sup> intangible cultural heritage element to be included on the prestigious UNESCO list.

The recognition of Deepawali as a UNESCO Intangible Cultural Heritage of Humanity highlights its deep cultural, spiritual, and social importance. It celebrates values of light over darkness, knowledge over ignorance, and good over evil, which resonate across communities and generations. This honour also acknowledges Deepawali as a living tradition that brings families together, strengthens social harmony, and preserves rich rituals, arts, and collective memories for the world to cherish.

## India's Intangible Cultural Heritage on the Representative List of ICH of Humanity

Sr. No.	Intangible Cultural Heritage Element	Year of Inscription
1.	Kutiyattam, Sanskrit Theater	2008
2.	Tradition of Vedic Chanting	2008
3.	Ramlila, the Traditional Performance of the Ramayana	2008
4.	Ramman, Religious Festival and Ritual Theatre of the Garhwal Himalayas, India	2009
5.	Chhau Dance	2010
6.	Kalbelia Folk Songs and Dances of Rajasthan	2010
7.	Mudiyettu, Ritual Theatre and Dance Drama of Kerala	2010
8.	Buddhist Chanting of Ladakh: Recitation of Sacred Buddhist Texts in the Trans-Himalayan Ladakh region, Jammu and Kashmir, India	2012
9.	Sankirtana, ritual singing, drumming and dancing of Manipur	2013
10.	Traditional Brass and Copper Craft of Utensil Making among the Thatheras of Jandiala Guru, Punjab, India	2014
11.	Nowruz	2016
12.	Yoga	2016
13.	Kumbh Mela	2017
14.	Durga Puja in Kolkata	2021
15.	Garba of Gujarat	2023
16.	Deepavali	2025

Source: <https://www.drishtiiias.com/to-the-points/paper1/intangible-cultural-heritage-ich-of-india>

## StSEP and RPL Initiative - Experiential Hospitality and Operations: Elevating Skills

The School of Skill Education (SSE), Tata Institute of Social Sciences (TISS) successfully conducted a two-day Short-term Skill Enhancement Programme (StSEP) titled “Experiential Hospitality and Operations: Elevating Skills” on 15–16 December 2025 at Kaushal Kendra, TISS, Mumbai. The programme was designed to upskill in-house catering and housekeeping staff through a structured blend of classroom learning and hands-on practical training, while formally recognising their extensive work experience through Recognition of Prior Learning (RPL). A total of 21 catering and housekeeping staff members participated in the programme, which aimed to refresh their knowledge of contemporary hospitality practices, service terminology, and professional standards, thereby enhancing the quality of guest services at TISS.

The programme was inaugurated by Dr. Narendra Mishra, Officiating Registrar, TISS, and Prof. Madhushree Sekher, Dean, School of Skill Education, TISS, in line with the institutional vision of TISS Bharat under the leadership of Prof. Badri Narayan Tiwari, Hon’ble Vice Chancellor, TISS. The inaugural session highlighted SSE’s commitment to recognising long-serving employees and strengthening internal capacity through structured skilling initiatives. TAJ – Indian Hotels Company Limited (IHCL), a leading partner of TISS SSE in the Tourism and Hospitality sector, extended valuable knowledge and industry support to the initiative.

Mr. Nikhil Mujumdar, Learning & Development Head, Taj Mahal Palace & Tower, shared insights into the ethos of Tajness and the cultural philosophy of Atithi Devo Bhava, reinforcing the values of guest-centric service.

The programme design and pedagogy were outlined by Mr. Sumit Kati, Adjunct Faculty, TISS SSE, and Ms. Minaxi Mistry, Sr. Manager, TISS SSE, followed by a vote of thanks by Mr. Gaurav Shinde, Programme Head – Skilling, TISS SSE.

The training sessions covered both behavioural and technical competencies. Participants gained interactive inputs on communication, functional English, grooming, and professional conduct from Mr. Sumit Kati, followed by activity-based training in experiential hospitality, front office operations, guest handling, and food and beverage service, including practical exposure in the Hospitality Skill Lab, with Mr. Ganesh Padyachi, Skill Instructor from Rare Hospitality. Advanced sessions on food and beverage production, cultural guest experience enhancement, and housekeeping and room operations were delivered by experts such as Bimal Ekka from EduGlobe, and Ms. Sakina Rangoonwala, Asst. Manager, Learning & Development, from The Fern Mumbai Goregaon.

The programme concluded with an RPL assessment conducted by the Maharashtra State Board of Skill, Vocational Education and Training (MSBSVET). Participants were felicitated with certificates by Dr. Narendra Mishra and Prof. Madhushree Sekher, acknowledging their skills, experience, and contribution to TISS.

This first-of-its-kind RPL-based initiative that recognised the long-term service and rich experiences of TISS staff from the unorganised sector who have missed opportunities for formal education, reaffirmed the Institute’s commitment to dignifying experiential learning, enhancing service excellence, and professionally empowering its workforce through structured skilling and formal recognition.



**SECTION I**  
**INTRODUCING TOURISM AND HOSPITALITY**  
**SECTOR IN THE INDIAN CONTEXT**

# 1. TISS/SSE'S RESPONSE TO BRIDGING THE SKILL GAP IN TOURISM AND HOSPITALITY



DR. KIMNEI SALVIANA LEIVON

The Tata Institute of Social Sciences (TISS), a multi-campus institution having campuses at Mumbai, Tuljapur, Hyderabad and Guwahati; declared a Deemed-to-be University under Section 3 of the UGC Act, 1956 and a Grant-in-aid Institute under Ministry of Education, Government of India was established in the year 1936.

TISS occupies a unique position among the higher learning institutions in the country with the vision to stand out as an institution of excellence that continually respond to the changing social realities through the development and application of knowledge towards creating a people-centred, ecologically sustainable and just society that promotes and protects dignity, equality, social justice and human rights for all since its inception. In pursuance of its vision and guiding principles, the Tata Institute of Social Sciences organises teaching programmes to facilitate the development of competent and committed professionals for practice, research and teaching; undertakes research; develops and disseminates knowledge; and reaches out to the larger community through extension at the local, regional, national and international levels. The Institute's mission includes-

- Creation and provision of socially relevant and high quality professional education in a wide range of interdisciplinary areas of social sciences to a larger number of students from all sections of the society in the country.
- Facilitation of autonomous research and dissemination of knowledge.
- Support knowledge creation through strong M.Phil. and Ph.D. programmes and Postdoctoral scholars.
- Strategic extension, field action and advocacy through training and capacity building of State and

non-State institutions and personnel.

- Initiate field action and advocacy to demonstrate and facilitate creation of policies and programmes.
- Professional response to natural and human-made disasters, through participation in relief and rehabilitation activities.

The Institute 'over the years, through its research in social work, social sciences, human resources management, health systems and allied fields, has made consistent contributions to public sector, civil society and the development sector and helped shape planning, policy and programme formulation, foster critical rethinking and development of people-centred interventions'.

At present, TISS as an educational Institution offers a diverse range of academic programmes encompassing undergraduate degrees in Social Work, Social Sciences, Analytics and Sustainability Studies, and Skill Education, in addition to a wide spectrum of postgraduate and doctoral programmes across various disciplines.

## **The School of Skill Education (SSE) – An Ecosystem of Bridging Skill Gap**

One of the important milestones in the history of The Tata Institute of Social Sciences (TISS) was the establishment of The School of Vocational Education - an initiative in mainstreaming skill education, a vision engineered by the former Director, late Prof. S. Parasuraman. The School of Vocational Education was set up in December 2011 to spearhead the Institute's mission of providing vocational education and training programmes, keeping with its vision of creating an ecosystem that would bring dignity of labour to all professional services and occupations.

It was renamed as The School of Skill Education in the 256<sup>th</sup> Academic Council meeting dated 15<sup>th</sup> September 2023 (TISS Circular - No.Reg./Circular/2023, 3<sup>rd</sup> November 2023).

Realising the need to involve higher education institutions in the provision of Skill education, the Ministry of Human Resource Development (MHRD) approached the Tata Institute of Social Sciences (TISS) in 2011, with a request to incubate a National Vocational University (NVU). Given its experience and expertise, the Institute made an alternative suggestion that a School of Skill Education be started at TISS, Mumbai as a precursor to the NVU.

The suggestion was accepted and on 27<sup>th</sup> March 2012, a Memorandum of Understanding (MoU) was signed between the Tata Institute of Social Sciences (TISS) under the leadership of Dr. S. Parasuraman, the then Director and the All India Council for Technical Education (AICTE) under the aegis of MHRD at New Delhi, to start a School that will adopt the work-integrated model of education, with a vision of creating an ecosystem that would bring back the dignity of labour for blue collar streams of work, and create sustainable sources of income for the marginalised youth in the country.

Initially, TISS was given a seed grant of Rs.10 crores in instalments for a period of 3 years for the pilot project, which was later on extended to 5 years. After the end of 5-year long support by AICTE in March 2017, the School achieved its goal of making vocational education accessible and affordable at a relatively low cost and continued the effort of providing vocational/skill educational programmes with the revenues from SVE, thenceforth, as a financially independent school. (Source of MoU details: <https://www.aicte-india.org/downloads/TISS.PDF>).

Subsequently in a groundbreaking move TISS introduced India's first-of-its-kind 'work-integrated' skill education and training programmes, designed to deliver comprehensive academic knowledge alongside developing hands-on, job-ready skills.

The School has been offering skill educational programmes for over a decade, achieving many

accomplishments and success stories along the way. Over the years, the School's presence and engagement have expanded steadily providing job-specific skills to thousands of youth in various regions of India focusing/reaching out beyond blue-collared workforce with the aim to cover everyone who needs to develop employability skills, and empower them with a sustainable income source that would revive the dignity of labour to all professions and occupations, through skill education.

Through these years, the School has developed a robust approach to building strategic partnerships with experts from both academic and industrial fields. These include faculty, domain experts, academic facilitators and industries that serve as knowledge and skill training partners in delivering its programmes. The School is constantly expanding its academic and industry collaborations, and student outreach in many regions of India through these increased partnerships with sector specific expert academic facilitators, industries, and the government.

In this ambitious and unique path-breaking effort of developing an effective School system that enhances/increases the quality and number of the skill programmes it offers, the graduates it produces, the skill training given, and the placement of students regular signing of Memorandums of Agreement (MoAs) and Memorandums of Understanding (MoUs) with various industry partners, academic facilitators and Sector Skill Councils, revision/updating of course curriculum and content of the existing programmes, expansion of in demand skill sectors coverage, introducing new industry and market demand programmes, adopting effective strategies for quality monitoring - all become an integral part of the organisational culture of the School of Skill Education.

Today, the School has emerged as a system/model tailored to the Indian context for imparting skill education at the higher education level. All the skill educational programmes offered adhere to the latest guidelines of the University Grants Commission (UGC), focusing on developing job-specific skills at the appropriate levels defined/specified by The National Skills Qualification Framework (NSQF (Revised), June 2023) and The National Credit Framework (NCrF,

April 2023) in line with National Education Policy (NEP, 2020).

All the programmes are outcome based, incorporating the skill sector's specific job roles and their corresponding National Occupational Standards (NOS). Skill training/internship is a mandatory component of all the domain courses.

In this effort the School has also developed its own Skill Aptitude System (SAS) to facilitate selection of the right programme for students, effective from July 2022.

The core vision of the School is to build a poverty free, self-reliant society that embraces and practices social justice, equality, equity and dignity for all, by skilling youth in key industrial job competencies that would promote sustainable source of income through better employment, better livelihood, a brighter future and subsequently contribute to the economy of the nation.

The School is committed to provide skill education and training to millions of youth in India through appropriately designed industry relevant/market oriented skill educational programmes. Each of the programmes is a direct outcome of India's recognition of the importance of skilling the youth to meet the

'skilled' workforce demand of the industries.

The curriculum is a seamless integration of general education and domain-specific expertise, delivered through a balanced blend of taught classes and practical skill training. This distinctive skilling pedagogy hallmarked by its commitment to holistic development is a signature feature of the School of Skill Education, TISS. Practical skill training is conducted directly on the shop floors of leading industries and high-growth companies within the relevant skill sectors, ensuring students get real-world exposure and hands-on experience.

As per the National Credit Framework, 2023 the annual (two semesters) notional learning hours of all our Undergraduate (UG) degree programmes, Diploma programmes and Postgraduate Diploma (PGDip) Programmes is 1200 hours, after the successful completion of which a student is entitled to earn 42/44/46/48 credits depending upon the programme/course structure and the credit load assigned to each course. The notional learning hours are total hours a student is expected to spend on learning activities including class lectures, assignments, projects, self-study, skill training, etc across the courses within a programme.

**Representative semester wise 1-year course structure of Bachelor and Diploma Programmes**

Year	Semester I		
1	<b>Course type/ Course component</b>	<b>Credits</b>	<b>Hours</b>
	Value Added Course 1 (Taught class)*	2	30
	Value Added Course 2 (Taught class)	2	30
	<b>Total Value Added Courses</b>	<b>4</b>	<b>60</b>
	Core/Domain course 1 (Taught class)	2	30
	Core/Domain course 2 (Taught class)	2	30
	Core/Domain course 3 (Taught class)	2	30
	<b>Total Core/Domain courses</b>	<b>6</b>	<b>90</b>
	Total Taught Classes	10	150
	Skill Training**	12	360
	CDPNE***	NC****	90
	<b>Total of Semester I</b>	<b>22</b>	<b>600</b>
	<b>Semester II</b>		
	Value Added Course 1 (Taught class)	2	30
	Value Added Course 2 (Taught class)	2	30
	<b>Total Value Added Courses</b>	<b>4</b>	<b>60</b>
	Core/Domain course 1 (Taught class)	2	30
	Core/Domain course 2 (Taught class)	2	30
	Core/Domain course 3 (Taught class)	2	30
	<b>Total Core/Domain courses</b>	<b>6</b>	<b>90</b>
	Total Taught Classes Credits and Hours	10	150
	Skill Training	12	360
CDPNE	NC	90	
<b>Total of Semester II</b>	<b>22</b>	<b>600</b>	
<b>Annual Total</b>	<b>44</b>	<b>1200</b>	

\* Taught Classes: 1 credit=15 hours

\*\* Skill Training: 1 credit=30 hours.

\*\*\* Compulsory Domain Practicum & Non-Evaluative

\*\*\*\* Non Credit

Course type/ Course component	Credits	Hours
Total Value Added Courses	4+4=8	60+60=120
Total Core/Domain courses	6+6=12	90+90=180
Total Practicum	NC	90+90=180
Total Skill Training	12+12=24	360+360=720
<b>Total of 1 year</b>	<b>44</b>	<b>1200</b>

The above table shows the semester wise course structure of the Bachelor and Diploma Programmes with 44 credit load in a year offered by the School of Skill Education, TISS – the generic and domain components of taught classes, the skill training (credited), the non-credited compulsory domain practicum along with the credits and/or hours assigned to each component as per NCrf.

Out of the 44 credits/1200 hours, 20 credits/300 hours is assigned for taught classes which is inclusive of generic/value added courses (8 credits/120 hours) and the domain specific/core courses (12 credits/180 hours). 24 credits/720 hours is assigned for skill training.

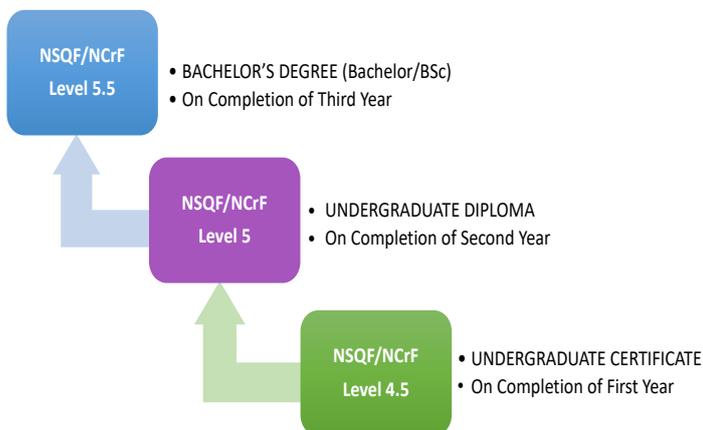
The remaining 180 hours are domain practicum (audit) hours added in compliance with the credit allocation system of NCrf, 2023. These are compulsory, non-credit hours which the student has to cover by doing an assignment/project/fieldwork/case study/internship. This is a non-evaluative component activity which students have to complete to pass the semester exams.

In other words, around 480 hours constituting 40% of the total learning hours are covered through taught classes and domain practicum (300 hours of generic and domain taught classes + 180 hours of domain practicum). The skill training duration ranging from 600 hours to 720 hours depending upon the industry requirement constitutes 60% of the total learning hours approximately. The credit based learning hours are calculated as below;

- Theory/Taught classes: 1 credit=15 hours
- Practical/ skill training: 1 credit=30 hours.

This means that when a student completes a taught class course that requires 15 hours of learning s/he will earn 1 credit. Likewise, when a student successfully completes a practical/skill training that requires 30 hours of learning s/he will be awarded 1 credit.

All the bachelor’s degree programmes have multiple entry and multiple exit (ME–ME) pathways with academic-cum-skill progression and certification at appropriate NSQF and NCrf levels as shown below:



Every individual year of the 3-year degree programmes is a stand-alone certification aligned with NSQF and NCrf levels 4.5 for the first year, 5 for the second year and 5.5 for the third year, all awarded by TISS SSE and recognised across national and international universities (Table 6: NCrf levels and Credit Assignment in Vocational Education and Training/Skilling - Columns 2, 3, 5 & 7; Rows 7, 8, & 9; pp.52-55: NCrf, April 2023). The students are job ready at every exit point. On completion of the programme opted for, a student has broadly 3 career trajectories to choose from - to go for placement or employment, to become entrepreneurs by initiating their own start-ups or pursue higher education, among others.

The Diploma and Postgraduate Diploma programmes aim to produce highly efficient professionals equipped with the necessary knowledge, skills and attitude to pertinently deal with a wide range of challenges faced in the occupational sphere. Each programme has different eligibility criteria.

The standalone diploma programmes are aligned with NSQF/NCrf level 5. The Post-Graduate Diploma Programmes are for a duration of 1 year running across two semesters. Students who have completed 3-year Bachelor’s degree/two semesters of the 2-year Master’s degree programme are awarded the Postgraduate Diploma at NSQF/NCrf level 6. Students who have completed 4-year bachelor’s degree are awarded Postgraduate Diploma at NSQF/NCrf level 6.5. (Table 5: NCrf levels and Credit Assignment in Higher Education, C-1&C-2: Sr. No.5, p.50: NCrf, April 2023).

The skill internship/apprenticeship embedded Undergraduate, Diploma and Postgraduate Diploma programmes provide students the opportunity to ‘work while they learn’. This work integrated skilling process helps them gain the much needed work-oriented experiential learning and job skills, simultaneously. Sometimes students may get a modest stipend from the industry/knowledge partner where they are placed for the skill training.

In the academic year 2024-25, the School of Skill Education offers 35 Bachelor Programmes, 6 Diploma Programmes, and 21 Post Graduate Diploma Programmes conforming to UGC guidelines across 19 sectors (Source: Brochure 2024-25).

## **Tourism and Hospitality Sector Programmes – The Contribution of TISS SSE**

This sector has been very popular amongst the students. Every academic year at least 250+ new entrants apply for various programmes under this sector. Around 87 students graduated from this sector in the year 2019.

In response to the identified skill gaps in the Tourism and Hospitality sector, and the increasing demand for professionals in this industry in the country, the School of Skill Education, TISS has developed four 3-year degree programmes that align with the needs of the sector. They are as follows:

1. Bachelor in Hospitality Management
2. Bachelor in Hotel Management
3. Bachelor in Hotel Management (Golden Threshold Programme)
4. Bachelor in Travel and Tourism



*Students, faculty and staff of Tourism and Hospitality Sector at TISS Mumbai Campus*



## **Bachelor in Hospitality Management**

Bachelor in Hospitality Management is an undergraduate programme offered with the objective to provide adequate knowledge and skills in tourism, travel and hospitality management that enhance employability and entrepreneurship. Students who have completed 10+2 or equivalent, in any stream are eligible to pursue the programme.

On graduation students can apply for jobs at any travel agencies, hotels, resorts, restaurants, tour operating companies, aviation companies, event management companies, visitor bureaus, etc. Some of the job profiles available for the graduates are Front Office Executive, Inflight Services Executives, Spa Managers, Resort Managers, Food and Beverage Executives, Sales Managers, Customer Relationship Executives, Customer Service Agents, Managers, Executive Housekeepers, Event Managers, Convention Service Managers and Front Office Managers. Numerous opportunities are also available in hotels and resorts looking for skilled professionals in hotel management. Graduates can also opt for further education in hotel management.

## **Bachelor in Hotel Management**

Bachelor in Hotel Management is a 3-year job-oriented skill education and training programme in the domain of hotel management that equips students with the skills and knowledge related to hotel management. Students learn the techniques of managing a hotel business including front office, administration, marketing, foods and beverages management, housekeeping and accounts. With the rapid expansion of tourism industry, the demand for good hotel management professionals has increased tremendously. Hotels and restaurants are also looking for skilled professionals who can efficiently handle all their activities and help them increase their sales. Students who have completed 10+2 or equivalent, in any stream are eligible for admission to Bachelor in Hotel Management.

On graduation students can apply for jobs at various hotels, restaurants, cruises, airlines, airports, spa, travel agencies, tour operating companies, event management companies, etc. Most hotels and resorts always look for skilled professionals in hotel management. Some of the job profiles available after earning the Bachelor in Hotel Management degree are Front Desk Executive, Food and Beverage Executive, Housekeeping Executive, Sales Managers, Chef, Resident Managers, Executive Housekeeper, Convention Service Managers and Front Office Managers. Students can also pursue further education in hotel management.

## **Bachelor in Hotel Management (Golden Threshold Programme)**

This golden threshold training programme gives a new dimension to higher education in hospitality management. While the School of Skill Education, TISS manages the academic aspect involving delivery of taught classes, conducting semester examinations, and certification, Indian Hotels Company Limited (IHCL) offers on-the-job skill training to students as per the professionally organised schedule, covering all aspects of hotel management. The IHCL hotels guide, train, mentor and monitor the on-the-job training with periodic formal evaluations. The HCL also pays stipend covering students' tuition fees and help defray expenses as well.

On satisfactory completion of the taught classes and corresponding practical skill training in IHCL hotels across six semesters TISS SSE awards Bachelor in Hotel Management (Golden Threshold Programme). Class XII students with proficiency in written and spoken English can apply for this programme. There may be also age eligibility criteria for the admission. The programme is offered in Mumbai, Delhi, Bengaluru, Kolkata and Goa locations. On completion of the programme graduates have the following advantageous options:

- Deserving students will be offered career opportunities with IHCL. On joining IHCL, the students can progress in their careers as per the career progression policies of the company.
- The option to join Hotelier Development Programme (in-house Taj Management Training Programme) or Hotels Operations Training (in-house Taj Supervisory Training Programme) is open to students.
- The degree does not require any bond and students are free to pursue any available opportunities in any other company or pursue further studies.
- Graduates can also work as Housekeepers, Convention Service Managers and Front Office Managers.

### **Bachelor in Travel and Tourism**

This programme defines tourism, the concepts and principles of tourism industry history, growth and development of tourism (historical references), motivators of tourism, types of tourism and categories of tourists.

The Bachelor in Travel and Tourism offers a comprehensive understanding of the dynamic travel and tourism industry. Students will explore the fundamental concepts and principles that define tourism, delving into its rich history, remarkable growth, and significant developments through historical context. The curriculum examines the diverse motivations behind travel and categorises different types of tourism, allowing students to understand tourists based on their preferences and interests. Statistics highlight the immense potential and significance of the travel and tourism sector in India's economy. The programme is specifically designed for skill development, equipping students with the practical abilities essential for success in this field. Through hands-on learning experiences and real-world applications, students will cultivate crucial skills such as communication, customer service, cultural sensitivity, and problem-solving. Students who have class 10+2 or equivalent pass certificates, in any stream, can apply for it.

The employment opportunities in Travel and Tourism include Tourist Assistant, Hotel Assistant, Travel Agent, Tour Guide, Tour and Travel Management, Event Management, Entrepreneurship in tourism industries.

### **The Effort Continues...**

The School of Skill Education (SSE) is dedicated to bridging skill gaps in the tourism and hospitality sectors with the vision of creating a skilled workforce capable of delivering exceptional experiences. By focusing on both technical expertise and soft skills, SSE ensures that its programmes meet industry standards and emerging trends. In support of the Government of India's 'Hunar Se Rozgar Tak' initiative, SSE offers training in customer service, food and beverage operations, housekeeping, and tour guiding. All the programmes are periodically reviewed and updated to ensure they remain relevant and effectively prepare youth for successful careers in tourism and hospitality.

The School's strategic approach of constantly bringing together and actively involving the potential industry and academia professionals in reviewing/updating/newly designing curricula and training modules ensure that the programmes, course content and the skill training application stay current and responsive to the evolving needs of the industry. The domain experts designing the course content ensure that technology and innovation are integrated into the programmes, that would empower our students in navigating the digital landscape of the tourism and hospitality industry.

By embracing innovation and anticipating future demands, SSE programmes aim to equip students with the knowledge and skills needed to thrive in this dynamic and competitive field.

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## 2. TOURISM AND HOSPITALITY SECTOR AND ITS IMPORTANCE



**DR. NASER UL ISLAM**

Tourism and hospitality are often grouped together as a single industry. According to the United Nations World Tourism Organisation (2008), “Tourism is a social, cultural, and economic phenomenon involving the movement of individuals to locations outside their usual environment for personal or professional reasons.”

Tourism encompasses a wide range of activities, which include various expenditures made by tourists. Zeglen (2018) describes hospitality as a relationship or connection between a host and a guest, wherein the host extends a warm welcome and engages with visitors, whether they are strangers or familiar faces. He further emphasises that modern hospitality goes beyond merely accommodating newcomers; it focuses on entertaining guests and providing exceptional customer service (Patrycja Zeglen, 2016). The tourists, known also as visitors, can be categorised as tourists or excursionists, as well as residents or non-residents. Furthermore, hospitality is often defined as,

“The business of helping people feel welcome and relaxed so they can enjoy themselves” (Discover Hospitality, 2015).

Essentially, the hospitality industry comprises both the accommodation and food and beverage sectors, which together represent the largest segment of this broad industry (Go2HR, 2020). Tourism and hospitality are thriving industries that encompass a diverse range of sectors, including hotels, restaurants, travel, events, and entertainment. This vibrant and dynamic field is in a constant state of evolution, continuously adapting to changing customer preferences and emerging

trends. The tourism and hospitality industry offers a wide array of career opportunities, catering to various interests, skills, and qualifications. Positions span from entry-level roles to executive management, enabling individuals to discover pathways that best align with their aspirations and expertise.

### **Tourism and Hospitality - A Backbone of Economic Growth**

Tourism stands as one of the world’s foremost economic sectors, ranking as the third-largest export category after fuels and chemicals (UNWTO, 2019 *ibid*). In 2019, it accounted for 7% of global trade, highlighting its significant role in the international economy. In some countries, tourism can contribute over 20% to their GDP, establishing it as a vital component of economic activity worldwide. Tourism is a crucial source of employment, supporting one in ten jobs and providing livelihoods for millions more in both developing and developed economies (UNWTO, 2019 *ibid*). In certain Small Island Developing States (SIDS), tourism has accounted for as much as 80% of exports, illustrating its critical importance not only to local economies but also on a broader global scale.

However, the sector has faced unprecedented challenges due to the COVID-19 pandemic, which has drastically impacted economies, livelihoods, public services, and opportunities across all continents. Every aspect of tourism’s extensive value chain has been affected, leading to projected declines in export revenues from tourism ranging from \$910 billion to \$1.2 trillion in 2020 (UNWTO, 2020).

India's tourism and hospitality sector is often regarded as the backbone of economic growth. This important service industry plays a crucial role in driving economic expansion and creating job opportunities. According to the World Travel and Tourism Council (WTTC), India ranks 6<sup>th</sup> globally in terms of total contribution to GDP from this sector, which accounted for 5.8% of the country's GDP and created 32.1 million jobs in 2021. Despite its significance, the sector is highly susceptible to both natural and human-made disasters. In 2022, Foreign Tourist Arrivals (FTAs) reached 14.33 million, showcasing the industry's resilience in recovering from the impacts of the COVID-19 pandemic. The pandemic particularly devastated the hospitality and tourism sector in India, leading to widespread cancellations of travel plans by both global and domestic tourists for visits to natural, historical, religious, and cultural sites. Many flights and hotel reservations were called off, resulting in a significant loss of jobs for workers in this sector. Consequently, the pandemic has had a profound effect on the economy and the well-being of individuals across the country.

Currently, the government envisions a \$3 trillion economy by 2047 (India Today, 2024) and is actively working to transform the sector, which has the capacity to generate 200 million jobs and draw more than 100 million foreign tourists each year. By 2028, India anticipates welcoming 30.5 million international tourists, which is expected to generate over \$59 billion in revenue. India's tourism and hospitality sector is the key service industry that contributes significantly to economic growth and job creation.

### **What Makes India Attractive to Tourists?**

India's tourism appeal is largely rooted in its remarkable geographic diversity landscape and rich cultural heritage, making it a captivating destination for travellers from all over the world. The country showcases an incredible variety of experiences that cater to different interests and preferences. From the

majestic snow-capped peaks of the Himalayas, ideal for adventure enthusiasts and nature lovers seeking trekking and skiing experiences, to the sun-kissed beaches of Goa, Kerala, where visitors can enjoy water sports, vibrant nightlife, and a laid-back atmosphere, India presents a multitude of options. Furthermore, the spiritual sanctuaries of Varanasi, one of the oldest living cities in the world, offer travellers profound religious experiences and insights into ancient traditions. Meanwhile, the architectural splendour of the Taj Mahal and other historical sites stands as a testament to India's rich history and artistry, drawing countless visitors who come to admire its beauty and learn about its storied past. India's diverse landscapes, from lush green valleys and arid deserts to dense jungles and serene backwaters, combined with its vibrant cultural tapestry, make it a highly sought-after destination for various segments of tourists.

Tourists are often attracted to the country's multitude of religious, cultural, and traditional festivals which showcase a blend of rituals, music, dance, and unique food cultures to different regions. For instance, the colourful celebrations of Diwali, the Festival of Lights illuminate the entire country with fireworks and decorations, while the grand spectacle of Durga Puja in West Bengal captivates visitors with its traditional art, music, and elaborate idols. The north eastern region has state festivals such as Hornbill festival in Nagaland, Sangai festival in Manipur, Ziro festival in Arunachal to name some, which attracts people from within India and foreigners. Festivals like these not only highlight India's rich cultural practices but also offer an authentic glimpse into the daily lives and traditions of its people, enhancing the overall travel experience. As a result, India continues to be one of the most preferred destinations, appealing to a wide range of travellers—from adventure seekers and history buffs to spiritual pilgrims and those looking to relax on idyllic beaches.

## Recent Government Initiatives

Recognising the immense potential of tourism and hospitality, the Indian government has launched several strategic initiatives to boost infrastructure to enhance visitor experience. The Government is actively developing tourism through various initiatives from the Ministry of Tourism. Key steps include the “Dekho Apna Desh” campaign to promote domestic travel, capacity training programmes for service providers, and the ‘Incredible India Tourist Facilitator Certification’ programme for skilled tourist facilitators. A 24x7 multi-lingual helpline supports tourists, along with an accessible E-Visa system offering various categories. Collaborating with the Ministry of Civil Aviation, 53 tourism routes enhance connectivity (Ministry of Tourism, 2024). Furthermore, the Ministry funds state-level cultural events and tourism infrastructure projects under initiatives like “Swadesh Darshan” and “PRASHAD” to enrich visitor experiences (ibid). Some important steps taken include the following;

**Swadesh Darshan 2.0:** Initially launched in 2014, this scheme focuses on developing theme-based tourist circuits nationwide. In 2023, the scheme was upgraded to Swadesh Darshan 2.0, targeting sustainable tourism and covering 57 destinations for development. The Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) initiative focuses on enhancing infrastructure at pilgrimage sites. As of 2024, 52 projects worth ₹1,400 crores (\$168.5 million) have been approved under this scheme to develop spiritual and religious centres’ facilities.

**Vibrant Villages Programme:** In 2024, the government launched this programme to promote tourism in border and rural areas, aiming to transform lesser-known villages into sustainable tourism hubs by improving infrastructure.

**Best Tourism Village Scheme:** This initiative, launched by the Ministry of Tourism, is part of the UN Tourism initiative, designed to develop rural tourism in villages across India. The programme identifies villages with high tourism potential and supports their growth by providing infrastructure, skill development, and sustainable tourism practices. It also promotes local culture, heritage, and rural livelihoods, helping rural communities benefit from tourism’s economic and social impacts.

**Dekho Apna Desh:** A digital campaign encouraging domestic tourism, this initiative showcases India’s hidden gems and supports local economies. The campaign was crucial in rebuilding the tourism sector post-pandemic by focusing on domestic travel.

**Policies and Frameworks:** The draft tourism policy 2023, National Strategy on Ecotourism 2024, National Strategy on Sustainable Tourism, 2024 and National Board for Sustainable Tourism 2024, etc. are established to develop and promote eco-friendly initiatives and protect India’s natural and cultural heritage. These policies and frameworks aim to make India a global leader in sustainable tourism practices.

**Community-Based Tourism Initiative:** The government supports community-based tourism projects involving local communities in planning and managing tour-related activities. This approach helps to distribute economic benefits more equitably and preserve local cultures.

**Financial Incentives and FDI:** In the 2024 Union Budget, the tourism sector was allocated ₹2,449.62 crores (\$294.8 million), a 44.7% increase from the previous fiscal year. Additionally, the government permits 100% Foreign Direct Investment (FDI) in tourism under the automatic route, spurring international investment in the sector.

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### 3. AN INDIAN PERSPECTIVE TO BRIDGING THE TOURISM SKILLS GAP



**MR. KRISHNA MURTHY**

Tourism industry, in spite of being a vital pillar of India's economy, continues to face challenges. The industry faces a significant skills gap, which hampers its global competitiveness. To leverage the full potential of the tourism sector, India must not only develop its domestic skilling framework but also draw inspiration from global best practices. A "glocal" (global and local) approach to skilling in tourism could be the key to positioning India as a top global destination and creating quality jobs in the sector.

#### **Global Tourism and Skilling Trends**

Tourism globally is on a path of disruption and growth, powered by emerging trends such as experiential travel, luxury tourism, and a rapidly expanding middle class in Asia. Countries like Australia, Canada, and Denmark have already addressed skill shortages through targeted skilling programmes. For example, Australia's Tourism and Hospitality Training Organisation (THTO) developed a system that emphasises both technical skills and soft skills such as communication and customer service. Apprenticeship models, where students earn while they learn, have helped bridge the gap between academic training and practical experience.

Similarly, other countries like Denmark have adopted the 'experience economy' model, integrating creative and cultural industries with tourism. This approach improves workforce quality and creates new career opportunities by fostering cross-disciplinary skills in arts, culture, and hospitality. Canada, through its National Occupational Standards for Tourism, has built a robust framework that ensures consistent training and qualification recognition across the tourism sector, a model that could be adapted to India's needs.

#### **Current Skilling Needs in India**

India is on the brink of a tourism boom, with domestic travel already showing immense growth potential. According to a 2024 McKinsey report, India's domestic travel market is projected to become the fourth largest globally by 2030, driven by a burgeoning middle class. However, for India to fully exploit this opportunity, several key skilling gaps need to be addressed:

**Service Quality:** Indian tourism services often lag behind global standards in hospitality, guiding, and customer relations sectors. The training provided by many vocational schools needs to align with international expectations, leading to lower tourist satisfaction rates.

**Soft Skills:** Communication, language proficiency, and cross-cultural understanding are critical skills currently underdeveloped in India's tourism workforce. As the country looks to attract more international visitors, proficiency in these areas is vital.

**Technical Expertise:** Specialised skills like ecotourism, heritage management, and digital tourism are essential for diversifying India's tourism offerings and competing globally. However, the current training infrastructure is not equipped to provide these advanced skills.

The Indian government has launched several programmes to bridge the skilling gap in the tourism sector. Initiatives like Hunar Se Rozgar Tak and the Pradhan Mantri Kaushal Vikas Yojana (PMKVY) aim to provide short-term training in tourism-related skills. However, these programmes must be scaled and aligned with international best practices. The tourism sector would benefit from public-private partnerships (PPPs) that link training directly to industry needs, ensuring that graduates are ready for employment.

## **Need to Move towards Glocal Strategies**

**Industry-Aligned Curriculum:** Training programmes should be developed in collaboration with the tourism industry, ensuring that graduates possess the skills most in demand. For example, including digital marketing, ecotourism management, and heritage site preservation in tourism curricula could prepare Indian workers for specialised roles.

**Apprenticeships and Practical Training:** As seen in the Philippines and Australia, apprenticeship models provide invaluable hands-on experience. India could implement similar programmes, particularly in rural and underdeveloped regions where tourism is a major driver of employment.

**Focus on Soft Skills:** Communication and language training should be integral to tourism skilling programmes. This is particularly important for regions targeting international tourists such as Goa and Rajasthan.

**Digital Integration:** With global tourism shifting towards digital platforms, integrating skills like online booking systems, virtual tour management, and digital marketing into skilling programmes will help India's tourism workers meet global standards.

**Sustainability and Ecotourism:** Drawing inspiration from Rwanda and Thailand, India should focus on training in sustainable tourism practices. Ecotourism in regions like Kerala and Uttarakhand could be bolstered through targeted skilling programmes focused on environmental conservation and sustainable practices.

India finds itself at a pivotal juncture in its tourism journey, with the potential to significantly transform the industry and enhance its global standing. To fully realise this potential, it is essential to address the existing skills gap through a "glocal" approach, which blends global best practices with the unique needs and contexts of local communities.

This methodology will enable India to leverage international expertise while ensuring that local realities and cultural nuances are taken into account. By aligning skilling initiatives with global standards, India can create a workforce that meets the demands of an increasingly competitive tourism market. This alignment involves not only enhancing technical skills relevant to the industry such as hotel management, tour operations, and digital marketing but also fostering soft skills like communication, leadership, and cultural sensitivity, which are crucial for providing exceptional customer experiences.

Furthermore, establishing strong public-private partnerships will play a vital role in creating a robust tourism sector. Collaborative efforts between government bodies, educational institutions, and private enterprises can lead to the development of training programmes, internships, and employment opportunities that benefit both the industry and aspiring professionals. As India's strategies for the future of tourism, it is also crucial to embrace the concept of VUCA (Volatility, Uncertainty, Complexity, and Ambiguity). By rethinking tourism in this context, the country can better prepare for challenges and opportunities that arise in an ever-evolving global landscape. This approach encourages adaptability and resilience, enabling stakeholders to thrive in unpredictable circumstances. Ultimately, by fostering a sustainable and inclusive tourism model, India can position itself as a leading destination on the world stage while simultaneously driving economic growth and development. A comprehensive and forward-thinking strategy will not only enhance India's competitiveness in the tourism sector but also ensure that tourism and hospitality serve as important sector/industry for sustainable and inclusive growth in the years to come.



**SECTION II**  
**UNLOCKING CAREER POSSIBILITIES AND**  
**SHAPING FUTURES**

## 4. CAREERS IN TOURISM AND HOSPITALITY



**MR. RAJAN DANI**

As an educator, there is no greater joy than seeing students succeed in their chosen careers. I have witnessed numerous students thrive in the Tourism and Hospitality industry, and I am excited to share their stories with you. One such student who stood out to me was from our Chennai branch. Despite coming from a low-income family and travelling 80 km to class every day, he showed remarkable dedication and perseverance. He worked on multiple jobs over the weekends and completed his course with flying colours. He was offered a job on the condition that he would pass an international exam with distinction, which he did! He joined the Organisation and later moved on to a top GDS (worldwide reservation system) organisation, rapidly climbing the corporate ladder to reach top management by age 30. His starting pay package was what a newcomer would typically earn, but within a few years, his earning was over 100 times that amount! This is just one example of the many success stories I have seen in the Tourism and Hospitality industry.

This field offers a wide range of career opportunities both locally and globally, with a projected growth rate of 10% annually. You can work in travel agencies, hotels, restaurants, theme parks, cruise lines, and more.

With international tourism expected to reach 2 billion arrivals by 2030, the demand for skilled professionals is high. The best part is skills gained in tourism and hospitality, such as communication and customer service, are transferable across industries. Plus, with the rise of experiential travel and personalised services, there is a growing scope for entrepreneurs in the industry. As the industry shifts towards sustainable tourism, new career paths in ecotourism, responsible travel, and environmental management are emerging. So, if you are passionate about building a career in Tourism and Hospitality, now is the perfect time! Acquire knowledge, leverage technology, and grab the opportunities coming your way. Remember to stay adaptable, develop transferable skills, and focus on sustainability to thrive in this exciting field!

Takeaways:

- Tourism and Hospitality offer a wide range of career opportunities locally and globally
- Projected growth rate of 10% annually
- Transferable skills across industries
- Growing scope for entrepreneurs and sustainable tourism
- Stay adaptable, develop transferable skills, and focus on sustainability to succeed

## 5. TOP INTERNSHIPS AND PLACEMENT COMPANIES



MR. AMAN VATS

### For Travel and Tourism Programmes

**Thomas Cook:** Thomas Cook is a pioneering travel company known for its customised travel experiences and comprehensive foreign exchange services. Famous for revolutionising modern tourism, it has a legacy of over 180 years, making it a trusted name in global travel solutions and innovative holiday planning.

**SOTC Travel Limited:** Sind Oriental Travel Company (SOTC) is a leading travel company specialising in curated holiday packages and group tours. Famous for its personalised travel experiences, it has earned a reputation for delivering exceptional vacations, catering to diverse preferences with expertise and innovation.

**Ministry of Tourism:** The Ministry of Tourism (MOT) is India's apex body responsible for promoting tourism and formulating national policies to boost the sector.

It is renowned for driving initiatives like "Incredible India," which showcases the country's cultural and natural heritage to the world.

Other Internship Companies where students enhanced their skills during the internship are:

- Memories Worldwide
- Veena World
- Mahalaxmi Hospitality
- Xpova Destination
- SWT Club
- Fargo WorldWide

### For Hotel Management Programmes

- Courtyard by Marriott, Fairfield by Marriott
- Ibis
- The Orchid Hotel
- Hyatt Regency
- DoubleTree Suites by Hilton
- ITC Windsor

## 6. CURRENT TRENDS SHAPING THE TOURISM AND HOSPITALITY INDUSTRY



DR. KETAN CHANDE

The tourism and hospitality industry is evolving rapidly due to technological advancements, changing consumer preferences, and global events. Following are some of the current trends shaping the sector;

**Sustainable and Eco-friendly Tourism:** Sustainability has emerged as a cornerstone of modern tourism and hospitality practices. Eco-conscious travellers are driving demand for sustainable practices in hospitality. Hotels and resorts are focusing on reducing their carbon footprint through a) energy-efficient infrastructure, b) waste reduction and recycling programmes, and c) locally sourced food and sustainable supply chains. Ecotourism and green certifications are becoming key factors in travel decisions. In the Food and Beverage industry, local sourcing has become standard in many outlets. However, it has now started to scale up more by offering better traceability of products, for e.g., hotels may have their own farm for vegetable produce. In addition, guests are increasingly being educated on sustainable practices, for e.g., cooking classes on how to use the entire ingredients and avoid food waste.

**Technology Integration:** Contactless services such as mobile check-ins, keyless room entry, and digital concierge services have become standard, especially post pandemic. AI and automation are enhancing customer service by enabling personalised guest experiences, predictive analytics for travel preferences, and smart room technologies. Virtual reality (VR) and augmented reality (AR) are being used for virtual tours, helping customers preview destinations or hotel rooms before booking. Chatbots and AI-driven customer service solutions are becoming more common, improving efficiency in handling queries and reservations.

**Personalisation and Experiential Travel:** Travellers seek personalised experiences, from customised itineraries to tailored in-room services. Hotels are using data



MS. SARUCHI SINGH

analytics and guest history to offer bespoke services. Experiential travel focuses on immersive experiences, with tourists seeking deeper cultural, culinary, and adventure-based experiences rather than traditional sightseeing.

**Health and Wellness Tourism:** Post COVID, the demand for wellness tourism has surged, with travellers prioritising health-focused experiences. This includes a) Spa retreats, fitness programmes and mental wellness retreats, and b) Hotels offering meditation, yoga and holistic health activities. Health and hygiene standards remain a top priority with travellers favouring brands that prioritise safety protocols. The Global Wellness Institute (GWI) anticipates a resurgence in the wellness economy, forecasting an average annual growth rate of 8.6%. By 2027, it is projected that the wellness economy will attain a valuation of \$8.5 trillion (Global Wellness Institute, 2024).

**Rise of Digital Nomads:** The growth of remote work has given rise to digital nomads who combine work with travel. Destinations and hotels are now offering a) Long-term stay packages, b) Co-working spaces and fast internet, and c) “Workation” deals that cater to professionals working remotely.

**Alternative Accommodation Options:** Platforms like Airbnb and VRBO are growing, leading to a shift towards home-sharing and vacation rentals. Travellers are seeking unique stays like Tiny homes, treehouses, and luxury glamping sites. Local and authentic living experiences that differ from traditional hotel stays are being preferred.

**Food Tourism:** Culinary experiences are becoming central to travel itineraries, with tourists seeking to explore local gastronomy (the study of relationship between food and culture). This trend includes farm-to-table dining, food tours and cooking classes, street food experiences and local specialties.

**Bleisure Travel (Business + Leisure):** The blending of business and leisure travel is on the rise. Professionals are extending business trips to include leisure time, prompting hotels to offer packages catering to both business and relaxation needs. Extended stays associated with leisure travel are believed to mitigate stress, particularly following long-haul flights, enhance employee productivity, and foster a more favourable work-life balance. India holds the second position globally in terms of leisure travellers, reflecting the growing convergence between work and leisure facilitated by advancements in technology and evolving work practices.

**Digital Transformation of Customer Engagement:** Social media continues to influence travel decisions, with platforms like Instagram, TikTok, and YouTube serving as major channels for travel inspiration. Influencer marketing and user-generated content are driving engagement, with hotels and destinations leveraging online communities for promotions.

**Focus on Local Travel and Domestic Tourism:** With international travel restrictions fluctuating, there has been a rise in domestic tourism. Travellers are exploring lesser-known local destinations within their own countries, reducing the dependence on long-haul trips. This shift is reshaping the tourism and hospitality industry, pushing businesses to adapt and innovate, to meet the changing expectations of modern travellers. The hospitality sector stands out as a successful hybrid model that balances the seamless integration of technology to improve operations while still maintaining the human touch and connection that define quality service. Thus, one of the foremost things shaping this industry is the workforce. The biggest challenge the industry is facing is finding and retaining skilled staff at all levels in the hotels. Management needs to improve the working environment, work-life balance and salaries paid to attract the right talents. High quality workforce is the key to the success and sustainability of the hospitality industry.

## 7. GROWTH OF HOSPITALITY SECTOR



**MS. MANISHA KANTAK**

**India's hospitality sector to grow at Compound Annual Growth Rate (CAGR) of 10.5%; Revenue to surpass Rs 1.1 trillion by 2027 (Source - Tribune 14<sup>th</sup> May 2025)**

The Indian hospitality industry is likely to witness a strong growth trajectory, despite renewed tensions in the subcontinent and broader geopolitical uncertainty, says a report by Rubix Data Sciences. This robust growth in India's hospitality sector is fuelled by a surge in domestic tourism, the rapid expansion of the rising middle class, and government initiatives such as the Incredible India campaign. These factors have significantly enhanced travel infrastructure and destination appeal across the country. As the industry expands, it is generating a strong demand for skilled professionals in hospitality management, opening up ample career opportunities for graduates in areas ranging from hotel operations and event management to travel planning and culinary services.

**Indian Hotels Company Limited (IHCL) Expands Aggressively with Focus on Growth (Source - Hindustan Times, Reuters, 19<sup>th</sup> November 2024)**

IHCL, the parent company of the Taj Hotels, India's largest hospitality company, is aggressively expanding its footprint, aiming to double its hotel portfolio to over 700 properties by 2030. This ambitious growth strategy is supported by a planned investment of Rs. 5,000 crores over five years, reinforcing its presence across domestic and international markets. This expansion aligns with growing demand in the luxury business and leisure travel sectors. For students pursuing Hotel Management, this expansion signals tremendous career opportunities across a wide range of hotel roles in both established and emerging destinations.

### **Rise in Boutique Hotels and Unique Guest Experiences (Source - Booking.com future of travel report, Allied market research)**

India is witnessing a rise in boutique hotels and a growing demand for unique guest experiences. Travellers are increasingly seeking personalised services and thematic stays, leading to an increase in boutique hotel projects. This trend highlights the need for innovative and creative professionals in hospitality management who can cater to evolving consumer preferences.

### **Increase in Online Travel Agencies (OTAs) Fuels Demand for Hospitality Management Professionals (Source - LinkedIn)**

The surge in online travel agencies (OTAs) has revolutionised the booking and hospitality industry

in India. This shift has increased the demand for hospitality management professionals who are skilled in digital marketing, online customer service, and revenue management. The growth of OTAs represents a significant opportunity for those trained in hospitality management.

The hospitality industry is one of the world's largest employers. Today's younger generation is highly attuned to global travel trends. Tourism and hospitality programmes offer them a direct route to participate in one of the world's most dynamic industries. This awareness, shaped by social media, travel influencers, and digital platforms, has contributed significantly to the growing popularity of tourism and hospitality programmes.

## **8. ESSENTIAL SKILLS AND COMPETENCIES REQUIRED TO SUCCEED IN TOURISM AND HOSPITALITY SECTOR**



**MS. LOVLEEN GUREJA**

The Tourism and Hospitality sector is a dynamic, fast-growing industry which focuses on providing high-quality travel, accommodation, dining and entertainment services. This industry includes hotels, resorts, restaurants, travel agencies, tour operators and event management companies - all working towards delivering seamless, enjoyable and memorable experiences for guests. In addition to its role in fostering cultural exchange, the sector is a significant contributor to global economies, generating jobs and promoting economic development. Professionals in this field must demonstrate a combination of technical skills, interpersonal abilities and a deep understanding of industry trends to meet the demands of a rapidly evolving marketplace. Below are the key skills and competencies essential for thriving in this highly competitive environment;

**Excellence in Customer Service:** Exceptional skills in customer service is the foundation of success in the tourism and hospitality sector. Every interaction with a guest has the potential to shape the customer's perception, influence loyalty and enhance brand reputation. In an industry characterised by intense competition, delivering memorable and personalised experiences is critical for brand differentiation. Ensuring customer satisfaction builds long-term relationships, encouraging repeat business and positive word-of-mouth. The sector needs professionals with the following skills- a) Empathy, which allows professionals to understand guests' needs and emotions, facilitating more effective responses b) Problem-solving skills, which are crucial for resolving customer issues in real time c) Clear communication, which ensures that customer expectations are managed and service remains professional and d) Personalisation, which tailors services to individual guest preferences, this can greatly enhance the overall customer experience.

**Cultural Sensitivity and Diversity Awareness:** As the tourism and hospitality industry serves a global customer base, professionals must be able to navigate and respect a wide array of cultural norms and preferences. Serving international travellers requires understanding different cultural expectations and avoiding misunderstandings that could compromise guest satisfaction. A culturally sensitive approach helps create a welcoming and respectful environment for all visitors. For this, the sector requires professionals with the following skills- a) Active listening, which is a key to understanding guests' cultural expectations b) Adaptability, which allows professionals to adjust their service approach to meet diverse cultural requirements c) Proficiency in multiple languages and d) A strong awareness of global customs, which can significantly enhance service delivery and guest satisfaction.

**Digital Literacy:** In the digital era, technology plays an integral role in the tourism and hospitality industry, from online bookings to virtual tours and social media engagement. Digital platforms are central to how customers interact with hospitality brands - whether they are booking services, leaving reviews, or seeking personalised recommendations. Professionals must be proficient in using these platforms to enhance the guest experience. The skills needed in this field include- a) Familiarity with booking systems, including property management systems (PMS) and customer relationship management (CRM) tools, which is essential for managing guest data and improving service efficiency b) Knowledge of social media marketing and data analytics, which helps professionals understand consumer preferences and trends c) Proficiency in mobile app interfaces, which can further enhance the guest journey by streamlining interactions from pre-booking to post-stay.

**Sustainability and Environmental Awareness:** As more consumers prioritise sustainability, the tourism and hospitality industry must adopt eco-friendly practices to remain competitive and appeal to eco-conscious travellers. Incorporating sustainable practices is essential for both brand reputation and customer satisfaction, as sustainability is a key factor influencing

modern travel decisions. The skills needed are- a) Professionals must be knowledgeable about sustainable tourism practices, such as reducing carbon footprints, conserving resources and minimising waste. b) Skills in eco-conscious planning such as offering green accommodations or organising eco-friendly tours are vital, along with effective resource management, to ensure efficient and environmentally responsible operations.

**Leadership and Teamwork:** Strong leadership and effective teamwork are critical for ensuring smooth operations and high service standards in the tourism and hospitality industry. Whether managing a large resort or running a small restaurant, successful operations depend on the ability to lead teams, coordinate tasks, and inspire performance. Effective teamwork enhances service quality and overall efficiency. Skills needed include- a) Leadership abilities such as motivation, delegation, and decision-making which are essential for guiding teams toward common goals b) Conflict resolution skills that help address interpersonal challenges within teams and c) Cross-functional collaboration which allows different departments to work together seamlessly to improve the guest experience.

**Problem-solving and Critical Thinking:** The fast-paced and customer-facing nature of the tourism and hospitality industry demands quick thinking and efficient problem-solving to address challenges as they arise. From handling guest complaints to managing overbooked services, the ability to resolve problems efficiently is crucial to maintaining customer satisfaction. Professionals must be able to think critically to assess situations and make informed decisions that enhance the guest experience. Skills needed include- a) Analytical thinking that helps professionals identify the root causes of issues, and quick decision-making that ensures timely solutions b) Creative problem-solving that can transform potentially negative experiences into positive ones, and c) Stress management which is critical to maintaining composure under pressure and ensuring smooth service delivery.

**Flexibility and Adaptability:** The tourism and hospitality industry is characterised by constant change, from evolving customer preferences to fluctuating market trends and unforeseen events such as cancellations or delays. Professionals must be flexible and adaptable to cater to changing guest demands, respond to unexpected situations, and maintain high levels of service even under pressure. Skills needed include- a) The ability to multitask, which allows professionals to juggle various responsibilities simultaneously b) Adaptability, which ensures swift and effective responses to unforeseen challenges, and c) Professionalism and a focus on high-quality service, that helps maintain consistency despite external pressures.

**Marketing and Sales Competence:** In a highly competitive marketplace, strong marketing and sales skills are essential for attracting new customers and retaining existing ones. Digital platforms and changing consumer behaviour make it essential for hospitality brands to adopt robust marketing strategies. Successful sales efforts are crucial for driving business growth

and revenue generation. Skills needed include- a) A thorough understanding of sales strategies, including upselling and cross-selling, which helps professionals maximise revenue b) Negotiation skills which are essential for building partnerships and securing deals, and c) Expertise in digital marketing techniques such as search engine optimisation (SEO), pay-per-click (PPC) advertising, and content marketing, which enables businesses to effectively target their audience, build brand visibility, and drive customer engagement.

In conclusion, the tourism and hospitality sector demands a comprehensive skill set that includes both technical expertise and interpersonal abilities. Professionals who master customer service, embrace cultural sensitivity, stay current with digital tools, and prioritise sustainability are well-equipped to deliver exceptional guest experiences. Strong leadership, problem-solving capabilities, adaptability and marketing acumen further enhance success, enabling both professionals and businesses to remain competitive and thrive in this constantly evolving industry.

## 9. EMERGING NICHE SECTORS WITHIN TOURISM INDUSTRY



**MS. SUNITI DHYANI**

As the tourism industry evolves, several niche sectors are emerging in response to changing traveller preferences and societal shifts. These specialised areas cater to travellers seeking unique, personalised, or purposeful experiences. Below are some of the emerging niche sectors within tourism.

**Culinary Tourism:** Travellers are increasingly drawn to destinations for their food culture. Culinary tourism focuses on authentic dining experiences, food tours, cooking classes, and visits to local markets. This sector includes;

- Farm-to-table experiences where tourists can dine on locally sourced ingredients
- Wine and beverage tourism (e.g., vineyard tours, brewery visits)
- Street food tours in culturally rich cities

**Adventure and Extreme Tourism:** For thrill-seekers, adventure tourism offers activities like trekking, mountain climbing, bungee jumping, white-water rafting, and zip-lining. The more extreme version of this sector, known as extreme tourism, caters to travellers looking for high-risk adventures, such as a) exploring remote and dangerous regions like the Arctic or deep jungles and b) participating in extreme sports like base jumping or volcano boarding.

**Wellness Tourism:** Wellness tourism has seen significant growth as more travellers prioritise mental and physical well-being. This sector offers experiences focused on-

- Spa and holistic health retreats that include treatments like yoga, meditation, and detox programmes

- Medical tourism where travellers seek medical treatments abroad, often at lower costs
- Thermal tourism featuring natural hot springs and wellness resorts known for therapeutic waters

**Ecotourism and Sustainable Travel:** This niche caters to environmentally conscious travellers seeking to minimise their impact. Ecotourism emphasises conservation, sustainability, and connecting with nature while a) staying in eco-lodges or low-impact accommodations and b) participating in conservation efforts or volunteering with local communities. Carbon-neutral travel options and sustainable tours are becoming popular as travellers seek eco-friendlier alternatives.

**Dark Tourism:** Dark tourism involves visiting locations associated with death, tragedy or disaster. Travellers are often drawn by historical significance, curiosity or educational purposes. Key destinations include;

- Concentration camps like Auschwitz in Poland
- Sites of major disasters like Chernobyl or Ground Zero in New York
- Battlefields, cemeteries, or prisons with historical importance

**Space Tourism:** While still in its early stages, space tourism is an emerging niche for ultra-wealthy travellers looking to experience space travel. Companies like SpaceX and Blue Origin are leading the way in offering suborbital flights, space station visits, and future plans for space hotels. As technology evolves, space tourism could become more accessible, paving the way for a new frontier in tourism.

**Agritourism:** Agritourism involves visiting working farms or agricultural areas for educational and recreational purposes. Travellers can experience farm life, participate in harvesting or learn about sustainable agriculture practices. This niche is growing in regions with rich agricultural heritage, and activities can include;

- Farm stays, wine and olive oil production tours
- Animal care and cheese-making workshops
- Organic farming and permaculture retreats

**Virtual Tourism:** As technology continues to advance, virtual tourism is emerging as an alternative for travellers unable to visit physical destinations. This niche uses technologies like virtual reality (VR) and augmented reality (AR) to offer immersive experiences.

Examples include;

- Virtual tours of famous museums, heritage sites or natural landmarks
- Interactive digital experiences that simulate travel without leaving home

**Voluntourism:** A growing number of travellers seek to give back through voluntourism, which combines travel with volunteer work. This form of tourism often focuses on community service, environmental conservation or educational efforts. Popular voluntourism activities include;

- Building schools or homes in developing countries
- Wildlife conservation projects such as working with endangered species
- Supporting disaster recovery efforts in affected areas

**Heritage and Ancestry Tourism:** Also known as genealogy tourism, this niche caters to travellers who want to explore their ancestral roots and connect with their family's cultural history. This often involves,

- Visiting regions or countries where their ancestors originated
- Engaging in research with local archives, genealogy databases or historical societies

Many tourists participate in family history tours, visiting significant landmarks, towns, or even distant relatives.

**LGBTQ+ Tourism:** LGBTQ+ tourism is a growing niche that focuses on creating safe, inclusive travel experiences for the LGBTQ+ community. This sector offers,

- LGBTQ+ friendly accommodations, destinations and events
- Pride festivals and gatherings around the world
- Tailored packages focusing on LGBTQ+ history and culture such as visiting iconic places in cities like San Francisco, Berlin or New York

**Accessible Tourism:** Accessible tourism focuses on making travel easier and more enjoyable for people with disabilities including mobility, hearing or visual impairments. This niche ensures that destinations, transportation and accommodations cater to the needs of travellers with disabilities. Accessible tours and packages often include;

- Wheelchair-friendly hotels and attractions
- Guided tours for travellers with specific accessibility requirements
- Enhanced transportation options with accessibility features

These niche sectors reflect the tourism industry's push towards personalisation, unique experiences, and socially responsible travel. As these trends continue to evolve, they create opportunities for businesses to innovate and cater to the increasingly diverse preferences of modern travellers.

The hospitality industry is going through significant changes in our country in many ways. The credit for these changes can be attributed to the evolving tourists and their widening needs. With an emerging middle class and an expanding upper middle class families, people spend a large chunk of their income on travel domestically and internationally. In 2021, the contribution of the travel and tourism industry to the GDP was \$178 billion, and projections indicate it could rise to \$512 billion by 2028. By 2029, it is anticipated that the sector will support approximately 53 million jobs. According to the Ministry of Tourism, there were 1,070,163 Foreign Tourist Arrivals (FTAs) recorded in December 2023. For the period from January to December 2023, FTAs totalled 9,236,108, compared to 6,437,467 during the same period in 2022. This shows the potential of the tourism industry and the need for trained human resources to bridge the gaps. Since the industry is growing exponentially, so is the need for diversification of the products on offer.

The young urban travellers look for seamless and hassle-free experiences while holidaying. The ultimate idea is to look out for a warm and pleasant home away from home which helps in re-energising them. Here comes the idea of homestays which serves this purpose and provides a home style comfort to the

guests. The traditional home also makes it sustainable without hurting the socio-economic structure of the destination. The idea of homestays helps meet the dynamic demand of the modern tourists and provides a unique experience to them.

India being a culturally rich country provides many opportunities to the home owners and the tourists alike. For home owners it becomes a great business opportunity to monetise their ancestral homes by opening its doors to the tourists. By providing basic amenities, the guests can experience the local food and culture in a very organic way. This becomes a win-win situation for both and brings economic harmony without rampant infrastructural development.

Traditional hill stations in India like Shimla, Manali, Darjeeling, Lonavala, etc. have reached the brink of environmental disaster. In a situation like this, the homestays in smaller unknown cities bring the breath of fresh air for tourism. Nowadays even big hotel chains are looking out for the traditional homes where they can provide luxurious experience to the guests in a homestay setting. Though the homestays are still in their nascent stage to be seen as a big business opportunity, it is the way forward. This is one of the niche emerging markets to watch out for, in the coming years.

So, if you own an ancestral home in the hills of Uttarakhand or a Haveli in a small town of Rajasthan, you know how to turn it into a potential business opportunity for yourself and for tourists to experience your culture as locals.

## 10. WHAT DOES NICHE TOURISM HAS IN STORE FOR INDIA?



**MS. AASAWARI WADKAR**

Owing to the rich culture with diverse topography and geopolitical heritage, India attracts tourists from various niches. Without any doubt, one can also predict that these niches can soon become the businesses of tomorrow, and many of them will be crucial for the growth of India's tourism industry. Niche Tourism introduces how a specific tourism aspect can be tailored to meet the needs of a market segment, which is interested in something particular or distinct. The concept focuses on how experiences of tourists can be customised to meet the needs and be more personalised for the different types of audiences in the market. The idea can be perceived as a response to an increase in the number of more modern tourists demanding tailored tourism products. Under this setup, the destinations can direct their offerings to distinguish their tourism products and compete in an increasingly competitive and cluttered industry environment.

**Different Segments of Niche Tourism:** Varying from Gastronomy to Leisure and Recreational, and Adventure to Heritage, it is nearly impossible for

anyone to fit all the aspects of niche tourism in just one list. The ever-evolving interest of the audience has resulted in a specialised corner of the tourism market, primarily developed around a tailor-made experience for the visitors. Examples of some popular interest groups in Niche Tourism are as follows;

**Heritage and Cultural Tourism:** Essentially directed towards history and culture, this type of tourism is more traditional and occurs typically in urban areas with a distinct area of interest such as museums and theatres. This aspect of tourism also brings in light the diverse traditions of native communities through witnessing their rituals, customs, and their values and way of living. Owing to its diversity, India is symbolised by the plurality of its heritage value. All the captivating monuments and heritage sites in the country depict their story while keeping the visitors fascinated.

**Hampi** - A UNESCO World Heritage Site with ancient temples, forts and monuments that were once a part of the Vijayanagar Empire.



*A Glimpse of Hampi Festival in Southern Indian State of Karnataka*

**Konark** - A 13<sup>th</sup> century temple known as the Black Pagoda or Chariot of the Sun, and a part of the Seven Wonders of India. Konark Dance Festival is a five-day dance festival that takes place annually in the first week of December at the Konark Sun Temple in Odisha. The festival is held in the temple's amphitheatre, also known as the 'Salamander' or 'dancing hall.'



**Konark Sun Temple, Odisha**



**Konark Dance Festival**

**Rann of Kutch** - The festival of Rann of Kutch celebrates the marvels of nature at the White Desert and the rich cultural and artistic heritage of Kutch.

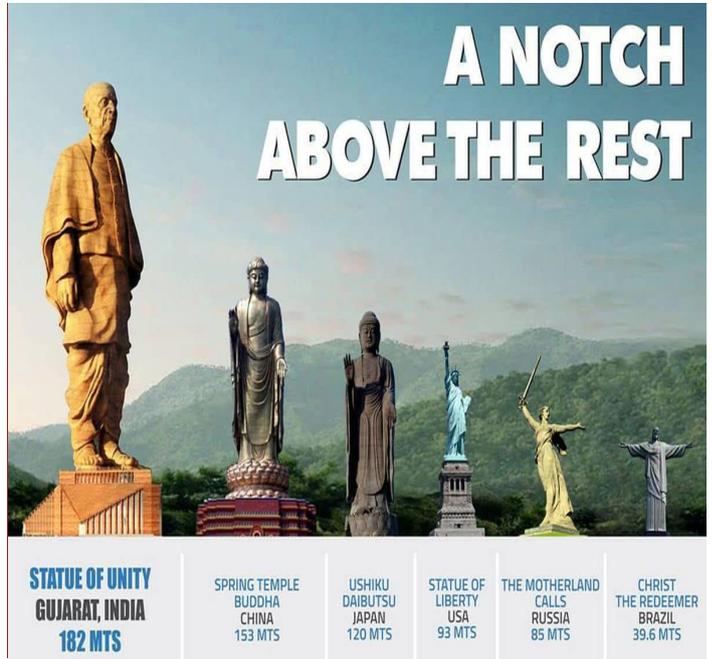


**Rann of Kutch, Gujarat; The Rann Festival**

**Sustainable Tourism:** Unlike ecotourism or green tourism which focuses on protection and environmental implications, sustainable tourism, on the other hand, is a way of doing things to protect and ensure the future of the local tourism industry. This niche of tourism is mainly directed towards striving to make as profound an influence as possible on the environment and

local culture while helping to generate income and employment for the local market.

**Statue of Unity** - It is located in Kevadiya, Gujarat state of India and represents the best example of today's modern tourist destination which is well planned giving a lot of employment opportunities.



*Statue of Unity, world's tallest statue/monument in Kevadia, Gujarat*

**Adventure Tourism:** Travelling that involves exploration, and some amount of risk potentially comes under Adventure Tourism. Under this segment, the audience is expected to possess specialised skills and the willingness to be under physical duress while undergoing if not rigorous, at least the minimum required training to experience this multifaceted dimension of tourism.



*Example: Rishikesh, Ladakh, Ranthambore (Rajasthan), etc.*

**Art Tourism:** This niche of tourism can be observed when people travel to a destination to engage in activities related to art such as museums, special events related to art, dance, book festivals, etc.



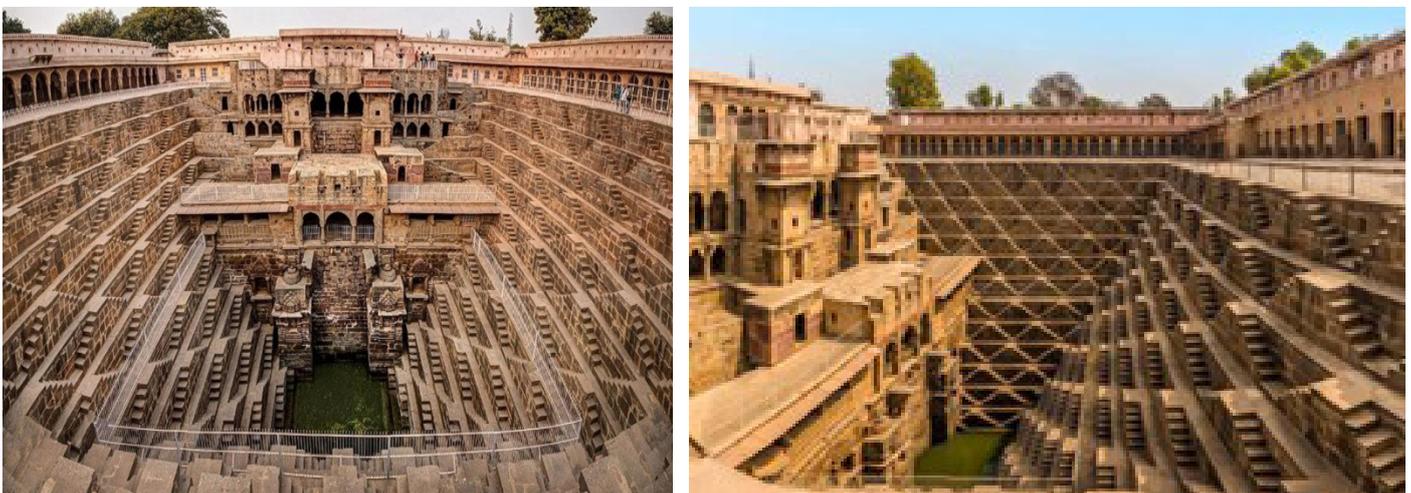
*Example: Dr. Bhau Daji Lad Museum, Mumbai; Salar Jung Museum, Hyderabad*

**Wellness and Spiritual Tourism:** Some tourists tend to select their destination to relax and indulge in reflexology and special massages. People visit destinations like Hawaii or Costa Rica for various reasons, but these countries owing to their islands or unique retreat centres, are the most preferred one for an unwinding getaway. For Spiritual Tourism, the travellers are looking to explore temples, meditation and yoga at different destinations, or some for pilgrimage. India, owing to its rich legacy and being the birthplace of Hinduism and Buddhism and home to thousands of monasteries and ancient temples, tops the list of such destinations.



*Example: Isha Yoga Centre, Coimbatore; Spiritual Retreat in Rishikesh*

**Film Tourism:** As a recently emerged niche in the tourism industry, Film Tourism is a thriving marvel worldwide. People have indeed started showing their interest in destinations which became famous due to their appearance in cinemas and television series.





*Different views of Chopara Fort*



*Example: Above to below - Chand Baori Stepwell in Rajasthan; Chapora Fort in Goa; Pangong Lake in Ladakh*

**Culinary Tourism:** One of the most interesting and latest niches emerging in the tourism industry is around the gastronomical delights that the travellers are looking for. For a 'Foodie' to plan his journey, the culinary offerings have a considerable influence on their itinerary. E.g., Parathevali Gali in Delhi, Lucknow for its street food, Hyderabad for its Kebabs and Biryani, Goa for Fish delicacies, etc.



*Kolhapuri thali*



*Hyderabad Biryani*

### **The Role of Niche Tourism in Destination Development**

With the rise of Niche tourism in the market, the concept of positioning is not entirely limited to brands but destinations as well. The positioning of a destination therefore involves categorising the place in essence to the kind of experience it offers to the visitors - it is all unique and distinct for all the destinations. The destination image contains components that are holistic and based on attributes that help tourists identify them under segregated niches to plan accordingly.

This not only makes it easier for the tourist to find the right kind of place for them but also the destination to create a unique image for itself that attracts all the relevant visitors.

## 11. HOSPITALITY MARKETING TRENDS



Courtesy:

When looking at the aspect of Hospitality Marketing, if we look broadly, there are emerging trends to develop initiatives supported by real time consumer data and we should align with our guest interest to create a successful marketing strategy or dig into our guest interests and build our strategies around it. Surely consumer behaviours and feedback will hold the keys to new trends and here are four emerging trends for 2024 as follows;

**Sustainability and Green Initiatives:** In 2024, sustainability and green initiatives have become central to hotel marketing trends as consumers increasingly prioritise eco-conscious choices. Travellers, especially millennials and Gen Z, demand environmentally friendly accommodations that align with their values. This shift has led hotels to highlight their commitment to sustainability through various initiatives, such as reducing carbon footprints, implementing energy-efficient practices, and promoting responsible water usage.

Marketing strategies now focus on showcasing eco-certifications, plastic reduction efforts, and the use of renewable energy. Hotels that adopt green practices, like sourcing locally produced materials and supporting biodiversity through sustainable landscaping, are gaining a competitive edge. Sustainable dining options, such as farm-to-table and plant-based menus, are also gaining prominence, appealing to conscious consumers.

Moreover, the rise of 'ecotourism' is influencing travel choices, and hotels are leveraging this by promoting green initiatives in their branding and digital campaigns. Travellers are now looking for experiences that offer both luxury and environmental responsibility, making sustainable practices not just a selling point but a necessity for staying competitive in the market. In essence, sustainability in 2024 has evolved from a trend to an expectation, reshaping the hotel industry's marketing approaches.

**Influencer Brand Trips:** In 2024, influencer brand trips are becoming a key component of hotel marketing strategies, especially as the hospitality industry shifts towards more authentic and experience-driven promotions. These trips involve inviting popular social media influencers, vloggers to stay at a hotel and share their experiences with their large, engaged audiences (via Instagram, YouTube and Facebook lives, reels or videos). This approach leverages the power of influencers to build brand awareness, drive bookings, and create a personal connection with potential guests. Influencers, particularly in the travel and lifestyle sectors, offer a unique advantage by showcasing the hotel's amenities, location, and services in real-time through visually appealing content. Their followers trust their recommendations, making these brand trips an effective way to boost a hotel's visibility and credibility. Instead of traditional ads, these collaborations provide authentic testimonials, which resonate more with modern travellers who seek genuine reviews and personalised experiences.

In addition, influencer content often has a long-lasting impact, as posts, stories, and videos remain accessible to future audiences, generating ongoing engagement. For hotels, this translates into increased brand exposure and direct bookings. In 2024, with more travellers relying on social media for travel inspiration, influencer brand trips are becoming an indispensable tool in driving hotel marketing success.

**Leveraging Social Media Platforms:** The previous topic set the tone for this trend. In 2024, social media platforms are playing a significant role in shaping hotel marketing strategies.

With travellers increasingly relying on platforms like Instagram, TikTok, and YouTube for travel inspiration, hotels are leveraging these channels to boost visibility, engage potential guests, and showcase their unique offerings.

Visual-centric platforms such as Instagram and TikTok are ideal for hotels to highlight their aesthetics, amenities, and guest experiences. Short, captivating videos and visually appealing photos create emotional connections with viewers, encouraging them to imagine staying at the property. Hotels are also using these platforms for user-generated content (UGC), encouraging guests to share their experiences, which acts as authentic testimonials to influence new travellers.

Targeted advertising through platforms like Facebook and Instagram allows hotels to reach specific demographics and promote special offers, enhancing engagement and conversions. Moreover, TikTok's viral nature gives hotels the chance to trend through creative campaigns, challenges, and collaborations with influencers.

Social media platforms also offer an opportunity for real-time interaction with potential guests through features like live streaming, stories, and direct messaging, enhancing customer service and building loyalty. As digital natives dominate the travel market, harnessing the power of social media is not just a trend but a necessity for staying competitive in hotel marketing.

**Collaboration with Local Businesses and Attractions:**

It is not that only latest technology, trending social media impact and influencers hold the key to marketing, the conventional routes still pave the path to success and those will have an edge who play with combined strength of conventional and

latest trends. In 2024, collaboration between hotels and local businesses or attractions emerged as a key hotel marketing strategy, offering mutual benefits and enhancing guest experiences. By forming partnerships with nearby restaurants, cultural sites, tour operators, and artisan shops, hotels can offer guests a more authentic and immersive experience, while supporting the local economy.

These collaborations allow hotels to create unique package deals, combining accommodations with local tours, dining experiences, or tickets to popular attractions. For guests, this adds value and convenience, as they get a complete travel experience that reflects the local culture and vibe. For hotels, it provides an opportunity to differentiate themselves from competitors, attract a broader audience, and promote longer stays.

Marketing campaigns that highlight these collaborations help hotels position themselves as integral parts of the local community. Promoting these partnerships through social media, email marketing, and digital ads create a sense of place, which modern travellers, especially millennials and Gen Z increasingly seek. Additionally, working with local businesses builds strong relationships within the community, driving both customer satisfaction and brand loyalty. In an era where authenticity and experience are paramount, local collaborations are an effective tool for boosting hotel marketing efforts and enhancing the guest journey.

## 12. EVOLVING ROLE OF SOCIAL MEDIA AND DIGITAL MARKETING IN TOURISM PROMOTION AND CUSTOMER ENGAGEMENT



MR. VATSAL SANGHAVI

**The Same, Yet Different:** The basics of travel like the process of booking a ticket has become much faster and easier. What we used to wait for involves waiting in long queues at the counters that can now be done online in a few minutes, including booking flights, trains tickets, hotel roomstays and even ordering meals online. Similarly, while we still look at photos of friends and family travelling, social media now allows us to experience those places in real-time. It also gives us recommendations not just from our close circle but from influencers and online reviews that have become key in shaping our travel choices.

Social media, especially platforms like Instagram and YouTube inspire people to travel, especially Gen Z, who are quick to make decisions. Seeing exciting destinations online prompts many to book trips immediately. This has boosted business for hotels, airlines, and tourist spots, but it also puts pressure on these businesses to maintain a good online reputation, as negative reviews can spread quickly.

**Tweet-Storm and Tourism:** A recent example of how social media can impact tourism is when ministers of a foreign government tweeted negatively about India. In a couple of days Indian tourists started cancelling trips, leading to a significant drop in tourism for the island country. Major travel portals rescinded their offers and promotions for that country. This situation showed how quickly social media can affect tourism. This actually led to the leader of the island country requesting Indian tourists to return as well as suspending the ministers.

In summary, social media and digital marketing are transforming the travel industry by influencing decisions and maintaining customer engagement. While these tools help drive tourism, they also highlight the importance of managing online reputations and diplomatic relations.

**Gen Z Leading Change:** Gen Z travellers, characterised by their tech-savviness and desire for unique, authentic experiences, are reshaping the tourism sector. Although many in this generation are budget-conscious, they prioritise spending on memorable experiences. Gen Z is also highly influenced by social media, with platforms driving much of their travel choices. This generation seeks immersive experiences, such as adventure activities or cultural workshops, and expects travel to be accessible to everyone, not just the affluent. According to a survey conducted by Business Today in March 2023, 84% of Gen Z respondents would prefer to spend on travel rather than purchasing goods, and many are inspired by TV shows or social media to visit particular destinations.

For younger generations, the travel planning process has become faster and more tech-driven. The convenience of booking a trip right after seeing it online has shortened decision-making times. However, the role of digital marketing does not stop at inspiring travel; it is also about keeping customers engaged through personalised offers and interactive content, which can turn casual browsers into loyal customers.

**SECTION III**  
**TURNING DREAM TO A REALITY –**  
**PEDAGOGIES, TEACHING-LEARNING MOMENTS,**  
**SUCCESS STORIES, TESTIMONIALS, PLACEMENTS**  
**AND CERTIFICATES**

## 13. PEDAGOGICAL TIPS

### HUMOUR IN TEACHING FOR TRAINERS AND TEACHERS



**MR. G SINGARAJ**

Having held a responsible position in ITDC, a Unit of Ministry of Tourism from 1981 to 2003 and worked as a former principal of KLE Institute of Hotel Management (affiliated to Bangalore University) from 2003 to 2017, I am humbled to share my practical experience as a part of building practice-based pedagogy for the benefit of student community in Tourism and Hospitality sector. Apart from this, I am fortunate that I have been working as a skill instructor at TISS SSE for the last 7 years. This experience has contributed to successfully rolling out students of Bachelor in Hotel Management and Golden Threshold Programme of Taj Group of Hotels. My favourite teaching subjects are Front Office, Tourism Event Management and Hotel Sales. In this journey, since the year 2018 I have had teaching experience that entailed a harmonious blend of theory and practice using 'humour' as a teaching methodology. Given this, I consider that 'humour can be an effective, powerful instructional tool, a teaching methodology' attracting students' attention.

Humour has to be connected to the subject, used as a pinch of salt, remembering that you are not a comedian. For some, this virtue comes naturally. With humour, one can go that extra mile of teaching for

longer duration instead of limiting yourself to specified time duration, expecting positive responses from students.

In hospitality and tourism where there is a great deal of stress involved, one can re-energise the students with this element effectively. This approach – with emphasis on the importance of smile helps the students inculcate higher level of work efficiency, especially when they are undergoing on-job-training (OJT) in brand hospitality institutions; it contributes to a positive environment.

Even shy and timid students open up when you make them comfortable around you. When the students laugh heartily, that is the time when you can touch upon an important topic. Do not overuse and do not make fun of any particular group, this is very important while applying humour.

I call upon all the esteemed teaching fraternity to effectively employ this tool, instantly implement the same and tell me your success story in due course. It is assured that it will be an added feather in your cap.

## LEARNING TIPS FOR STUDENTS



**MS. SUNITI DHYANI**

Effective study habits are foremost in any learning process. It needs to be more focused when the subject is more practical in nature, just like in the hospitality and tourism industry. The workforce in this sector has a big role to play since it is the intangible service that is provided to the end users. That is the reason why on-the-job training in the hospitality sector is equally important along with academic skills. Here are some tips on how to get the best out of your hospitality career.

### **Choose the right path**

With the dynamic changes occurring in the hospitality industry, it is paramount that the programmes that students choose have to be as per the current industry requirement and their own personal interests. We live in the times where very specific programmes/courses are offered which restricts you in your career path, especially if you want to diversify anytime in future. Always choose a programme which gives you an overall holistic development in all aspects of hospitality and tourism. Read through the course content carefully and wherever possible take feedback from the alumni and counsellors before finalising.

### **Set strategies**

Successful students have practical and effective strategies set in place for a successful career. Knowing how to study and apply theoretical knowledge at the workplace is another skill that students should acquire during their training period. The hospitality

programmes have clearly demarcated subjects which are to be taken up during the course. We all have our favourites but equal importance must be given to all the subjects, for the way forward. The courses are designed by the industry stalwarts who have a lot of experience in their respective fields. It is important to understand the subjects and the knowledge gained should be applied as we move up the ladder in hierarchy. One should identify their strengths and work on them, but do not leave aside your weaker areas/subjects. Create a road map for your goals.

As the student progresses more focus/emphasis should be towards the final objective that they wish to achieve. You should work on a bigger picture of the journey that you intend to take. The information these days is available at the click of a button, but on the flip side too much information can be overwhelming. Specific guidance from faculty and superiors from the hospitality industry can be useful in many areas.

### **Review regularly**

Once we start our academic and training journey it is our responsibility to understand where we are heading to. Plan your studies in such a way that you can review your notes on a regular basis. Hospitality and tourism being a very practical course mostly consists of analytical understanding of the concepts. To help reinforce good habits one should consider specific revision during the week. That way it does not get crammed up at the end.

### **Study smart**

Anyone can tell you that the score in the examination takes you nowhere whether at school level or in any professional course. We all know that finally anyone joins a professional course to do well in academics and then become employable or start their own business. The focus should be on the communication skills and ability to understand concepts of each subject and their application. The academic topics that we learn have 3 main categories, there are things that we must know, then there are a lot of topics that are good to know and finally some subject matter that are nice to know. The trick lies in finding out what lies in each category and then give weightage as per that order. That way you will not miss out on important topics and will have a fair idea about the less important ones too.

### **Give importance to brain health**

Physical fitness is crucial, but mental fitness should be given equal importance in one's life. As young professionals take some time out and indulge in some kind of physical activity like yoga, sport, swimming, gym or just an evening brisk walk. Along with being fit we also need to manage mental stress and negative thoughts while studying or working. Spending too much time on social media or watching too much TV or reels does not help your mind unwind from the long study hours or long working hours. Simple unwinding activities like reading, taking a shower, listening to your favourite music, or just spending quality time with your friends and family can be more relaxing. It can be different for different people. Choose yours wisely, instead of that phone, which only stimulates your mind in all the wrong directions.

### **The outcome**

As students of hospitality focus should be on what the interviewers look for. On-the-Job training gives a good insight to the working of each department and understanding what the company wants from you as an employee. Working on those lines can give you a better picture of how to grab a good job position once you are ready to be hired. Two things that good companies look for while hiring are commitment and the right attitude along with technical knowledge of the subject. Idea is to convince your interviewer that you are capable of both, along with the appropriate technical knowhow. If you are looking to start your own business, planning and research is the key to success. Understanding the markets and finances helps you give the best results.

As we understand the success mantra to be a good professional, our experiences play an important role too. Learning from our own life events is the best way to improve ourselves, be it in hospitality or any other profession. Keep yourself open to challenges and changes, always. Once you are part of the workforce, keeping up to date with current trends is crucial as well. Being aware of the changes in your own industry will always give you an edge over the others. With the fast-paced development in technology, everyone must embrace the change or be left out. So let us work in the direction that keeps us on the top of the game and sets us apart from the rest!

## 14. GLIMPSES OF THE LEARNING MOMENTS OF OUR STUDENTS AT DIFFERENT LOCATIONS

Courtesy:



*Taught Classes at All India Institute of Local Self Government (AIIISG), Delhi*



*OJT of Bachelor in Hotel Management Students at De Paul Institute of Management Development, Cochin*

## On-the-Job Training of Bachelor in Hotel Management Students, at Mumbai and Delhi



On-The-Job Training for Front Office Reception

### Admission Screening Process - Students Interview at TAJ, Goa



### Field Visits and Quiz Participation by Bachelor in Travel and Tourism Students





*Visiting Elephanta Caves and Gateway of India, Mumbai*



*Attending Outbound Travel Mart (OTM), India's Leading Outbound Travel Trade Show*



*Students Participating in Intercollegiate Tourism Quiz Competition on National Tourism Day*

## Celebration of GTP Day by Golden Threshold Programme (GTP) Students

Golden Threshold Training programme gives a new dimension to higher education in Hospitality Management. Learning and Development Hub, Indian Hotels Company Ltd (IHCL), Taj Group held a 'GTP Day' to engage with and celebrate with the students their one-year completion with IHCL and becoming senior students of GTPs!



*GTP Students During the Celebration of 1-year Anniversary with IHCL*

The day focused on presentations of learnings and several classes, a fun-filled team building activity and brand standards assessment, exclusively for the GTP students.



*Students actively engaging in the 'Active Demonstration of Safety Beyond 100%: 16 Behaviours of Tajness.'*

Students were briefed about the 'Active Demonstration of Safety Beyond 100%: 16 Behaviours of Tajness.' An exclusive Leadership Address by the General Manager opened their minds to new possibilities and expectations. The cake cutting ceremony in the evening marked the celebration of their completion of one year of on-the-job training (OJT) with TAJ!

Personalised handwritten notes by the L&D Hub were left for all. Towards the end, the GTP students received detailed feedback from their lunch service. The activity 'IHCL Lingo' helped them to recall some of the most important words or terms one hears in the organisation.



Finally, the trainees (students) participated in 'The Difference You Make' initiative and appreciated the art of appreciation. They also received advice on professional grooming, they are required to adapt/maintain as they entered their second year of Golden Threshold Programme and took on the new responsibility of mentoring their Juniors, through role modelling!



### **TAJ Swagat – Induction Programme of 1<sup>st</sup> Semester Students, July 2024 Batch**

*Courtesy: TAJ, and TISS SSE's Academic Facilitators AILSG, SWT Club, Tikсна and JB Institute of Hospitality Management*

In the July 2024 academic session, around 114 students enrolled for our degree programme, Bachelor in Hotel Management (Golden Threshold Programme) across 4 locations – Mumbai, Delhi, Kolkata and Goa.

The Indian Hotel Company Ltd (IHCL) – Taj group inducted the young, smart and talented students newly enrolled at the School of Skill Education, TISS to pursue the Bachelor in Hotel Management (Golden Threshold Programme). The induction programmes were conducted on different dates at different locations following the same format/pattern.

The students attended 3 days of Taj Swagat – a traditional welcome ceremony for the GTP students. The sessions began with welcoming the students at the Hotels addressed by the Sr. Vice President, General Manager and Hotel Manager of the respective locations. The was followed by a variety of engagement activities for the young, aspiring hoteliers so as to inculcate Tajness as they move ahead in the programme. Post this, students attended Food and Beverage basics for 9 days in their respective hotels at Mumbai, Delhi, Kolkata and Goa.



Glimpse of an agreement sign-up ceremony between School of Skill Education, TISS and Indian Hotels Company Ltd (Taj Group), 2<sup>nd</sup> June 2023

Below are some stills of July 2024 batch students attending the Welcoming-Cum-Induction programmes organised by Indian Hotel Company Ltd (IHCL) at Mumbai, Delhi, Kolkata and Goa respectively.



*Taj Swagat Ceremony at TAJ, Mumbai*



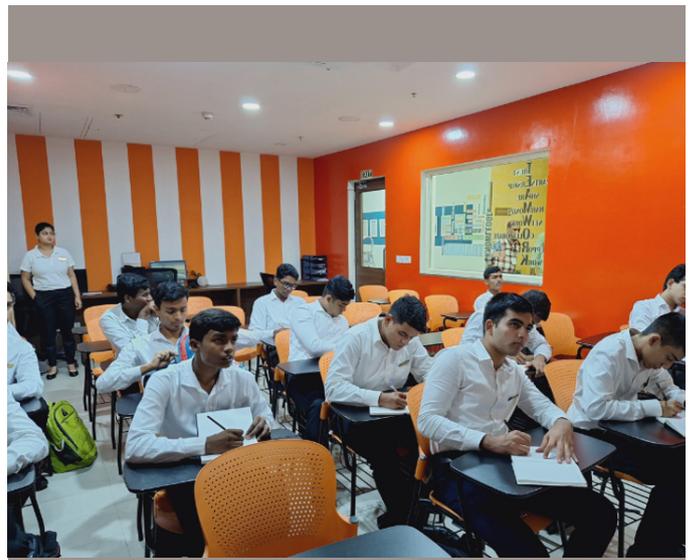
*Taj Swagat Group Photo Session at TAJ, Delhi*



*Taj Swagat Ceremony at TAJ, Kolkata*



*Taj Swagat Group Photo Session at TAJ, Kolkata*



*Briefing session at TAJ, Goa*

*Classroom session at TAJ, Goa*



*Group Photo Session of TISS SSE Students at Taj, Goa*

## 15. SUCCESS STORIES OF ALUMNI

Several success stories have emerged from our work integrated programmes where students, both as individuals and groups, have transitioned into promising careers in renowned hotels, resorts, and travel agencies. Their story highlights how skill development can go beyond personal growth and contribute to community development, promoting inclusive growth.

### Case 1: Manorath Rathore Singh – Assistant Restaurant Manager, Taj Exotica Resort & Spa

*Courtesy: Mr. Prabhakar Singh*



The journey of Mr. Manorath, alumnus of Bachelor in Hotel Management (Golden Threshold), in the hospitality industry is a testament to his dedication, resilience, and passion for excellence. Starting his career as a Golden Threshold Programme Trainee at Taj Bengal, Kolkata, from 2017 to 2020, Manorath immersed himself in various aspects of hotel operations. His adaptability and unwavering commitment shone through as he handled multiple key roles, from working at the Governor's House to serving VIP guests as a butler. He also showcased his skills in both Front Office and Housekeeping departments, proving his versatility and dependability.

He had also been a Butler to VIP guests like Mr. Mani Lal Bhawmick – an Indian American physicist and an internationally bestselling author, celebrated lecturer, entrepreneur and philanthropist, where he gained his butler skills.

Manorath's stellar performance as a Golden Threshold Programme trainee earned him a coveted spot in the Hotel Operations Trainee (HOT) programme at Taj Exotica, Andamans. He faced new challenges there, from managing guest expectations to upholding the brand's high standards in an island setting. However, his grit, discipline, and positive attitude helped him overcome these obstacles, growing both personally and professionally. Hence, due to all the above accomplishments, he has elevated the Settlers restaurant experience to a next level through his exceptional service and detailed knowledge about the Andaman and Nicobar Islands. Apart from all this he also initiated Exotica Experience at Taj Andamans to enhance the guest experiences, it has also helped to get some incremental revenue for the F&B department.

With his butler skills gained at Taj Bengal, Kolkata, he created memorable guest experiences at Taj Andamans for VIP guests like the Honourable President of India – Smt. Droupadi Murmu, and Ms. Kangana Ranaut by serving as their personal butler. Today, Manorath serves as the Assistant Restaurant Manager at Taj Exotica Resort & Spa, Andamans. His journey is a reflection of his hard work and passion, as he continues to drive service excellence while contributing to the growth of his team and the property. Manorath's success story is a shining example of how dedication and perseverance can transform challenges into opportunities in hospitality.

## Case 2: Sayan Mondal, Student of Bachelor in Hotel Management

Courtesy: JB Institute of Hospitality Management



Sayan Mondal, an energetic and enthusiastic student from the Bachelor in Hotel Management (2023 batch) has become an inspiration to many aspirants of this programme at TISS' School of Skill Education. Hailing from a rural area in Purba Bardhaman, West Bengal, Sayan's background is modest; his father works as a tailor, and his mother is a homemaker. Despite his humble beginnings, Sayan has set his sights on becoming a hotel management professional and aims to pursue a career in Kolkata's vibrant hospitality sector. When we first met him, he had limited knowledge of hotel management. However, through the dedicated guidance of TISS SSE faculty and his unwavering determination, he has successfully navigated the programme and worked diligently toward achieving his career goals. During his internship at Kenilworth, Kolkata, Sayan distinguished himself by earning commendations from the hotel's management, and his hard work even led to a job offer. We take pride in his consistent performances and his commitment to excellence. Today, we are thrilled to announce that Sayan has been selected for the F&B Service Apprenticeship programme at ITC Royal Bengal, Kolkata. Due to financial constraints, Sayan has opted to enter the workforce after completing one year of his Bachelor in Hotel Management programme. The multi-entry and exit option in the TISS SSE's Bachelor programmes has enabled him to avail this flexibility. Importantly, completing each year of this programme enhances a student's employability as on-the-job training is a mandatory component of every semester. While he prioritises this industry opportunity to support his family, we are confident that Sayan will return to complete his degree, as he deeply values his academic journey.

## Case 3: Naresh Singh Karki, Alumnus of Bachelor in Hotel Management (Golden Threshold Programme)



*Mr. Naresh Karki as a Restaurant Manager at Taj Corbett*

"It gives me immense pleasure to know how much my Institute, and all my teachers are happy to hear about my success story. Here is the story of my inspiring career journey that started in the classroom of TISS' School of Skill Education as a student of Bachelor in Hotel Management (Golden Threshold Programme) in Mumbai to a Restaurant Manager at Taj, Jim Corbett, Uttarakhand. My experience with the beautifully curated Bachelor in Hotel Management (GTP) has been nothing short of transformative, and I am deeply grateful for everything I have learnt at the TISS' School of Skill Education and in the workplaces where I was placed, which was made possible by this programme.

Hailing from a rural area in Uttarakhand, I arrived at Mumbai in 2016 end, filled with hope and ambition to build up my career. Initially, I worked at the Taj Mahal Palace on a contractual basis, where I first heard about the GTP programme and decided to attempt an interview for it. Shortly thereafter, I was thrilled to receive a notification of my selection, which led to my next opportunity at Taj President. My journey from 2017 to 2020 was a period of immense growth, during which I gained valuable work experience while honing my skills at the Institute. Upon completing the degree programme, I secured another interview for a placement as a Hotel Operations Trainee (HOT) and was assigned to Vivanta by Taj, in Srinagar from 2021 to 2022.



*Mr. Naresh Karki as a GTP student*

In 2022, I embraced a new opportunity at Taj Corbett as an Executive, where I began applying my experience and skills to both team projects and personal development. Over the year, I consistently excelled in all performance parameters, which culminated in August 2023 when I was entrusted with greater responsibilities as a Restaurant Manager at Taj Corbett. I must emphasise that none of these would have been possible without the Golden Threshold Programme. This programme stands out as one of the best, meticulously designed to equip individuals aspiring to excel in the hospitality sector. Its comprehensive and detailed approach has been instrumental in shaping my career, and I am truly thankful for the journey it has facilitated.” - Mr. Naresh Singh Karki

## Case 4: Shamshera, Alumna of Bachelor in Hotel Management

Courtesy:



### From battling brain tumour to building a bright career

When Shamshera was diagnosed with a brain tumour during a routine check-up, her entire world fell apart. The diagnosis not only shattered her dreams but also left her hopeless about the future.

However, her firm determination and timely help from the state govt helped her overcome challenges.

"It was timely intervention by the state govt that changed everything for me. The govt provided access to the best medical care and supported my treatment throughout. Today, I am not only living a healthy life, but have also built a suc-



cessful career, something I once thought was beyond my reach. I can now look forward to a brighter future," says Shamshera.

Her inspiring journey, from battling a life-threatening health condition to building a bright career, showcases the impact of govt interventions through the de-



GRIT PERSONIFIED Shamshera

partment of women and child development (DWCD).

"In 2017, the department of women and child development initiated a partnership with ECHO, an organization working for children's rights. The collaboration was designed to provide children like Shamshera with opportunities for rehabilitation and skill development," Sandeep Kaur, director, women and child development, said.

"Shamshera was residing in Rajkiya Balika Grih of UP. Through UP Rani

Laxmi Bai Mahila Evam Bal Samman Kosh Scheme, Shamshera, and 38 other girls from various districts, was sent to Bengaluru to pursue a diploma in hotel management. Due to her dedication and hard work, she enrolled in a degree course, filled with dreams of a successful career," Kaur said.

However, life threw a challenge her way, Kaur added, pointing out that during a routine health check-up, doctors discovered a brain tumour, which required urgent surgery.

"Despite the odds, Shamshera fought back with the help extended by the department of women and child development. Shamshera underwent the surgery that saved her life. The govt ensured that she received the best medical care, covering all costs, and helped her recover from the illness," she said.

After surgery, Shamshera returned to studies with renewed determination, successfully completing her degree in hotel management and embarked on a successful career in the hospitality sector. 78W

UP Mahila Kalyan (@UPMahilaKalyan) on X

SHAMSHERA The Real Life Hero #MissionShakt...  
x.com

## Case 5: Aditya Jayaraman, Student of Bachelor in Hotel Management (GTP)

Courtesy: Tikсна Livelihood Private Limited



My name is Aditya Jayaraman, pursuing Bachelor in Hotel Management (Golden Threshold Programme), 2024-27 batch, at the School of Skill Education, TISS. In this article, I would like to share my learnings from the OJT done from mid-July to September 2024 at Taj Mahal Hotel and Towers, Colaba, Mumbai.

My first day after the orientation programme was well spent in Souk. Souk as a restaurant was opened in the year 2002. This spectacular rooftop restaurant facing the Apollo Bunder and Gateway of India not only provides a serene view but offers a selection of authentic, light Eastern Mediterranean cuisine of Morocco, Lebanon, Greece, Turkey and Egypt. These cuisines are perceived as earthy and 'rough' on the surface, but actually include myriad nuances of taste and texture within.



My assignment was to assist preparing breakfast setup and to serve food to the guests from the live counters created by the Chef. There were various live counters such as the ones for Dosa, Pancake, Waffles and Parathas. During my breakfast shift, I was assigned to work in different locations such as Ballroom, Gateway, Shamiana, Sea Lounge, etc. As I observed I could learn proficiently how the coffee counter works. I learnt that if it was a business meeting, guests prefer coffee and tea more.

After a few weeks, I got a post breakfast shift in Souk. There, I had the opportunity to learn how the post breakfast setup was done, which is called Brunch (a late morning meal eaten instead of breakfast and lunch) abbreviation for Breakfast-cum-lunch). In the process I learnt how the tables are arranged, what type of bottles need to be placed on the table, and so forth.



Then I was assigned to banquets where I learnt how the banquet system works in Taj. I encountered challenges initially as I was doing this activity for the first time. But as days progressed, with the guidance of my Supervisor, I gained knowledge about how the things are kept and what all things are needed for various events. When I was in banquets, I was assigned to do the tasks in the morning shift from 7 am till 4 pm and sometimes from 9 am till 6 pm. My keen observation helped me understand that mostly the buffet setup was made for lunch and high tea.



I also learnt how to serve snacks to the guests, interacted with them, which helped me improve my people communication (interpersonal communication) skills. I had done late shifts and 12-hour shifts, from the night shift experiences I learnt about post event activities. Upon completion of the activities, one needs to dismantle the complete setup which was created and restore all items back to their original positions so that the next day we are seamlessly ready for the next event.

After banquets, I usually work in a breakfast shift at Gateway and Souk and then go back to Shamiana for post breakfast activities and assignments. Mumbai's original coffee haven, Shamiana offers round-the-clock dining. It has got an open kitchen. I will have more of my learnings to share as I learn more!!

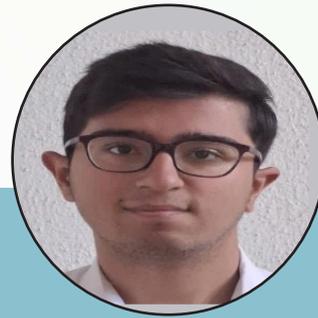
## 16. TESTIMONIALS OF CURRENT STUDENTS

Courtesy: Mr. Aman Vats, SWT CLUB, Haryana and BlueOgWhite Academy, Bangalore



“My experience at TISS’ School of Skill Education, combined with my internship at Thomas Cook, has been truly enriching. The learning from taught classes at TISS SSE provided me with a solid theoretical foundation, while my internship emphasised practical skills in airline ticketing and travel insurance. Working in such a dynamic setting has deepened my understanding of the complexities of the airline industry, including ticketing systems, customer service, and the intricacies of travel insurance. This hands-on experience has been invaluable in enhancing my expertise and boosting my confidence in tackling real-world challenges. Overall, I feel well-prepared to navigate the demands of the tourism and hospitality sector.”

- Sambasiva Rao, 3<sup>rd</sup> Semester  
(2023-2026 batch).



“I would like to share about my experience at School of Skill Education, TISS and my internship with SWT CLUB, a globally recognised travel agency. This internship has provided me with invaluable learning opportunities, and I am eager to continue this journey of growth. The faculty and staff at TISS SSE have been incredibly supportive, and I am grateful for their guidance as I work towards achieving my career goals. Since my enrolment at TISS SSE, I have made connections with many like-minded friends who share my passion for pursuing a fulfilling career. The knowledgeable and compassionate faculty have always been there to lend their support. My internship at SWT CLUB has also significantly enriched my experience. We delved into various topics related to the tourism and hospitality industries, exploring insights from different countries, continents and cities - knowledge that broadened my horizons. I am confident that my learning journey with TISS and SWT CLUB will continue to be fruitful. I would like to extend my heartfelt thanks to TISS SSE for introducing the Bachelor in Travel and Tourism programme and to SWT CLUB for enhancing my understanding of this vibrant career oriented industry.”

- Mohit Sadarangani, 3<sup>rd</sup> Semester  
(2023-2026 batch).



"I am currently pursuing a Bachelor's degree in Travel and Tourism, and I would like to share my remarkable experience during my first semester internship. On 9<sup>th</sup> February 2023 my friend Piyush and I had the incredible opportunity to visit New Delhi for South Asia's Travel and Tourism Exchange (SATTE) 2023, an exchange programme organised by Informa Markets India. The event took place at the India Expo Mart in Greater Noida, Delhi NCR, with the objective of revitalising the country's travel industry. The three-day event, which ran from 9<sup>th</sup> to 11<sup>th</sup> February, centered around the theme of "Inclusive and Sustainable Tourism." SATTE provided a unique platform for networking and exploring opportunities within the tourism and hospitality sector. Participating as exhibitors was a valuable experience that allowed us to gain exposure and connect with a diverse range of participants.

Throughout the event, we learnt new concepts and developed a deeper understanding of the travel and tourism industry. SATTE brought together domestic and international buyers and professionals, as well as representatives from National and State Tourism Boards (NTBs and STBs). It is recognised as Asia's leading travel and tourism exhibition, fostering business collaborations, knowledge sharing, and the exchange of innovative ideas aimed at accelerating industry growth. We had the opportunity to meet individuals from various countries and regions - both exhibitors and visitors - which helped us to expand our network and forge new connections within the Tourism and Hospitality industry.

I would like to extend my heartfelt gratitude to Krishna Murthy Sir for giving me the opportunity to intern at SWT Club. A special thanks to Sagar Sir, whose support and guidance were invaluable in helping us navigate any challenges we faced; he was always just a call away and responded promptly. Finally, I am also grateful to our domain and generic courses teachers for their motivation and unwavering support throughout this journey."

- Nitin Kaul, 5<sup>th</sup> Semester (2022-2025 batch).



"I am excited to share my internship experience at Xpova Destination Pvt Ltd. (Mumbai Vacation Planning Centre). The journey has been incredibly enriching, providing me with valuable insights and hands-on experience in the field. As an intern, I am actively involved in developing marketing campaigns, analysing data trends, and assisting with client communications.

This role has allowed me to apply the theoretical concepts I learnt at TISS SSE to real-world scenarios, bridging the gap between classroom knowledge and practical application. One of the key lessons I have learnt during my internship is how to effectively manage multiple projects under tight deadlines. I have also gained a deeper understanding of the intricacies of data-driven decision-making. Additionally, I had the opportunity to work on a significant product launch campaign and to contribute to a comprehensive market research report. Although these tasks were challenging, the rewards of completing them have been immensely satisfying. Overall, this internship has provided me with a deeper understanding of the travel and tourism industry. I continue to learn about industry's best practices, team collaboration, and strategic planning. I am thoroughly enjoying this experience and am eager to contribute more during my time at Xpova and TISS SSE."

- Moiz Shaikh, 3<sup>rd</sup> Semester (2023-2026 batch).



“As a student of the Bachelor in Hotel Management (Golden Threshold Programme) from the reputed university TISS, my journey has been full of learning and growth. The high quality of education and the deep knowledge of the teaching staff have made a big difference in my studies. The classes are practical, engaging, and always connected to real-life situations in the hospitality industry. With the strong support and guidance from my teachers, I have gained the skills and confidence needed to succeed. Studying at TISS has truly prepared me for a bright future in hotel management.”

- Anisha Prajapati, 4<sup>th</sup> Semester, Bangalore.



“Studying Bachelor in Hotel Management (Golden Threshold Programme) from TISS has been an amazing experience. Not only did I receive strong education, I was also lucky to earn while learning. The chance to work during my studies helped me apply what I learnt in real-world situations, building my skills and confidence. These experiences have played a crucial role in preparing me for a successful career in hospitality. I am truly grateful to TISS for giving me this unique opportunity.”

- Manya Gupta, 4<sup>th</sup> Semester, Bangalore.



“As a student of Hotel Management (Golden Threshold Programme) at School of Skill Education, TISS, I got an internship at Taj Hotels, where I learnt about luxury hotel operations. Working with experts, I understood the importance of details, customer service, and teamwork. This experience, along with my studies at TISS, helped me understand both the theory and practice of hospitality. As I near the end of my course, I feel more confident in my journey to becoming a successful hotel management professional.”

- Bhavesh Kumar Satish, 4<sup>th</sup> Semester, Bangalore.



“Studying Hotel Management (Golden Threshold Programme) at TISS’ School of Skill Education has greatly helped my career. The strong academic learning and practical experiences gave me important skills in leadership and operations. My internship at Taj Hotels allowed me to use what I learnt and gain experience in luxury hospitality. The support from my faculty at TISS also played a key role in my success, always guiding me with their expertise. Thanks to TISS, I feel confident and ready to do well in the industry, with a solid education to support my career.”

- Vignesh V, 4<sup>th</sup> Semester, Bangalore.

## 17. STUDENT PLACEMENTS

The School of Skill Education is committed to providing students with a comprehensive platform to acquire the knowledge, skills, and attitudes necessary for professional success. Through a combination of generic and domain-specific classroom instruction and hands-on skill development training, students are equipped to become industry-relevant and job-ready. The School ensures that its graduates are placed in companies that align with their expertise and training. Below represents some of the places where our Tourism and Hospitality students are currently placed/ employed.



**K. S. SANTHOSH**

**Programme Name**

B. Voc. in Hotel Management

Year of Passing: 2022

**Current Designation:**

Working as a pastry chef in  
Carnival Cruise



**JOBIN JOSE**

**Programme Name**

B. Voc. in Hotel Management

Year of Passing: 2022

**Current Designation:**

Working as a pastry chef in  
Norwegian Cruise



**Mridul Manoj**

**Programme Name**

B. Voc. in Hotel Management

Year of Passing: 2022

**Current Designation:**

Working as a pastry chef in  
Carnival Cruise



**Thomas Halam**

**Programme Name**

B. Voc. in Hotel Management

Year of Passing: 2022

**Current Designation:**

Working as a Duty Manager at  
Hotel Radison Blu, Mumbai



**Denzil Peter Dsouza**

**Programme Name**

B. Voc. in Hotel Management

Year of Passing: 2021

**Current Designation:**

Working as a Food Beverage and Service Associate at Hotel Street XO- Dubai



**Adithya Ohal**

**Programme Name**

B. Voc. in Hotel Management

Year of Passing: 2021

**Current Designation:**

Working as a House Keeping Co Ordinator at Hotel St.Regis Oman



**Ajeesh**

**Programme Name**

B. Voc. in Hotel Management

Year of Passing: 2021

**Current Designation:**

Working as a House Keeping Associate at Hotel Grand Hyatt, Singapore



**Poulose K Bennies**

**Programme Name**

B. Voc. in Hotel Management

Year of Passing: 2022

**Current Designation:**

Working as a Food Beverage and Service Associate at Hotel Kannur Star Restaurant L. L. C- Dubai



**Sanath Raj**

**Programme Name**

B. Voc. in Hotel Management

Year of Passing: 2020

**Current Designation:**

Working Food and Beverage service Manager at JLL( Corporate)



**Joseph Chorei**

**Programme Name**

B. Voc. in Hotel Management

Year of Passing: 2020

**Current Designation:**

Working as a Food Beverage and Service Captain at Beer Garden, Bengaluru



**Mr. Rohit**

**Programme Name**

B. Voc. in Hotel Management

Year of Passing: 2023

**Current Designation:**

Concierge Assistant, ITC Welcome, District Center, Plot No.3, Sector 10 Dwarka, South West Delhi, Delhi 110075



**Mr. SARTHAK ROHILLA**

**Programme Name**

B. Voc. in Hotel Management

Year of Passing: 2023

**Current Designation:**

MOMO Addictive, C Block Vikaspuri, New Delhi



**Mr. Anoop Mangai**

**Programme Name**

B. Voc. in Hotel Management

Year of Passing: 2023

**Current Designation:**

Commi 3, PAUL RESTAURANT, 28A, Ambience Mall, Nelson Mandela Road, Vasant Kunj, New Delhi, Delhi NCR, Delhi

# CERTIFICATES



**भारतपर्यटन मुंबई**  
(पर्यटन विभाग, भारत सरकार)  
**INDIATOURISM MUMBAI**  
(Ministry of Tourism, Govt. of India)  
ISO 9001 : 2008 Certified  
BN 2262 / 1659 - 0410



**Incredible India**

File No. ITM/RD-Ltrs/Interns/2022-23      30.06.2023

**TO WHOM IT MAY CONCERN**

This is to certify that Ms. Suman Pawar, student of Tata Institute of Social Sciences pursuing B.Voc Travel and Tourism has successfully completed internship from 17 April to 16 June, 2023 from Indiatourism Mumbai, the Regional Office of Ministry of Tourism, Government of India under the supervision of my office team members and me. During her tenure we found her overall conduct to be satisfactory.



(Satarupa Datta)  
Assistant Director

एन सीटीएम, एन सीटीएम भिंडी, एन सीटीएम, मुंबई - एन सीटीएम / Ground Floor, An Inida Bldg., Nariman Point, Mumbai - 400 021, ई-मेल : indiatourism-mumbai@nic.in  
टिफॉफिस / Telephone : 22642144 / 22623145 / 22624155 / 22644333 फॅक्स / Fax : 22621445 / 22649197 / Website : www.indiatourism.gov.in / www.tourism.gov.in  
24 x 7 Toll Free Tourist Helpline 1000-11-1203

**भारतपर्यटन मुंबई**  
(पर्यटन विभाग, भारत सरकार)



**INDIATOURISM MUMBAI**  
(Ministry of Tourism, Govt. of India)  
ISO 9001 : 2008 Certified  
BN 2262 / 1659 - 0410

File No. ITM/RD-Ltrs/Interns/2022-23      08.02.2023

**TO WHOM IT MAY CONCERN**

This is to certify that Mr. Meet Anil Solanki, student of Tata Institute of Social Sciences pursuing B.Voc Travel and Tourism has successfully completed One-month internship from 01 January to 31 January, 2023 from Indiatourism Mumbai, the Regional Office of Ministry of Tourism, Government of India under the supervision of my office team members and me. During his tenure we found his overall conduct to be satisfactory.



(Satarupa Datta)  
Assistant Director



एन सीटीएम, एन सीटीएम भिंडी, एन सीटीएम, मुंबई - एन सीटीएम / Ground Floor, An Inida Bldg., Nariman Point, Mumbai - 400 021, ई-मेल : indiatourism-mumbai@nic.in  
टिफॉफिस / Telephone : 22642144 / 22623145 / 22624155 / 22644333 फॅक्स / Fax : 22621445 / 22649197 / Website : www.indiatourism.gov.in / www.tourism.gov.in  
24 x 7 Toll Free Tourist Helpline 1000-11-1203



**SOTC**  
A FAIRFAX Company

SOTC Travel Limited  
Marathon Futurex, B-Wing,  
13th Floor, N. M. Joshi Marg,  
Lower Panel,  
Mumbai 400 013.  
T +91 22 4905 9100  
F +91 22 4905 9700  
Corporate : www.sotc.in  
Consumer : www.sotc.in

20-Apr-23  
Manish Kumar

Dear Manish,

Ref: Your application for "Internship" in our Company.

With reference to your application to our Company for Internship, we are pleased to engage you as "Summer Intern", in the Business Travel Department at our Mumbai Location.

You have been assigned, as a part of your internship training to a Project entitled "LNT" for the period commencing from 17-Apr-23 to 15-Jun-23 during this period, your Project Guide will be Fahad Anwar.

During the period of your Internship you will be eligible for a stipend of Ru.2,500/- (Two Thousand Five Hundred Only) per month.

It is imperative for you to abide by the terms of the Company's Internship Policy and Information Systems Security Policy as applicable to Interns. You are being provided with copies of the same. Please acknowledge having read and understood these policies by returning to us the requisite acknowledgement forms attached to the Policies.

During your Internship period you will not be entitled to any leave. However, you may be permitted by your reporting head to be absent for sufficient cause, with prior permission.

The Company reserves the right to terminate your Internship by giving you 24 hours' notice and without assigning any reasons whatsoever.

During the period of your Internship, you shall observe strict confidence and secrecy of Company matters concerning all aspects of the assignment being taught to you by the Company. The Company will furnish you all the relevant information and documents. Any and all information, know-how, data and secrecy and the like, of / relating to the business activities and operations of the Company and/or its affiliates or associate persons, firms, companies or bodies corporate and/or their business, activities and operations including customers and clientele is extremely valuable, and also secret and proprietary. Hence, you shall not during the period of your Internship or at any time after the determination thereof, directly or indirectly make any use thereof or any part thereof for any purpose except for the fulfillment of the terms and conditions of your Internship and shall not directly or indirectly disclose or divulge to any third party any knowledge, information or data to which you shall have or may have had access in any manner relating to the Company and/or its affiliates or associate persons, firms, companies or bodies corporate and/or their business, activities and operations including customers and clientele, except to the extent that such disclosure is directly necessary in the course of your Internship and has been made with consent of the Company and/or its Authorized Representative.

Regd. Office: 11th Floor, Marathon Futurex, NM Joshi Marg, Lower Panel (East), Mumbai, Maharashtra 400013  
 W www.sotc.in    CIN U03040MH2001PLC131691

**Thomas Cook (India) Limited**  
11th Floor, Marathon Futurex  
N. M. Joshi Marg, Lower Panel (East),  
Mumbai - 400 013.  
Board No. : +91-22-4242 7000  
Fax No. : +91-22-2502 2864



Date: 07-May-2024  
Employee Name: Manish  
Employee ID: 65252  
Department: Corporate Travel  
Location: D.N.Road Mumbai, Maharashtra, India, Metro

**RE: Confirmation of employment**

Dear Manish,

This refers to our letter dated 07-Feb-2024, appointing you as Associate on probation, in our Corporate Travel department at Mumbai.

As you have successfully completed your probationary period commencing from 07-Feb-2024, we are pleased to confirm you in our service as Associate, in our Corporate Travel department at Mumbai with effect from 07-May-2024.

You will continue to be entitled to salary, allowances, and perquisites as mentioned in our letter dated 07-Feb-2024.

All other conditions of service pertaining to managerial staff in your Band 1A as mentioned in your appointment letter or in various policies of the Company on the HRMS remain unchanged.

Please note that you shall also be governed by policies of the company existing at the time of your appointment and/or as amended from time to time.

We wish you all the best and look forward to a fruitful, rewarding, and successful association with the Company.

Yours Sincerely,

For Thomas Cook (India) Ltd.



Mitesh Chohan  
President & Group Head - Human Resources

Holidays | Foreign Exchange | Business Travel | MICE | Value Added Services | Visas  
 Registered & Corporate Office:  
 Thomas Cook (India) Limited, 11th Floor, Marathon Futurex, N. M. Joshi Marg, Lower Panel (East), Mumbai - 400 013.  
 Email id: enquiry@thomascok.in | CIN No.: L03040MH1978PLC030717  
 www.thomascok.in



To,  
The Dean  
School of Vocational Education Tata Institute of Social Sciences  
V.N. Purav Marg, Deonar Mumbai-400088

Date-06 June 2024

Subject: Letter of Consent to be a Knowledge Partner for Skill Training (KPST)

Dear Sir/Madam,

1. SWT CLUB PVT LTD is desirous of becoming a Knowledge Partner for Skill Training of TISS SVE and providing internship/ on-the-job training opportunity to students of TISS SVE.
2. We would be able to provide internship/ OJT opportunity to up to 7 for the TISS SVE programme.
3. We understand that the programme is commencing on 09-May-2024 and will be for a duration of 3 year(s) divided into 6 semesters.
4. As an organization, we shall provide the student an opportunity towards achieving the desired learning outcomes. We understand that the minimum number of hours the participant needs to spend on the learning outcomes is 360 hours per semester.
5. We shall share the Consent letter with the names of students and programme, once the batch is finalized.
6. We shall share the Internship/ OJT completion letter with the name of student/s and programme along with the learning outcomes, 10 days before commencement of the semester examinations.
7. We will support TISS SVE to empanel the students in future under Apprenticeship Act.

*K. Murthy*  
Yours sincerely,  
**SWT CLUB PVT LTD**  
Krishna Murthy Founder & CEO  
9711992080



Date: -24<sup>th</sup> December 2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Nitin Kaul (Enrollment No: HP02590052/525) A Student of Tata Institute of Social Sciences has undertaken a internship program from 15th December, 2023 to 31<sup>st</sup> May 2023 as a part of his course curriculum for B.Voc in Travel and Tourism (BPC27) in Mahalakshmi Hospitality. During this period of his conduct was Excellent. He worked sincerely at his tasks and did a very good job.

We wish him Good Luck for his future academic and professional achievement.

*Neil Kalekar*  
**MAHALAKSHMI HOSPITALITY**  
3, Anant Building, Tilak Road,  
Next to Hotel Gomantak,  
Dombivli (East), Mumbai - 421201.

Mahalakshmi Hospitality  
Address: 3, Anant Building, Tilak Road Next To  
Hotel Gomantak, Dombivli ( East ), Mumbai - 421201  
Mobile: + 91 91 250179448 / 9967859000  
Email: sales@mahalakshmihospitality.com  
Website: www.mahalakshmihospitality.com

3, ANANT BUILDING, TILAK ROAD, NEXT TO HOTEL GOMANTAK (DOMBIVLI) EAST, MUMBAI - 421201, INDIA  
☎ +91 - 9833192227, 9015257544 ✉ info@mahalakshmihospitality.com 🌐 mahalakshmihospitality.com



30 A, Mhatre Plaza, M. G. Road,  
Dahisar (W), Mumbai - 400 067  
Tel: 022-65210602  
Email: enquiry@dreamchasers.in  
dreamchasers.holidays@gmail.com  
[www.dreamchasers.in](http://www.dreamchasers.in)

Date: 08/20/2024

To Whom It May Concern,

Subject: Experience Letter for Nitin Kaul

This is to certify that Nitin Kaul, was employed with Dream Chasers as a Operations Executive from 20 December 2023 to 20 August 2024.

During his tenure with our organization, Nitin Kaul demonstrated commendable performance and dedication in the following areas:

As an Operations Executive at Dream Chasers, He exhibited a high level of professionalism and a strong work ethic throughout his time with us. He managed daily operations, optimized supply chain processes, and coordinated with vendors. I achieved a reduction in operational costs by implementing new inventory systems and boosted team productivity by through improved workflows. Additionally, he led a project that increased customer satisfaction. His role highlighted his strong organizational skills, problem-solving abilities, and attention to detail.

We appreciate Nitin Kaul contributions to Dream Chasers and wish him the best in his future endeavors. If you require any further information or clarification, please do not hesitate to contact us.

Sincerely,  
Dhaval Dalal  
Director  
Dream Chasers  
+ 91 9987044629

*D. Dalal*  
Proprietor / Authorized Signatory




भारतपर्यटन मुंबई  
(पर्यटन विकास, भारत सरकार)  
**INDIATOURISM MUMBAI**  
(Ministry of Tourism, Govt. of India)  
ISO 9001 : 2008 Certified  
BPA 2202 /1009 : 0410

Incredible India

File No. ITM/RD-Ltrs/Interns/2022-23 30.06.2023

TO WHOM IT MAY CONCERN

This is to certify that Ms. Suman Pawar, student of Tata Institute of Social Sciences pursuing B.Voc Travel and Tourism has successfully completed internship from 17 April to 16 June, 2023 from Indiatourism Mumbai, the Regional Office of Ministry of Tourism, Government of India under the supervision of my office team members and me. During her tenure we found her overall conduct to be satisfactory.

*Satarupa Datta*  
(Satarupa Datta)  
Assistant Director

30A, Mhatre Plaza, M.G. Road, Dahisar (W), Mumbai - 400067. E-mail: info@indiatourismmumbai.com  
24 x 7 Toll Free Tourist Helpline 1096-11-1383

Glimpses of student internship and employment opportunities at India Tourism, Mumbai, Ministry of Tourism, Government of India and leading travel brands such as Thomas Cook, SOTC, SWT Club, etc.



**TATA INSTITUTE OF SOCIAL SCIENCES**

A Deemed to be University and Grant-in-Aid Institute under Ministry of Education, GoI

**SCHOOL OF SKILL EDUCATION**