

ALL INDIA SCHOOL LEVEL ESSAY COMPETITION ON "HOSPITALITY EDUCATION AND CAREER"



Organized by:



NATIONAL COUNCIL FOR HOTEL MANAGEMENT AND CATERING TECHNOLOGY

(Under Ministry of Tourism, Government of India)

**A-34, Sector 62, NOIDA-201 309 (UP), India
www.nchm.nic.in**

About NCHMCT

National Council for Hotel Management & Catering Technology (NCHMCT) is an autonomous body under Ministry of Tourism, Government of India. The Council centrally regulates academics in the field of hospitality and hotel administration through its affiliated Institutes of Hotel Management spread all over the country. The Council offers Masters and Bachelors Degree Programs in Hospitality as well as PG Diploma, Diploma Craft Courses.



Under NCHMCT's umbrella, total 21 Central Institutes of Hotel Management, 22 State Government Institutes of Hotel Management, 1 Public Sector Undertaking Institute of Hotel Management and 14 Private Institutes of Hotel Management are affiliated with NCHMCT. 10 Food Craft Institutes are also affiliated to NCHMCT which offer Diploma programs in specific operational areas. All Institutes under NCHMCT follow standardised course curricula prescribed by the Council for different professional programs and follow international standards and practices.

Quality of education and training provided by the Institutes help students to emerge as professionally qualified personnel for hospitality and other allied service sectors. Its alumni from affiliated Institutes occupy key positions in hospitality industry as well as in teaching institutions both in India and abroad.

About the topic of Essay

"Hospitality education and Career"

One has to highlight about the courses on the Hospitality discipline available in India, the pre-requisite qualification to enter in to such programs, preparations and procedures to get enrolled in to such programs, duration of such programs and what is the basic learning or competence development in such program.



One has to further explain about the various career opportunities (Hospitality and other than hospitality field) for the candidates having such qualification in Hospitality field and also possibilities of job opportunities abroad. If possible, by giving some live example of one or two well placed personalities in the field because of their Hospitality degree.

At the last, one should conclude with the information about employment generation in the Hospitality and allied Industry in India and abroad as well as with a comment on where the Hospitality education stands in terms of employability in comparison to other technical and professional qualification available in India.

Participants

1. Should be an Indian National
2. The students who are presently studying in class 11th and 12th or equivalent level in any recognized school in India

Participation Fee

There is no fee to participate in this Competition.

Other guidelines to write the Essay

The students are invited to write an essay on “**Hospitality Education and Careers**”. The students will follow the following guidelines:

- i) The essay will be between 700 to 800 words;
- ii) The essay will be written in English or in Hindi;
- iii) The entries should preferably be in print (Arial 12 font). Alternatively, the entries in neat handwriting will also be accepted. It should be in white A4 size and at least of 80 GSM paper;
- iv) The entries should be forwarded through the Principal of the School.
- v) First page of the paper should contain the following information:

<u>Name of the participating Student</u>	<u>Date of Birth</u>	<u>Father/ Mother name</u>
<u>Correspondence address of the student</u>	<u>e-mail id either of student or of parent</u>	<u>Telephone number of the Parent</u>
<u>Class in which presently reading</u>	<u>Name and address of the School</u>	<u>E-mail id and telephone number of the school</u>
<u>Forwarding of the school with signature of the school authority with seal</u>		

Where to send the Essay and how

1. Physical copy of the essay duly forwarded by the school authority, where the participant is studying, should be sent to the respective Zonal IHM by speed post/ courier within the stipulated time. Scanned copy of the essay can also be forwarded through authorized e-mail id of the Principal of the School.
2. India has been divided into four zones towards getting the entries from various parts of the Country. The zones are to be decided according to the location of their school and not on the basis of the residence of the participants. Therefore the participants and Schools are requested to go through the detailed so as to send the entries in proper zone.

3. Zonal distribution is as under:

Zone and the Institute where the entries to be sent	States and UTs coming under each Zone
<u>North Zone</u> Add: The Principal Institute of Hotel Management, Library Avenue, Pusa Complex, New Delhi-110012 e-mail: ihmpusa@rediffmail.com	Jammu & Kashmir, Himachal Pradesh, Punjab, Haryana, Chandigarh, Delhi, Uttarakhand, Uttar Pradesh, Rajasthan.
<u>South Zone</u> Add: The Principal Institute of Hotel Management, CIT Campus, Taramani, Chennai – 600113 e-mail: ihmtaramani@gmail.com	Telangana, Andhra Pradesh, Tamil Nadu, Puducherry, Karnataka, Kerala, Lakshadweep.
<u>East Zone</u> Add: The Principal Institute of Hotel Management, P-16, Taratola Road, Kolkata – 700088 e-mail: principal@ihmkolkata.org	Bihar, Jharkhand, West Bengal, Odisha, Sikkim, Assam, Meghalaya, Arunachal Pradesh, Nagaland, Manipur, Tripura, Mizoram, Andaman & Nicobar Islands
<u>West Zone</u> Add: The Principal Institute of Hotel Management, Veer Savarkar Marg, Dadar (West), Mumbai – 400028 e-mail: director@ihmctan.edu	Gujarat, Maharashtra, Madhya Pradesh, Chhattisgarh, Goa, Daman & Diu, Dadra & Nagar Haveli

The Timeline

Last date of receipt of entries at Zonal level	-	December 12, 2017
Final Result (in Delhi)	-	January 8, 2018
Award Function (in Delhi)	-	January 23, 2018

The process for choosing the awardees

All the entries will be sent to the four zonal centres. The CIHMs in Delhi, Mumbai, Kolkata and Chennai will receive these entries. A committee of the faculty members in zonal Institutes will choose 15 best entries and send these to NCHMCT. NCHMCT will form a committee co-opting external experts to choose the winners.

The Award

i)	All India First Prize	-	Rs.40,000
ii)	All India Second Prize	-	Rs.30,000
iii)	All India Third Prize	-	Rs.20,000
iv)	Consolation Prize (three from each region)	-	Rs.10,000

Recognition of Schools

NCHMCT will give a golden plaque to the schools of the awardees (All India rank holders) and silver plaque to the schools from where students get consolation prize, recognizing schools for nurturing winners.

Similarly, single school from where 30 or more participants sent their entries will be given golden plaque and 15-19 participants sent their entries will be given silver plaque.

The Award Function

An award function will be held in a ceremonial manner in NCHMCT campus on 23rd January 2018. All the awardees along with a school representative will be invited to attend this function. NCHMCT will bear the expenditure of their travel and host their stay in NCHMCT guesthouse. NCHMCT will also arrange a day trip to Agra to visit Taj Mahal. In addition they will be given free passes for full dress rehearsal of Republic Day Parade on 23rd January 2018 and sound and light show at Red Fort/Old Fort. Visit to a 5 star Hotel at Delhi towards exposure to Hospitality Industry followed by Dinner.

Conclusion

This competition will be received well by the schools as this provides an opportunity to showcase the writing skills of their students. A winning student will enhance the prestige of his/her school. At the same time, the excitement generated will create a newer and wider level of awareness attracting more students to the hospitality careers.

History of Hospitality Education in India

Hotel Management education was not available in India till 1954. During 1954, "All India Women Council, Bombay" under the guidance of Ms. Lilavati Munshi (who was union food and Agriculture Minister from 1950-52 and Governor of UP from 1952 to 1957 and the founder of famous Bhartiya Vidya Bhawan in 1938) started one Catering College at Bombay (popularly known as Bombay Catering College) to run 6 months certificate level program on mainly 'Cookery and nutrition' specially for house wives. During 1959 they got technical help from European Hotel Association to run other short program in Hospitality. In 1962 the Government of Maharashtra took over the Institute and started financial support to the Institute to run structured diploma and certificate level program under Maharashtra State Technical Board. The Institute then renamed as Institute of Hotel Management Catering Technology and Applied Nutrition and registered as a trust under Bombay Charity Commissioner under the relevant section of the act.

On the same year, i.e. in 1962, the Department of Food, Ministry of Agriculture, Government of India opened an Institute of Hotel Management Catering Technology and Applied Nutrition at Pusa as a registered society under the Societies registration act 1860 to run diploma and certificate level program under Delhi board of Technical Education.

During 1963 and 1964, the Dept. of Food, Ministry of Agriculture, Govt. of India opened two more similar Institute at Calcutta and Madras to run Diploma and Certificate level program under the respective State Technical Board.

Between 1972 and 1978 the Dept. of Food, Ministry of Agriculture, Govt. of India further opened 14 food Craft Institutes to run only craft level program under respective State Technical Board for the candidates with 8th to 10th class pass. During 1978-79 Dept. of Food, Ministry of Agriculture, Govt. of India upgraded all the 14 Food craft Institutes as Institute of Hotel Management Catering Technology and Applied Nutrition and at the same time also opened a new Institute of Hotel Management Catering Technology and Applied Nutrition at Srinagar. In the same year a proposal was also sent to the Government of Maharashtra to take over the IHMCTAN, Bombay by the Govt. of India. The proposal was in principally approved by the Government of Maharashtra and finally handed over to the Dept. of Food, Ministry of Agriculture, Government of India in 1982.

Till such time all the IHMCTAN use to run Diploma and Craft level program under the respective State Technical Board, having different standard. To bring quality and standard in the Hospitality education in India, the Dept. of Food, Ministry of Agriculture, Govt. of India during 1982 established **National Council for Hotel Management and Catering Technology**. Main mandate of the NCHMCT was to academically control the Institutes with common curriculum, common examination and to prescribe standard of infrastructure, standard of admission system etc.

In the year 1984, the Govt. of India realized that Hospitality education should be the mandate of Ministry of Tourism and as such the NCHMCT along with all the IHMCTAN transferred to Ministry of tourism during 1984.

The Council centrally regulates academics in the field of hospitality and hotel administration through its affiliated Institutes of Hotel Management spread all over the country. In addition to Diploma, an UG level program started in 2002 in all the IHMs and PG level program started in 2005 in 5 IHMs.

Now, the Council offers total of 11 academic programs from Masters and Bachelors Degree Programs in Hospitality as well as PG Diploma, Diploma Craft Courses. Research in the field of Hospitality has also been started from 2017-18.

Under NCHMCT's umbrella, presently total 21 Central Institutes of Hotel Management, 22 State Government Institutes of Hotel Management, 1 Public Sector Undertaking Institute of Hotel Management and 14 Private Institutes of Hotel Management are affiliated. 10 Food Craft Institutes are also affiliated to NCHMCT which offer Diploma programs in specific operational areas. All Institutes under NCHMCT follow standardized course curricula prescribed by the Council for different professional programs and follow international standards and practices.

Quality of education and training provided by the Institutes help students to emerge as professionally qualified personnel for hospitality and other allied service sectors. Its alumni from affiliated Institutes occupy key positions in hospitality industry as well as in teaching institutions both in India and abroad.

HOSPITALITY AS A CAREER

The Ministry of Tourism, Government of India in its sustained effort continues to strengthen tourism infrastructure, destinations and human resource development. It is today marketing India as a brand in high value destinations of the world which has resulted in foreign exchange earning of over Rs.17049 crores. The Hospitality Industry has demonstrated a steady pattern of growth over the past 40 years. The number of restaurants, fast food chains and hotels continues to increase, together with the number of meals eaten out of home by each person/family today. By 2017 end, an estimated 50,000 hotel rooms are likely to be added, besides new establishments in the F&B restaurant business for which an estimated 754,000 trained manpower would be required. The country today produces less than 20,000 trained manpower from National Council for Hotel Management affiliated institutes, AICTE, National Universities and. The potential for trained and skilled manpower in hospitality is thus immense.

In the organized sector, hospitality education is 50 years old when the first institute of hotel management was established at Mumbai in 1959. Today, the National Council for Hotel Management & Catering Technology, under the Ministry of Tourism, has a largest network of Hotel Management Institutes involving 21 at Central Government level, 22 at State level and 14 in the private sector, besides 10 institutes that impart Craft level hospitality training.

Prominent hotel chain like the Oberoi Group, ITC hotels, Taj Group, ITDC etc. employ NCHMCT graduates as their operation in management staff. Leading hotel chains are headed today by NCHMCT alumni. Celebrity Chefs like Padma Shree Sanjeev Kapoor have passed from NCHMCT affiliated institute.

In the fast expanding hospitality industry, young graduates are recruited through campus interviews at operations and management level by top hotel and F&B chains. Allied sector, like retail, banking, insurance, airlines, cruise liners also pick up hotel management graduates for suitable jobs. Several graduates travel overseas for jobs, higher education and others start their own business. In the fast paced hospitality industry, the young professionals meet and greet guests not only from India but from the world over. Salaries and working conditions match the best there is to offer with scope for fast professional growth.

The 3-year graduate hospitality program of the NCHMCT is much sought after because it guarantees low investment with high returns. The curriculum is fully rounded to cover latest aspects of knowledge, skill and management. Today, the traditional careers are being dispelled and the young are taking on more exciting and rewarding careers like Hotel Management.

Glimpse of Programs offered by NCHMCT through its affiliated Institutes

Post Graduate level program

COURSE	ELIGIBILITY
1) 2-Year M.Sc. Hospitality Administration (offered in collaboration with IGNOU)	<ul style="list-style-type: none"> ➤ B.Sc. Degree in Hospitality and Hotel Administration from NCHMCT-IGNOU; OR Bachelors Degree in Hotel Management from a recognized University and the Institute is approved by AICTE. ➤ Candidates appearing in the final semester/final year exam (but passed all the papers in all earlier semesters/years) of the above said Degrees and able to submit their complete Bachelor's Degree latest by 31st October of admission year can also apply.

Graduate level program

COURSE	ELIGIBILITY
1) 3-Year B.Sc. Hospitality & Hotel Administration (offered in collaboration with IGNOU)	<p>Pass in 10+2 system of Senior Secondary examination or its equivalent from recognized Board/Institution with English as one of the subjects by securing 50% marks in aggregate. Those appearing in qualifying exam can also apply on provisional basis. Provisional admission will stand cancelled if proof of having passed the qualifying examination is not submitted at the time of admission or latest by 30th September of admission year.</p> <p>Age limit: Note more than 25 years of age as on 1st July of admission year.</p>

Diploma level programs

COURSE	ELIGIBILITY
1) 1 ½ Year Diploma in Food Production	<p>Pass in 10+2 system of Senior Secondary examination or its equivalent from recognized Board/Institution with English as one of the subjects by securing 50% marks in aggregate. Those appearing in qualifying exam can also apply on provisional basis. Provisional admission will stand cancelled if proof of having passed the qualifying examination is not submitted at the time of admission or latest by 30th September of admission year.</p> <p>Age limit: Note more than 25 years of age as on 1st July of admission year.</p>
2) 1 ½ Year Diploma in Food & Beverage Service	
3) 1 ½ Year Diploma in Front Office Operations	
4) 1 ½ Year Diploma in House Keeping Operation	
5) 1 ½ Year Diploma in Bakery & Confectionery	

INDUSTRY INTERNSHIP / TRAINING

Course content for each of the above Degree & Diploma level programs are designed with an in-built component of industry training or internship, which complements the theory and laboratory work. Marks are awarded for such industry release, which impact the performance of the students. Therefore, the industry training is a very important component in the course.

INSTITUTES WHICH OFFER DEGREE & DIPLOMA COURSES

3-Year B.Sc. HHA Program

Central Government IHMs located in India at following cities

Bengaluru; Bhopal; Bhubaneswar; Chandigarh; Chennai; Gandhinagar; Goa; Gurdaspur; Guwahati; Gwalior; Hajipur; Hyderabad; Jaipur; Kolkata; Lucknow; Mumbai; New Delhi (Pusa); Shillong; Shimla; Srinagar & Trivandrum.

State Government IHMs located in India at following cities

Bathinda; Chandigarh; Dehradun; Faridabad; Gangtok; Hamirpur; Jodhpur; Kozhikode; Kurukshetra; New Delhi (Lajpatnagar); Tirichirapalli; Silvassa; Puducherry; Tirupati; Rohtak; Indore; Panipat; Hyderabad (NITHM); Yamunanagar and Medak (Telangana).

Public Sector Undertaking Institute

Ashok Institute – New Delhi

Private Institute affiliate to NCHM located in India at following cities

Kancheepuram; Meerut; Rajpura (Punjab); Landran (Mohali); Jalandhar; Nawanshahr (Punjab); Mandi Gobindgarh (Punjab); Wayanad (Kerala); Hyderabad; Kolkata; Bhubaneswar; Munnar (Kerala) and Faridabad.

1½ Year Diploma in Food Production

Central Government IHMs located in India at following cities

Chandigarh; Chennai; Gurdaspur; Hajipur; Lucknow; Mumbai; Srinagar & Trivandrum

State Government IHMs located in India at following cities

Balangir; Bathinda; Bodhgaya; Chandigarh; Dehradun; Jodhpur; Panipat; Kurukshetra; Faridabad; Tirichirapalli; Puducherry and Yamunanagar.

Food Craft Institutes located in India at following cities

Ajmer; Aligarh; Darjeeling; Hoshiarpur; Nagaon and Dharamshala

**1½ Year Diploma in
Food & Beverage
Service**

Central Government IHMs located in India at following cities
Hajipur; Lucknow; New Delhi (Pusa); Shimla; Srinagar & Trivandrum

State Government IHMs located in India at following cities
Balangir; Bodhgaya; Chandigarh; Dehradun; Jodhpur; Faridabad;
Hamirpur; Tirichirapalli; Puducherry and Panipat

Food Craft Institutes located in India at following cities
Ajmer; Aligarh; Darjeeling; Nagaon and Dharamshala

**1½ Year Diploma in
Front Office
Operations**

Central Government IHMs located in India at Srinagar

State Government IHMs located in India at following cities
Balangir; Bodhgaya; Chandigarh; Jodhpur and Tirichirapalli

Food Craft Institutes located in India at following cities
Ajmer; Darjeeling; Nagaon and Dharamshala

**1½ Year Diploma in
House Keeping
Operations**

Central Government IHMs located in India at Srinagar

State Government IHMs located in India at Balangir and Tirichirapalli

Food Craft Institutes located in India at following cities
Aligarh; Nagaon and Dharamshala

**1½ Year Diploma in
Bakery &
Confectionery**

Central Government IHMs located in India at New Delhi (Pusa)

State Government IHMs located in India at following cities
Chandigarh; Jodhpur and Tirichirapalli

Food Craft Institutes located in India at following cities:
Aligarh; Hoshiarpur and Nagaon