

Bird Academy, the educational arm of Bird Group invited by the Government of Odisha in a pathbreaking initiative to impart skill development & technical education to its youth

New Delhi, December 18, 2023:

Bird Academy, the well-established educational arm of Bird Group, one of the largest and most diversified group of various entities in the industry has been invited by the Skill Development & Technical Education Department, Odisha Government, for imparting skill development and technical education to the youth in Odisha under its pioneering scheme: *Nutana Unnata Abhilasha (NUA), Odisha*.

Bird Academy will be meticulously designing very specialized and focused education and training programs for the youth in Odisha to help them eventually find sustainable employment opportunities in the dynamically growing sectors of aviation (currently there is no such facility for this in the state) and hospitality. The larger goal is to create a multi-skilled, competent and efficient workforce that addresses the enormous skill gap in these sectors.

As per the skill gap report of the *Aerospace and Aviation Sector Skill Council*, there is an employment potential of more than 1.5 lakh jobs in the ground handling segment alone. In the hospitality sector as per the *Tourism & Hospitality Skill Council*, there is a shortfall of about 3.5 lakhs skilled persons in the hospitality sector.

Bird Academy will offer training in airport ground handling at their training facility in Kochi, Kerala for a duration of 270 days (90 days theory and 180 days on the job training). Minimum eligibility for students is that they need to have cleared their class 12 examination. Initially pilot batches in the Airport Ground Handling training will be initiated in Kochi with 40 students in two batches. The first batch with 17 students have joined the institute at Cochin on 14th Dec 2023.

At the onset, a batch of 60 students (students who are 12th pass or having requisite diploma in food or wellness areas) will travel to Delhi for a pilot training in housekeeping, food & beverage and front office, spa and revenue management (90 days for each course including theory and practical sessions). The training will be imparted across the Roseate Hotels & Resorts in New Delhi, the hospitality vertical of Bird Group. A pilot training shall be conducted in the job roles of Room Boy, Steward/Waiter, Kitchen - Commi with 20 students each in Delhi. Knowledge and training based on the constant advancement of technology, is poised to bring about an inevitable revolution in the nature of work across various industries. It will introduce vast opportunities, permanently reshaping and transforming the future of these young students in Odisha.

This initiative of the Odisha Government is the result of a commitment to develop appropriate policies and practices that align with the changing landscape of employment. Equally important is the identification of the requisite skills required for youth to thrive in their careers and personal lives, considering the evolving demands of the labor market. Over the past few years, Odisha has undergone a notable transformation in various sectors, supported by a robust policy framework and effective leadership. Recognizing the significance of skilled human resources, the State has taken proactive

measures to establish a strong skilling ecosystem. However, as times change and new demands emerge, it becomes crucial to equip the youth of Odisha with the latest skills. This will enable the state to leverage its demographic dividend and fuel its industrial growth effectively.

Speaking on this occasion, Mrs. Radha Bhatia, Chairperson, Bird Group said *"It is our proud privilege to impart skill, knowledge and technical education to youth in Odisha, especially the tribal community in remote areas under the Nutana Unnata Abhilasha (NUA), Odisha scheme. Everyone dreams of a modern India with equitable growth opportunities, better living standards, better lives for everyone! This is a path breaking step in the right direction! I strongly urge other state governments to also follow the path laid out meticulously by the Government of Odisha. We are all set to offer our best support and expertise in the areas of travel, aviation and hospitality. Let's empower the youth of India, one state at a time!"*

The proposed training programs are to be offered in an industry environment for the first time in Odisha as per the actual requirement of the industry offered in an authenticated environment, thereby increasing employability.

About the Nutana Unnata Abhilasha (NUA) Odisha scheme:

This scheme aims to empower Odisha's youth with continuous skilling, reskilling, and up skilling opportunity. To be implemented by the Directorate of Employment, Directorate of Technical Education & Training, and the World Skill Centre, the scheme leverages existing and new skilling institutions and partnerships with industries to deliver training. Training offerings range from fresh skilling for youths and supplementary courses to digital and e-courses for higher education students. The scheme includes establishing advanced labs, incentivizing training providers, curriculum development, and training of trainers. The NUA Odisha scheme signifies the state's commitment to inclusive growth through skill development, aligning modern technologies with traditional sectors for a dynamic and sustainable future. The NUA scheme will work towards addressing the scarcity of skilled human resources in emerging trades by offering high quality training, fostering industry linkages, enhancing employability skills. It will also bridge the skill gap in the utilization of new age technology in traditional sectors.

About Bird Academy:

Bird Academy, the educational arm of Bird Group, is a registered society under the aegis of BESTT (Bird Education Society for Travel & Tourism). It debuted with a 'one-student' batch, and gradually expanded as a full fledged academy offering recognised specialized courses in travel, aviation and hospitality. Inspired by the Hon'ble Prime Minister Shri Narendra Modiji's profound vision - 'Vasudhaiva Kutumbakam' which means, this world is one family, the academy offers world class education to youth preparing them for sustainable employment opportunities across the world. The motto of Bird Academy is - Innovation, Imagination, Inspiration and Integration. The courses at Bird Academy are well aligned with the recent New Education Policy (NEP) 2020 of the Ministry of Education, Government of India.

About Bird Group:

Founded in 1971 in India, Bird Group is amongst the largest and most diversified group of various entities in the industry. With a footprint across the Indian Sub-Continent, Europe and Middle East, Bird Group's core business includes Information Technology, Travel & Aviation Services, Hospitality, Luxury Retail and Education.

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