

Bird Academy to Spearhead Skill Development and Technical Education in Odisha in Collaboration with the State Government

New Delhi, April 29, 2024:

Bird Academy, the esteemed educational arm of Bird Group, a prominent conglomerate, has received a ground-breaking invitation from the Odisha Government's Skill Development & Technical Education Department. This collaboration aims to pioneer skill development and technical education among the youth in Odisha under the innovative scheme named Nutana Unnata Abhilasha (NUA), Odisha.

In response to this invitation, Bird Academy is committed to meticulously designing specialized education and training programs tailored for the youth in Odisha. The primary focus is on providing them with the skills necessary to secure sustainable employment opportunities in the rapidly expanding fields of Aviation and Hospitality, where currently no such facilities exist in the state. The overarching objective is to cultivate a multi-skilled, competent, and efficient workforce that bridges the considerable skill gap prevalent in these sectors.

According to the skill gap report from the Aerospace and Aviation Sector Skill Council, there is a potential for over 1.5 lakh jobs in the ground handling segment alone. In the hospitality sector, as per the Tourism & Hospitality Skill Council, there is a shortage of about 3.5 lakhs skilled individuals. Bird Academy, drawing from its expertise, will offer specialized training in airport ground handling at its facility in Kochi, Kerala, and pilot training in housekeeping, food & beverage, and front office management at Roseate Hotels & Resorts in New Delhi.

The initial phase will witness pilot batches undergoing training, with the first batch of 17 students already joining the institute in Cochin on December 14, 2023. Subsequently, a batch of 60 students will undergo training in Delhi for various roles in hospitality, including Room Boy, Steward/Waiter, and Kitchen - Commi.

Mrs. Radha Bhatia, Chairperson of Bird Group, expressed her pride in contributing to the Skill Development and Technical Education of the youth in Odisha, particularly in remote tribal areas, through the Nutana Unnata Abhilasha (NUA), Odisha scheme. She urged other state governments to emulate Odisha's strategic approach and emphasized Bird Academy's readiness to offer unwavering support and expertise in travel, aviation, and hospitality.

This initiative by the Odisha Government reflects a commitment to adapting policies and practices to meet the evolving employment landscape. As Odisha undergoes a transformation across various sectors, the focus on creating a robust skilling ecosystem becomes imperative. The collaboration with Bird Academy is poised to equip the youth with the latest skills, leveraging the state's demographic dividend for effective industrial growth.

The proposed training programs mark a significant milestone, offering industry-relevant education for the first time in Odisha. This approach, tailored to industry requirements, is expected to enhance employability and open up vast opportunities for the youth, thereby reshaping the future of Odisha.

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 Modi'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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