

**Bird Academy (Bird Group) signs MOU with the Ministry of Tourism, Government of India and the Indian Institute of Tourism and Travel Management (IITTM) for imparting soft skills training to IITTM students as part of the Incredible India Tourist Facilitator Certification (IITFC) program.**

**New Delhi, July 22, 2022:** As part of Bird Group's CSR initiative, Bird Academy, the educational arm of Bird Group, signed a Memorandum of Understanding with the Ministry of Tourism, Government of India and Indian Institute of Tourism and Travel Management (IITTM) for imparting a very special Soft Skills Training Program to 3000 IITTM students as part of the Incredible India Tourist Facilitator Certification (IITFC) program, within a period of one year. The training program has been crafted by a team of experts at Bird Academy and will focus on customer service, grooming, etiquette and communication to train young students as tour guides under the umbrella of the Incredible India campaign, which aspires to offer unparalleled service to tourists. Each training module would be delivered over an eight-hour power packed, interactive, live and online training over two days. Training will be imparted to students from across India and each batch will comprise of minimum 50 students.

**The Letter of Intent** for the program was signed earlier in March this year at an event held at IITTM, Gwalior, which was attended (virtually) by Mr. Jyotiraditya M. Scindia, Union Minister of Civil Aviation, Govt. Of India and was graced by Mr. G. Kishan Reddy, Union Minister for Tourism, Culture and Development of the North Eastern Region of India, Mr. Ajay Bhatt, Minister of State, Tourism and Defence, Ms. Rupinder Brar, ADG, Ministry of Tourism, Mr. Vivek Narayan, Member of Parliament and Prof Dr. Alok Sharma, Director, IITTM.

**At the MOU signing ceremony:**

**Mrs. Rupinder Brar, Additional Director General, Ministry of Tourism, Government of India said,** " Today is a momentous day for us. The Incredible India Tourist Facilitator Certification (IITFC) program is being rolled out just as India gets ready to welcome tourists back after the pandemic. As part of this program, we aspire to train youth especially in soft skills which is very essential. We are delighted that Bird Academy partnered with the Ministry of Tourism and IITTM. On behalf of Government of India and the citizens of the country we would like to place on record, our thanks to Bird Academy for taking this forward."

**Mrs. Radha Bhatia, Chairperson, Bird Group said,** "We are honoured to be chosen by the Ministry of Tourism for this noble initiative. We aspire to impart training in soft skills, personality development and confidence building which will in turn help young students get better employment opportunities, besides adding immense value to India's dynamic tourism, aviation and hospitality industry, towards the growth of which we have been sincerely committed since more than five decades."

**Prof. Monika Prakash, IITTM said,** "IITTM, ever since it was entrusted with the responsibility of initiating the IITFC programme, has successfully conducted the programme, and nearly 2500 tourist facilitators are ready to be in the field. At this point, association with Bird academy for the deliverance of a soft skills training program will add value and help achieve IITFC objectives more promisingly. IITTM is confident that this partnership will go a long way". Bird Academy, the educational arm of Bird Group and also an NGO was set up in 1998, recognizing education as a key enabler to support the dynamic aviation, travel & tourism, hospitality and BPO industry by imparting up to date skills and knowledge.

The Academy offers multiple programs and courses which have endorsements and affiliations from national & international organizations and universities. These are designed to address the requirements and demands of the ever evolving industry in consultation with leading experts. More than 5000 students are trained every year at **Bird Academy**, a blue ocean foundation which thinks beyond the ordinary and works tirelessly towards empowering thousands of youth, especially women. Bird Academy also imparts free training to underprivileged youth of India and is committed towards its astute vision to 'imagine, innovate and inspire.'

### **About Bird Group**

Founded in 1971 in India, Bird Group is amongst the largest and most diversified group of various entities within the industry. With its presence in diverse businesses, Bird Group has ensured that a comprehensive portfolio of service offering has been created to add value to an extensive client base and add new potential customers. Today, Bird Group core business includes Travel Technology, Aviation Services, Hospitality, Retail and Education.

For further details, please visit: <https://bird.in/>