All India School level Essay Writing Competition on

"Hospitality Education in India and role of IHMs under NCHMCT in Career Building in the field of Hospitality Management"

History of Hospitality Education in India and roll of IHMs under NCHMCT in career building:

Hospitality education under the banner of Government of India (the then Department of Food, Ministry of Agriculture) was started in India with the establishment of Institute of Hotel Management (IHM), Pusa in the year 1962. Two more Institutes at Kolkata and Chennai was also established in 1963 by the Govt. of India. Although, one Catering College was established much earlier at Mumbai, in the year 1954 by the then "All India Women Council" which was an NGO working for improvement of the educational efforts for women and children and also for their social welfare. The said college was taken over by the State Govt. of Maharashtra in 1958 and shifted to it's present campus at Dadar, Mumbai. Although, the Govt. of India provided financial and other assistance to the Institute from 1958 but finally taken over in 1979 by renaming it as IHM, Mumbai. These Institutes were running Diploma program in Hotel Management with the approval of respective State Technical Boards.

In those days, Diploma of 3 years duration was the highest qualification in the field of Hotel Management and initially, these four IHMs were the only Institutions running Hotel Management program in the Country. As such the then diploma holders were so demanded that straight way hired by the Industry in Managerial positions. Resulting in, a demand supply gap at skill level (trained manpower) in the industry have been occurred. The Government of India then started establishing Food Craft Institutes (FCI) at various locations of the country to run craft level short courses to fill such gap. Under that, 9 FCIs were established till 2077. As per the scheme of that time, the FCIs were established and run by Govt. of India for initial 5 years, thereafter handed over to the concerned State Govt. where they are located. FCIs also were running Craft/ Certificate level programs with the approval of respective State Technical Boards.

The Govt. of India in 1981 feels the need of one body for coordinated growth and development of hotel/ hospitality management education in the country. To fulfil that need, Department of Food, Ministry of Agriculture established **"National Board of Studies in Food Management, Catering and Nutrition (NBSFMCN)"** as a Central Autonomous Body, registered under Societies Registration Act 1860 of Delhi on 23rd March 1982 vide Registration No.12457 of 1982, as an umbrella organization. As per the document, the registered office address was "Krishi Bhawan, New Delhi" that time. As per registered MoA of the NBSFMCN Society, objectives of the body was mainly to Develop and Run Hospitality related studies, Affiliate Institutions, Prescribe Standards in terms of Infrastructure & Qualification of Teachers, Admission, Conduct of Examinations & publishing of Results, Awarding the Distinctions, and other functions related to the advancement of Hospitality Education in India. But, initially the body started functioning as technical advisory body for the Govt. of India in the area of Hospitality Education.

In the same year and subsequent years, more FCIs established by Govt. of India and till 1982 total FCIs were 12. During 1982-83, it was felt by Govt. of India that the mandate of Hospitality Education should go to the Department of Tourism. On getting the mandate, the then Department of Tourism felt the need of upgradation of some existing FCIs, including those already handed over to the concerned State Govt. and to open some more FCIs. On that initiative, 7 FCIs were upgraded and taken over under the Department of Tourism, Govt. of India and some FCIs were also opened by 1984. At the same time, it was initiated to transfer the NBSFMCN along with 4 IHMs at Delhi, Mumbai, Kolkata and Chennai from Ministry of Agriculture to Department of Tourism. Complete transfer was done in the year of 1984, when the NBSFMCN was renamed as **National Council for Hotel Management and Catering Technology (NCHMCT)**, to regulate all the IHMs and FCIs and for common admission system, common syllabus, common teaching scheme, common exam and evaluation system, common certification as well as to fulfil other objectives.

Under NCHMCT's Academic Umbrella, 21 Central Institutes of Hotel Management, 35 State Government Institutes of Hotel Management, 1 Public Sector Undertaking Institute of Hotel Management and 26 Private Institutes of Hotel Management are affiliated with NCHMCT. 12 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.

About the topic of essay :

"Hospitality Education in India and role of IHMs under NCHMCT in Career Building in the field of Hospitality Management".

- One has to highlight about the history of starting hospitality education in India and about the various academic programs available on the hospitality discipline. Has to highlight about the pre-requisite qualification to enter into such programs, selection procedures to get enroll into such programs, duration of such programs and what is the basic learning or competence development in such programs. It would be very relevant if the history of few premier IHMs (under the Central Government) highlighting few of their alumnus as success story.
- The participants has to further explain the role of IHM in skilling India through which the pass-outs established in their career not only in hotel but also other hospitality and service industry. One has also to highlight the competency development done by the IHMs. Various job opportunities available in Indian as well as international job market for such graduates. If possible, statistical data can also be given by highlighting the number of skilled manpower produced by IHMs every year and how they are placed in the national as well as international job market by giving some live examples.
- At the last, one should conclude with the information about role of hotels and other hospitality industry in employment generation in India and abroad. What is the percentage of trained manpower in the industry who are from various IHMs under

NCHMCT ? In concluding para, it will be proper if the participant give comparative view of skilling in the hospitality field by IHMs with other similar institute/universities functioning in India.

Who can participate:

1) Participant should be an Indian National.
2) He should be a student, currently studding in either Class 11 or 12 in a recognised School under a recognised Board.

Participation Fee :

There is no fee to participate in this competition.

Other guidelines to write the essay:

The general guideline for writing the essay under above competition are:

(i)   The essay should be between 700 to 800 words.
(ii)   The essay should be written either in English or in Hindi language only.
(iii)   The participation will be strictly online through a dedicated portal of NCHMCT. The participant has to register first about his/her participation by giving the credentials (a) name of the participant, (b) date of birth of the participant, (c) father/mother name, (d) full correspondence address as per columns provided, (e) E-mail id either of student or of parent, (f) mobile number of the parent, (g) name and address of the school, (h) e-mail id and telephone number of the school, and (i) class in which presently studying.
(iv)   After registration with the above credentials, the candidate has to set password whereas, the email-id will be the login id for the candidate. However, the e-mail id given in the credential will be verified by the system itself.
(v)   After id and password is set, candidate has to opt, whether he/she will write the essay directly on the space provided, or wants to upload pdf copy after writing the essay in a separate word file. On getting the option, participant has to write the essay and submit. It may be noted that after submission of the essay, no editing is possible.
(vi)   No physically written essay from any participant will be accepted.

General guideline for evaluation of essay:

(i)   For evaluation of essay to be submitted by any participant, will be evaluated in five zones according to the state the participant is residing.
(ii)   The States and UTs in India have been grouped in five zones as under:

North Zone	Ladakh, Jammu & Kashmir, Himachal Pradesh, Punjab, Haryana, Chandigarh, Delhi, Uttarakhand, Uttar Pradesh and Rajasthan.
South Zone	Telangana, Andhra Pradesh, Tamil Nadu, Puducherry, Karnataka, Kerala and Lakshadweep.

East Zone	Bihar, Jharkhand, West Bengal, Odisha and Andaman & Nicobar Islands.
North-east zone	Sikkim, Assam, Meghalaya, Arunachal Pradesh, Nagaland, Manipur, Tripura and Mizoram.
West Zone	Gujarat, Maharashtra, Madhya Pradesh, Chattisgarh, Goa, Daman & Diu and Dadra & Nagar Haveli.

(iii) The North zonal entries will be evaluated at IHM Pusa, New Delhi, South Zonal entries will be evaluated at IHM Chennai, East Zonal entries will be evaluated at IHM Kolkata, North-east zonal entries will be evaluated at IHM Guwahati as well as West zonal entries will be evaluated at IHM Mumbai. The top 3 scorer of each zone will be referred by the zonal officer to the Council for further evaluation at central level and declared 1st, 2nd and 3rd rank holders.

(iv) In addition to all India 1st, 2nd and 3rd rank holders, others shortlisted entries received from each zone will also be awarded.

The timeline to participate:

The online entry will be started from 1st week of December 2023 and the online window will be closed on 8th January 2024 (late evening). Therefore, interested participant should participate between 1st week of December 2023 and 8th January 2024.

In case, any interested participant getting difficulty in registering and uploading the essay, may visit the nearest IHM under NCHMCT for help. List of the Institute, address and their contact details is available in the Council's website nchm.gov.in . In addition to that, the IHMs under NCHCMT will visit the senior secondary schools at their vicinity. The representatives of IHMs will brief and help the interested candidates to register into the portal.

Awards:

Awards and Certificates to the participants will be as under:

(i) All the participants will get a participation certificate online through the same portal through which they will participate into the competition.

(ii) All India 1st prize winner – Rs.1,00,000/- (one lakh only) and a Golden plaque.

(iii) All India 2nd prize winner – Rs.50,000/- (fifty thousand only) and a Golden plaque.

(iv) All India 3rd prize winner – Rs.20,000/- (twenty thousand) and a Golden plaque.

(v) Other shortlisted by the zone and forwarded to the Council – Rs.10,000/- (ten thousand only) each and a Certificate of merit.

Recognition of the school:

(i) The schools from where the team will win 1st, 2nd & 3rd prize will be awarded by a trophy and a Golden plaque.

(ii) School from where 20 or more students participated in the competition will be recognized with a golden plaque.

(ii) Schools from where 15 or more but less then 20 students participated in the competition will be recognized with a silver plaque.

General condition to receive the award and certificate by the participants and schools:

(i)   The awards and certificates will be distributed in a ceremony to be organized at NCHMCT campus Noida at the last week of January 2024.

(ii)   All the participants getting award and certificate under the category (ii) to (v) above will be given 2nd AC return railway fare for the participant as well as one of the representatives from school from their city of stay to Delhi/Noida and back. The route not connected by rail, the travel cost will be restricted on available government transportation mode (taxi will not be allowed).

(iii) Parents or relatives wanted to accompany with the awardee student may come at their own cost. However, their accommodation, food and other services (not more than two per participant) will be taken care of by NCHCMT along with the participant.

(iv)   Representatives of the schools who will be shortlisted to get trophy, golden and silver plaque will also be given to-and-fro travel cost on the similar manner as stated on above point. However, if any student of such school is getting award, the representative of school accompanied to the participant should accept the trophy, golden/silver plaque and none other person will be given TA to receive the plaque.

(v)   All the participants, school representatives and the relatives (not more than two per participant) will be provided accommodation in the NCHM guest house with all meals in its campus at A-34, Sector-62, Noida, Uttar Pradesh (starting from one day before the award function and upto two days after the award function).

Other attraction of the award function:

(i)   The awardees and school representatives will be offered a conducted tour of Delhi and another tour to Agra and Fatehpur Sikri to visit Taj Mahal & Buland Darwaja.

Conclusion:

This competition will be received well by the schools as this provides an opportunity to showcase the writing skills of their students, know about the hospitality management program available in India. At the same time, a winning student will enhance the prestige of his/her school in an international forum. It will be an added advantage for the students to think and to develop excitement of newer and wider level of awareness about the hospitality management education and may attract them to build their career in the field.

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