

All India School level Quiz Competition on  
**“India Tourism, Hospitality, Heritage and Culture”**

**India Tourism, Hospitality, Heritage and Culture:**

**About NCHMCT & history of Hospitality Education in India**

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 its 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 23<sup>rd</sup> 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 Quiz:**

“India Tourism, Hospitality, Heritage and Culture”:

India Tourism – India, the motherland of approximately 1.43 crore people of different religion/faith, different language, different caste but an example of unity in diversity; the country of diversity, the country of vibrant culture, the country of age-old traditions, the country of exotic cuisine and the country which shows unity in diversity. “Unity in Diversity” is one of the major factors of India to attract tourists from all over the world. The country of India has several states having its own languages, cuisines, and lifestyle. In fact, calling as a mini country to its states will be more appropriate. The land of India is dotted with several tourist attractions and able to satisfy all type of tourists, whether they are nature lovers, heritage lovers, beach lovers, adventure and sports lovers or culture seeker. In fact, India is treasure of tourist attractions.

India – A colorful and bustling land where the strident modernity of the highways and skyscrapers blends harmoniously in with the soft romance of ancient places, forts and temples; where one can spend hours wandering about the creations of ancient India marveling at their beauty.

India – A part of the world where one can spend hours marveling at the mighty Himalayan peaks or equally enjoy the adventurous side of India in the form of safaris, treks or simply revel in the quite peace- giving practices formulated by the yogis and seers many centuries ago like yoga & meditation.

India – A land inhabited by the people of diverse cultures, religions and regions with one strong thread binding them together – their innate Indianness as embodied by their passionate exuberance, their unfettered celebration of life and their warm-heartedness; qualities which have charmed the world through the ages when time and again invaders crossed these borders with the intention to conquer but in turn were conquered themselves. They stayed on to contribute their mite to the soul that is Indian, to the experience that is India.

India - Atithi Devo Bhava, also spelt Atithidevo Bhava (Sanskrit: अतिथिदेवो भवः), English translation: A guest is akin to God, prescribes a dynamic of the host-guest relationship, which embodies the traditional Indian Hindu-Buddhist philosophy of revering guests with the same respect as a god. This concept of going out of the way to treat guests with reverence goes even beyond the traditional Hindu-Buddhist common greeting of namaste (I bow to the divinity in you) used for everyone.

The mantras are from the Taittiriya Upanishad, Shikshavalli I.11.2, which says: matrudevo bhava, mitradevo bhava, pitrudevo bhava, putradevo bhava, acharyadevo bhava, atithidevo bhava. It literally means "be one for whom the Mother is God, be one for whom the Friend is God, be one for whom the Father is God, be one for whom the Child is God, be one for whom the Teacher is God, and be one for whom the Guest is God". Matrudevah, mitrudevah, pitrudevah, putrudevah, acharyudevah, and atithidevah are one word each, and each one is a Bahuvrihi samasta-pada.

Indian culture is the heritage of social norms and technologies that originated in or are associated with the ethno-linguistically diverse India. The term also applies beyond India to countries and cultures whose histories are strongly connected to India by immigration, colonisation, or influence, particularly in South Asia and Southeast Asia. India's languages, religions, dance, music, architecture, food and customs differ from place to place within the country.

Indian culture, often labelled as a combination of several cultures, has been influenced by a history that is several millennia old, beginning with the Indus Valley civilization and other early cultural areas. Many elements of Indian culture, such as Indian religions, mathematics, philosophy, cuisine, languages, dance, music and movies have had a profound impact across the Indosphere, Greater India.

The quiz is generally a question-answer series, to be asked to the participants by a quiz master. Each question will carry some mark and can be achieved by giving a correct answer. The best scorer are declared as winner. All the questions will come from India tourism, hospitality, heritage and culture.

This quiz competition will have three phases. First phase will be on pen & paper mode and will be conducted at the School of the participants by any of the affiliated IHMs of this Council. The India has been divided into four zones, which has been given in para-\_\_\_\_. Top scorer of the school participated in pen & paper quiz mode will be invited in the coordinating IHM of the zone for second phase of competition, which will be on face-to-face mode. Top of each zone will be invited in the NCHMCT for final round of quiz, again on face-to-face mode.

### **Who can participate:**

- 1) Participant should be Indian National. It will be a team participation and each team will have two students.
- 2) They are currently studying 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 participate into quiz competition:

The general guideline for participating into quiz competition are as under:

- (i) Since the participation in quiz to be made in team of two members, during first phase of competition, the group of two students has to answer one MCQ question.
- (ii) Accordingly, the willing partners (both the participants) has to register to participate into the first phase of quiz competition, when our IHM is visiting their school. While registering, the candidate has to mention name, mother/father name, date of birth, name of the school, name of the class, email id and telephone number either of parent or of student and email id and contact number of the school.
- (iii) During the visit of IHM to the school, after registering of participants, they will be called for first phase of the quiz to answer an MCQ question paper.
- (iv) Both the members of the team will make solution of one MCQ question paper on the scheduled date to be decided by the visiting IHM.

## General guideline for evaluation:

- (i) For evaluation of first session of quiz, the Answer Sheet, in which the participants marked their answers will be evaluated by the IHM concerned and inform the school about the score obtained by each team.
- (ii) The zonal coordinator IHM will declare the result who are the best four scorer team of the zone and invite them to participate for second phase of quiz at their Institute. In case of tie of the marks secured by the 4<sup>th</sup> ranker, both the team will be invited by the zonal coordinator IHM for 2<sup>nd</sup> phase of quiz.
- (iii) The zonal coordinator IHM declare top scorer team among the four to be participated in the second phase of the quiz and send their nomination to NCHMCT for final round. In case of tie, both the team will be nominated for final round at NCHM.
- (iv) The top four scoring team of Five zones will be invited at NCHMCT Noida for the final round of quiz. After the final round, NCHMCT will declare 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> position as well as the 4<sup>th</sup> & 5<sup>th</sup> team for giving prize money and certificate as stated in the prize para. In case of tie in any rank, will be broken by the quiz master by giving additional questions.
- (v) 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 2<sup>nd</sup> round competition will be held at IHM Pusa, New Delhi, South Zonal 2<sup>nd</sup> round competition will be held at IHM Chennai, East Zonal 2<sup>nd</sup> round competition will be held at IHM Kolkata, North-east Zonal 2<sup>nd</sup> round competition will be held at IHM Guwahati as well as West zonal 2<sup>nd</sup> round competition will be held at IHM Mumbai. The top scorer team of each zone will be referred by the zonal officer to the Council for final round at central level and declared 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> rank holders as well as consolation prize for 4<sup>th</sup> & 5<sup>th</sup> positions or other.

### **The timeline to participate:**

The IHM will visit the Institute from 1<sup>st</sup> December 2023 onwards. 1<sup>st</sup> round written quiz competition will be held during the 4<sup>th</sup> week of December 2023, to be decided by the zonal coordinator. 2<sup>nd</sup> round of the quiz competition at zonal level will be held between 9<sup>th</sup> January 2024 and 16<sup>th</sup> January 2024. The last and final round of quiz competition followed by award function will be organized at NCHMCT Noida in a ceremonial way during last week of January 2024.

### **Awards:**

Awards and Certificates to the participants will be as under:

- (i) All the participants will get a participation certificate.
- (ii) All India 1<sup>st</sup> prize winner team– Rs.1,00,000/- (one lakh only) and individual Golden plaque.
- (iii) All India 2<sup>nd</sup> prize winner team – Rs.50,000/- (fifty thousand only) and individual Golden plaque.
- (iv) All India 3<sup>rd</sup> prize winner team– Rs.20,000/- (twenty thousand) and individual Golden plaque.
- (v) All India consolation prize –Rs.10,000/- (ten thousand only) to each team and individual Certificate of merit.

Recognition of the school:

- (i) The schools from where the team will win 1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup> prize will be awarded by a trophy and a Golden palque.
- (ii) School from where 20 or more students participated in the competition will be recognized with a golden plaque.
- (iii) Schools from where 15 or more but less than 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 such shortlisted participants to be invited for 2<sup>nd</sup> round at zonal level will be given 2<sup>nd</sup> AC return railway fare for the participants as well as one of the representatives

from their school from their city of stay to the zonal coordinating IHM. The route not connected by rail, the travel cost will be restricted on available government transportation mode (taxi will not be allowed). The participants and their teacher representative will be provided accommodation at the guest rooms of the zonal Institute.

- (iii) All the participants getting award and certificate under the category (ii) to (v) above will be given 2<sup>nd</sup> 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). The participants and their teacher representative will be provided accommodation at the guest rooms of NCHMCT, Noida.
- (iv) Parents or relatives wanted to accompany with the awardee students 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.
- (v) 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 trophy or plaque.
- (vi) 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 quiz competition will be received well by the schools as this provides an opportunity to showcase the knowledge on excellent Indian heritage, culture and hospitality which is the main attraction for India tourism. 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, culture and heritage of India, which in turn may attract them to build their career in the field.

\*\*\*\*