PRESS RELEASE

ICFAI UNIVERSITY, JHARKHAND SIGNS INDUSTRY PARTERSHIP WITH HOTEL CHANAKYA FOR BHTM PROGRAM

Patna, May 4, 2011

The ICFAI University, Jharkhand (IUJ) today announced its Academics-Industry partnership with Hotel Chanakya for its vocation oriented Campus Program of Bachelor of Hospitality and Tourism Management (BHTM) programme, which is being launched from current academic year.

Speaking on the occasion, Mr T K Sinha, General Manager, Hotel Chanakya highlighted that as a part of this tie-up, Hotel Chanakya will arrange for guest lectures by its experienced managers, hands-on live projects and internships to the BHTM students of IUJ. “As Indian Hospitality and tourism sector has been growing faster than GDP growth rates and will continue to grow, it needs a lot of qualified managers. I compliment IUJ for launching BHTM program at this juncture”, added Mr Sinha.

Speaking on the occasion, Prof O R S Rao, Vice Chancellor of ICFAI University, Jharkhand mentioned that this tie-up will help the BHTM students to get exposed to the corporate work environment and acquire hands-on practical skills. He added that as per Cygnus reports, Hospitality and Tourism industry during 2010-11 was about US 118 billion and is projected to double by 2015. Currently, it employs about 62 lakh employees and is expected to employ 2.18 lakh people in the next one year. Referring to the tourism industry in Bihar, Prof Rao added that the state, endowed with rich cultural and spiritual heritage, holds immense potential for growth and offers excellent employment opportunities. The organisations where the BHTM students can get jobs include hotel chains (International and Indian), Travel agencies, Tour operators, Time Share companies and banks. Since this industry is an emerging sector and does not have a huge number of professionally qualified people, one can move up the ladder faster.

Highlighting the features of the BHTM program, Prof Rao said, “It is a three year management program with focus on application of Marketing, HR, Finance and IT aspects to Hospitality and Tourism industry.” “Besides domain focused courses like food production, nutrition, F&B services, tour organisation etc, the program also offers a foreign language course, which a student can choose from out of six languages”, added Prof Rao. “In addition, every student will undergo three internships, spanning 34 weeks (8.5 months), in industry, which helps in acquiring hands-on practical skills and makes the student job-ready”, elaborated Prof Rao.

Mr Diwakar, Manager, Patna Information Centre and other office staff also participated in the function.
About the ICFAI University Jharkhand:

The ICFAI University, Jharkhand (IUJ) was established under ICFAI University Act, 2006 (Jharkhand Act 08, 2007), which was passed by the State Legislature of Jharkhand and was notified by Government of Jharkhand on 17th June 2008. The University was empowered by UGC vide its letter dated 1st Dec 2009 to award degrees under Section 22 of UGC Act, 1956.

IUJ offers a range of vocation oriented Under Graduate and Post Graduate programmes, which include B Tech, BBA, BCA, BHTM, MBA and MCA. Besides excellent infrastructure like well furnished class rooms, laboratories, workshops and library, IUJ has well qualified and experienced faculty members. IUJ gives students quality course material for all of its programs, free of cost. IUJ currently operates from leased premises of over 45,000 sq ft, in Ashok Nagar and Harmu Road and plans to construct its own campus in due course of time.

IUJ has a dedicated Placement Department, which builds long term relationships with Companies, Banks and financial services organisations and consulting companies across the country to arrange for campus placements for the students. The students are also trained in soft skills through out the programs, to develop their personality and equip them to face employment interviews. Organisations where IUJ students got opportunities for Summer Internships/Campus Placements include Bank of India, Crompton Greaves, HCL Infosystems, HDFC Securities, HDFC Bank, HDFC Standard Life Insurance, Kotak Securities, Kotak Mahindra Old Life Insurance, Lilliput Kidswear, NTPC, Reliance Retail, Religare Securities, Tata Motors etc,

More details on IUJ can be found by visiting its website at www.iujharkhand.edu.in

About ICFAI University Group:

IUJ is one of the nine universities set up by the ICFAI Society with the mission to make Quality Higher education, accessible to the students, in particular, in educationally underdeveloped geographical areas of India. Balance eight ICFAI Universities are located in Andhra Pradesh, Chattisgarh, Meghalaya, Mizoram, Nagaland, Sikkim, Tripura and Uttarakhand. ICFAI Universities are known for quality and purposeful higher education, with a focus on placements of the students. A number of the ICFAI Universities are ranked among the top Universities/Institutions in India, by independent rating/ranking agencies.

About Hotel Chanakya:

Hotel Chanakya is reputed hotel chain in the Eastern part of India, with hotels, convention centres and resorts in Patna, Ranchi and Puri.