

## **IHM JAIPUR**

### **Destination Based Training Program-2020-21**

#### **Entrepreneurship Program (EP) Under CBSP Scheme**

**Name of the Institute:** -Institute of Hotel Management, Jaipur

**Date:** - 19/1/2021 to 11/2/2021

**Location:** - Hotel Lake Palace, Amer Road, Jaipur

**No. of Participants:** - 56

**No. Of Batches :** 02

**Name of the Program:** -Entrepreneurship Program (EP)

#### **Brief Report (In 100 words): -**

Institute of Hotel Management, Jaipur conducted Entrepreneurship Program (EP) at the famous and Iconic tourist destination Amer, Jaipur. The program conducted under the CBSP scheme of Ministry of Tourism as a special scheme under Destination Based Skill development program for the year 2020-21.

This programme was conducted under the specific guidelines for the 150 Hours for the young talent of our country to become employable in today's fastest growing world.

#### **Topics Covered**

1. Achievement Motivation - Confidence building 2. Why self employment - Advantages over wage employment, Entrepreneurship Development 3. Entrepreneurship in hospitality 4. Entrepreneurial Competencies 5. Problem Solving & Creativity 6. Time Management 7. Quality management 8. Planning in entrepreneurship 9. Situation handling 10. Creativity in entrepreneurship 11. Importance of communication in entrepreneurship 12. Computer literacy and basic knowledge 13. Marketing Management/Packaging/branding 14. Costing & Pricing, Fixed cost & Variable Cost, Breakeven point etc. 15. Market Survey 16. Understanding consumer behaviour 17. Inventory management 18. Style of leadership & characteristics of a good leader

#### **Feed Back & outcome summary**

The candidates who took part in the EP program were very excited because of new concept they appreciated the efforts which was taken by MOT, GOI & IHM to educate them to start their own business, they liked the information about self employment, Govt. Schemes, loan schemes which were available in market for them. As a feedback they appreciated that how to develop Wise thinking about new concept or new ideas, they also liked how to calculate cost for any new startup, and do market survey, time management and especially they understood that no business is small if it has been taken as a opportunity.

As a part of Outcome, some of them have already start thinking to set up their business on a micro level, many of them are enquiring govt. Schemes, loan facilities and doing market survey, Some of them have involved themselves in their family business to improve the facilities and also to grow their business by expanding. Some of them are taking training on technologies that how they can start online business or online home delivery for their local art, food product to potential customers. We hope that in future number will increase in terms of new startups and new business as the situation will become normal.