



BIRD ACADEMY

Empowering Youth

TRAVEL | TOURISM | AVIATION | HOSPITALITY



Dr. Ankur Bhatia
Executive Director

*In fond remembrance
This book is dedicated to*

**THE VISIONARY
BEHIND
BIRD GROUP**

FROM THE FOUNDER'S DESK

“Arise, awake, and stop not until the goal is reached”

~Swami Vivekananda

From an early age, my mind would brim with innovative thoughts and unique ideas. Seldom would I be pleased by anything that was either ‘regular’ or ‘easy’. I was invariably drawn to the less-trodden path in terms of my choices, be it my career or personal life. I had pledged to empower myself with skill, knowledge, and a zeal for the unknown territory and had taken that as a challenge.

In the last 50 years of my professional journey, the travel industry has evolved. From being burdened with bundles of papers moving across desks to transitioning to the digital landscape, we have come a long way. This happened thanks to the IT (information technology) Revolution in India in 1992, led by the then Prime Minister. During this period, I was curious albeit unsure about discovering the strengths of the self. While India was poised to become an able leader in the IT sector, like my country, I was forging ahead in my own way.

Committed and unafraid to learning by trial and error, I began my journey as a travel agent in the aviation sector.

Remember, this was also the time when globalization was gaining a foothold, and many countries that had the manpower and the strength of IT were inventing new, transformed models for banking, retail as well

as travel. Consequently, I equipped myself with the latest trends and technology in aviation, cargo, ground handling, back-office operations, airport security, and so on. I was determined to learn from field experts, specialists, and professionals. Along the way, I made mistakes, but I owned each of them and turned them into new life lessons. Discipline and diligence were my loyal companions along with fearlessness.

Bird Group was one of the first to enter this arena, and subsequently, many other players jumped into the same business. With the change in industry dynamics, our company started experiencing manpower attrition which led to a scarcity of resources.

As years passed, I realised, there was a dire need of manpower training in the industry, and it was time for me to share my wisdom with the new generations by encouraging them to grow wings and be the architects of their dreams.

In 1998, as part of a CSR (corporate social responsibility) initiative, I founded the Bird Academy under the Bird Group and aegis of Bird Education Society for Travel & Tourism (BESTT). Over the last 25 glorious years, Bird Academy has become both a change-maker and a game-changer in the



education sector. With its endeavours in multi-skilling, it opened up several avenues for the young aspirants to excel in the industry.

During my initial years, one of the major challenges I faced was, there were hardly any women in the travel industry.

Today, when we talk about gender parity and sensitization, it is important that the women of this country, who make up half the population, be recognised and rewarded the same way the men have been since time immemorial. India is a country of secularism and religious diversity. As we worship the Ashtabhuj Devi (eight-limbed goddess), we must not shy away from acknowledging the prowess of a woman when it comes to multitasking and her exemplary performance across socio-economic sectors and avenues, especially the booming international civil aviation industry.

This book promises to be a ready reckoner for students, teachers, ministries, government officials, educationists, counsellors, and others toward building a society where the roads for both job seekers and job givers can merge seamlessly, thereby fulfilling the vision of an equitable, sustainable, thriving world.

TESTIMONIALS FROM THE MINISTRY

ज्योतिरादित्य मा. सिंधिया
JYOTIRADITYA M. SCINDIA



नागर विमानन एवं इस्पात मंत्री
भारत सरकार
Minister of Civil Aviation and Steel
Government of India

MESSAGE

I am delighted to learn that the **Bird Group** is celebrating its 50 years, and its training arm **Bird Academy** is completing its 25 glorious years of service in producing skilled and trained youth in the field of civil aviation, tourism and hospitality. I am also pleased to know about the launch of the book "**Bird Academy - Skilling for the future**" which will serve as a motivating force for the young job seekers, illuminate the path of our future generations, and facilitate job creation.

Education, Skilling and Training are the key pillars for employability and critical drivers of economic growth and social development. In the past few years, even during a global pandemic, the Indian workforce has proven its robustness to become *Kushal, Shashakt and Atmanirbhar*. A strong Indian economy which is vying to become a US\$ 5 Trillion economy is a reflection of our commitment towards creating a New India, backed by our strong demographic weight.

Bird Academy in the last two decades has been helping young minds into specializing and acquiring comprehensive knowledge and I am confident that it will continue its dedicated work to inculcate new trends and expertise and be a game-changing influence in the future of training and skill development in India.

Best Wishes

(Jyotiraditya M. Scindia)

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पीवीएसएम, एवीएसएम, वाईएसएम (से.नि.)
GEN. (DR.) VIJAY KUMAR SINGH
PVSM, AVSM, YSM (Retd)



75
आजादी का
अमृत महोत्सव

राज्य मंत्री
सड़क परिवहन एवं राजमार्ग,
नागर विमानन,
भारत सरकार
Minister of State for
Road Transport and Highways;
Civil Aviation,
Government of India

MESSAGE

The world today acknowledges India's growth and resilience, and in coming times promises to lead from the front. This promise and commitment is a result of many decades of experience and hardwork, which has made India a great nation.

India has the youngest population in the world. This young and energetic youth of India is ready to march their way, lead and achieve new heights of success in the fields of Aviation, Travel and Hospitality. This "Young and Bright India" promises to not only lead, but also pave the way for future generations, and therefore "Trained and Skilled" manpower will be a powerful tool that will shape the future of India on the global map.

Bird Academy, over the past 25 years has played a very significant role in imparting Training, Education, and in Up-Skilling many youths in the fields of Aviation, Travel, and Hospitality. We, at the Ministry of Civil Aviation, Government of India recognise their commitment and the service to the nation.

We congratulate Bird Academy on the release of their book "Bird Academy- Skilling for the future", which will encourage and motivate many youth in further building and strengthening, the sectors of Aviation, Travel, and Hospitality.

[Gen. (Dr.) V. K. Singh (Retd.)]

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जी. किशन रेड्डी
संस्कृति, पर्यटन एवं
उत्तर पूर्वी क्षेत्र विकास मंत्री
भारत सरकार



सत्यमेव जयते



MESSAGE

G. Kishan Reddy
Minister of Culture, Tourism and
Development of North Eastern Region
Government of India

Under the visionary leadership of our Hon'ble Prime Minister Shri Narendra Modi Ji, we are marching towards becoming a 5 trillion USD economy. The tourism sector will undoubtedly play an important role in achieving this goal. The Ministry of Tourism is committed for the holistic development of the sector incorporating the opinions of all the stakeholders. Indeed, India has achieved a special place on the global stage and this sector will continue to play a significant role in the growth of our economy.

The year 2022 has been a landmark year for India as we celebrated 75 years of independence. The year became more significant as India assumed the G20 Presidency. The current year is a tremendous opportunity for tourism sector to project India's cultural heritage to the world and to attract the international tourists to India.

I am delighted to know that the Bird Group is celebrating 50 glorious years in the industry and has completed 25 years of its educational arm, Bird Academy, which has empowered a number of youth, especially women from the economically weaker sections of society.

I congratulate the Bird Group on the release of the book – *Bird Academy, Skilling for the Future*, which will serve to encourage and inspire people towards the tourism sector.

(G. Kishan Reddy)

New Delhi

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राजीव बंसल भा.प्र.से.
Rajiv Bansal IAS



सत्यमेव जयते



सचिव
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नागर विमानन मंत्रालय
नई दिल्ली-110 003
SECRETARY
GOVERNMENT OF INDIA
MINISTRY OF CIVIL AVIATION
NEW DELHI-110 003

Date: 01.12.2022

MESSAGE

India is poised to become a US\$ 5 Trillion economy, and this growth can be achieved with trained and skilled manpower. India has the youngest manpower in the world today, and this human capital promises to fuel India's growth and make India the fastest growing large economy.

The world has already recognized India's growth and its strength of human capital, and Ministry of Civil Aviation is actively supporting this vision by encouraging various initiatives in the field of Aviation, Travel and Hospitality, as these form the foundation to connect the world to us. "*Kaushal Bharat, Kushal Bharat*", will continue to be our inspiration in building the nation and emerging as a stronger economy by lighting up the growth path for our future generations.

Over the last 25 years, Bird Academy has played a phenomenal role in imparting education and skilling in these sectors to thousands of students empowering the youth of India! The Ministry of Civil Aviation, Government of India appreciate your commitment and assures you of our cooperation.

Many congratulations on the release of this book "Bird Academy – Skilling for the future".

We hope that this book will be another milestone in your remarkable journey and serve as a guide for the next generations!

(Rajiv Bansal)

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S SUHAS IAS
MANAGING DIRECTOR



MESSAGE

My Compliments to the Bird Academy on your proposal to publish a Coffee Table Book to commemorate completion of 25 years. It is indeed heartening to note that the academy, under your able leadership, has maintained its momentum and enthusiasm in imparting much needed knowledge and skills required for the Travel and Hospitality industry. With the Aviation and Hospitality sectors in India projected to grow at a rapid pace in the coming years, it is stellar and visionary initiatives like the Bird Academy that will provide job opportunities for the youth in our country.

I wish to convey my best wishes to the Academy and I am sure that in the coming years, the Bird group will reach ever greater heights in its quest for excellence in Aviation, Hospitality and beyond.

S Suhas

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Mrs. Radha Bhatia
Chairperson
Bird Group
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Connaught Place,
New Delhi-110001
INDIA



Date 12 December 2022

Dear Radha,

Greetings from Geneva! I am delighted to learn about the new edition of the Bird Academy coffee table book. Please accept my heartiest congratulations.

I would like to take this opportunity to recall our long time association with the Bird Group. Starting as an IATA Authorized Training Center (ATC) with the initial purpose of training personnel joining the travel and tourism industry, the Bird Academy has now grown to cover several functional areas of the aviation industry.

The ATC partnership was followed by the Accredited Training School (ATS) partnership that focuses on training personnel in Dangerous Goods Regulations. We now look forward to welcoming the Bird Academy as a CBTA (Competency Based Training & Assessment) Center in a few weeks. Last but not the least, the Bird Academy is also our first and only Regional Training Partner (RTP) that focusses on training mid to senior level professionals in the aviation industry.

IATAs Global Training Conference (GTC) has been held in many cities around the world, but I have no hesitation in saying that the New Delhi 2019 event was by far the most well-organized, well-attended and liked by the delegates. Radha's hospitality is truly amazing - it is well reflected in the culture and the staff at the Roseate.

Last but not least, I admire Radha as a business leader, especially her tireless contributions to encourage young girls to opt for aviation as a career are opening up options, and bringing in diversity and inclusion to our industry. I am proud of the fact that India provides opportunities to women in leadership - the President of the nation Mrs. Droupadi Murmu is another shining light for young girls to look upto.

Once again, please accept my heartiest congratulations! And wishing you a lot of success!

Yours sincerely,

Stephanie Siouffi-Vareilhès
Director

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iata.org

INTRODUCTION

HELPING THE YOUTH TO BUILD A BETTER TOMORROW

“An investment in knowledge pays the best interest.”

~Benjamin Franklin

The beginning of Bird Academy in 1998 was the result of a vision that recognised education and learning as key enablers for empowerment, social change, economic growth, and sustainability. Since its inception, the Academy has served as a bridge between the community of job givers and job seekers.



WHO WE ARE

Bird Academy is a registered society under the aegis of BESTT (Bird Education Society for Travel & Tourism). It is the educational arm and part of a CSR project of Bird Group, which is amongst the largest and most diversified groups of various entities within the industry. Bird Group's core business include - Information Technology, Travel & Aviation Services, Hospitality, Luxury Retail, and Education. It debuted with a 'one-student' batch, and gradually expanded as the Academy introduced specialised courses in Ticketing, Computerised Reservation System, and others. By then, the parent company had already established a strong foothold in the industry, and was a pioneer in bringing travel-specific technology to the Indian sector.

Till date, Bird Academy has trained and nurtured over 1,00,000 students and professionals, and imparted free education to underprivileged women, who are able employees today.



WHAT WE DO

Our knowledge, your passion

We, at Bird Academy, are inspired by our honourable Prime Minister Shri Narendra Modi and his concept of 'Vasudhaiva Kutumbakam' which means, this world is one family.

India's strength is in its youth. If this population, which also happens to be the world's largest, is equipped and skilled, then we will have a robust ecosystem of trained manpower. Our Academy prepares youngsters, not only for the Indian market but the global industry as well, in areas of travel, tourism, aviation, and hospitality. The motto of Bird Academy and Bird Group is: Innovation, Imagination, Inspiration and Integration, and this is in alignment with international standards. We have also infused the key takeaways in our courses from the recent New Education Policy (NEP) 2020 by the Ministry of Education, Government of India.

For us at the Academy, acquisition of knowledge is not the only or ultimate aim. The idea is to strengthen hands-on skill development so that India can break away from the barriers of 'the third world status' and be an exemplary global leader. As India is in the 'Amrit Kaal', we strive to contribute toward building a competitive and stronger nation with our skilling initiatives.

This was reiterated by our honourable Prime Minister on the auspicious occasion of the 76th Independence Day, where he said, "I look with hope the way the new National Education Policy has been formulated with a lot of brainstorming, with the exchange of ideas from various people and is at the root of the country's education policy. The skill that we have emphasized is such a power which will give us the strength to be free from slavery."

Now that we are entering the 5G era, it is important to create entrepreneurs rather than followers. Bird Academy is a proponent of a transformational education system where the power of technology and digitization can make us realise the dream of becoming a superpower and even nurture top leaders in the industry.



WHAT WE OFFER

Awareness | Training | Counselling & placements | Internship | Upskilling | Career building

Awareness

Bird Academy builds awareness about its courses and the career prospects by approaching the young aspirants in schools and colleges through regular career seminars and workshops.

Training

Offering an array of professionally designed courses, Bird Academy aspires to empower the youth of India, skilling them with education and hands-on training in the burgeoning industries, namely, Travel, Aviation, Tourism, Hospitality, Retail and allied services. These courses deep dive into specialised aspects, such as ticketing, proficiency in communication, persona enhancement, multi-skill development, marketing, IT skills, which are key drivers for employment. Various travel & aviation courses are conducted as per the latest industry standards based on the guidelines laid down by IATA. For the IATA courses, classroom trainings are conducted at the Academy, the evaluation is done

by IATA and henceforth certifications are issued in Montreal and handed over during convocation by Bird Academy.

Bird Academy's certificate courses for both students and professionals are recognised the world over. As part of a core technical development, trainees are exposed to state-of-the-art technology, systems, and latest trends in operations.

Counselling & Internships

At Bird Academy, candidates are first pre-screened on the basis of their aptitude and guided toward the programmes best suited to them. Bird Academy then offers internship ('on the job training programs'), considered to be one of the best in the industry. The Academy has a tie up with various travel & aviation stakeholders of the industry and regularly arranges internships to ensure a holistic experience for the students. We also receive requests from the industry for their manpower requirements.

Placements

Whether it is about choosing meaningful career options or being aware of employment trends, the Academy goes the extra mile by supporting and proactively guiding students to land their dream job. For specific industry requirements, we develop bespoke short term courses and train the candidates according to their specifications.

Regional Training Partner

Bird Academy is an IATA accredited Regional Training Partner (RTP), the first and only one in India, and hosts classroom trainings which are regarded as a benchmark in the aviation industry. This partnership of the Academy with IATA has not only put India onto the map of the world's strategic aviation training hubs but also created unique opportunities for upskilling the industry professionals, helping them to excel in their area of expertise.



WINGS TO DREAMS

The motto of Bird Academy - Never Stop!

The Academy constantly evolves with the changing times and shifts in trends in order to ensure the best for its students and the industry. Giving wings to dreams is at the core of what the academy does.

During the outbreak of the unprecedented COVID-19 pandemic, the Bird Academy curriculum transitioned smoothly from classroom training to online sessions. A series of fortnightly talks was organised as part of the 'Wings to Dreams' initiative, where eminent personalities, academicians, professionals, and practitioners came together to shine a light and guide all aspirants to become agents of change. This initiative is in alignment with the Academy's aim to stay connected with students and industry stakeholders, inspire them during challenging times and contribute towards the overall growth & development.

Various sessions were hosted in conversation with key industry stalwarts such as Vivek Atray, Nagsri Sashidhar, Suresh Prabhu, Amber Dubey, Stephanie Souffi Vareilhis, Dalip Singh Majithia who shared inspiring insights and thoughts with the attendees.

The series of webinars touched upon various key concerns and significant topics including:

- Skill enhancement for future opportunities in Aviation
- Drones - Industry applications and employment opportunities
- Power of grooming for personal and professional environment
- Saving aviation and allied industries and saving jobs
- Career opportunities through IATA
- HR trends in Air cargo during and after Covid

- Connecting the dots; Recovery for Aviation, Tourism, Hospitality
- Skill & Knowledge for the post Covid world
- Joy Today Tomorrow and beyond the Lockdown - with award-winning actor Anupam Kher

We were optimistic that the industry will bounce back and there will be greener pastures to explore.

In the post-pandemic era, the Academy continues in its mission to be a beacon of hope and change in the areas of hybrid education, skill development, technical know-how, and overall immersive learning.

The Academy's faculty comprises of a team of dedicated professionals, who are masters in the fields of training, administration, marketing and operational management. Additionally, guest speakers from diverse industries across the globe are regularly invited to deliver engaging lectures to the students.



KEY ACCREDITATIONS

At Bird Academy, we walk the talk and believe in performance and concrete outcomes. We are:

- An accredited institute of International Air Transport Association (IATA) since 2002
- IATA 'South Asia's Top Performing Training Partner' for 11 years (2009-2020)
- IATA Premier Circle Member (2010 & 2020)
- The first and the only IATA Regional Training Partner (RTP) in India
- Authorised by Delhi Tourism & Transport Development Corporation to impart training in travel automation
- Authorised by Delhi University (Campus of Open Learning) via a Memorandum of Understanding (MoU) to conduct short-term courses in Travel and Tourism, Airfare and Ticketing, Computerized Reservation System, and more
- The founder of the Aviation Multi Skill Development Centre (AMSDC), India's first ever national skill development centre located at Chandigarh Airport, inaugurated in 2018. AMSDC was a joint collaboration between Bird Academy, National Skill Development Corporation (NSDC), and CSR initiative of Airports Authority of India (AAI), and it has trained a total of 2700 candidates
- Partners with the IITTM (Indian Institute of Travel & Tourism Management), Ministry of Tourism, Government of India (in 2022) to train 3000 Incredible India Tourist Facilitators in soft skills.



VISION

“Education is the passport to the future, for tomorrow belongs to those who prepare for it today.”

~Malcolm X





Bird Academy is governed by the principles of self-reliance, excellence and hard work. The team's vision encompasses the following:

- To impart education and training to students and professionals aspiring to be a part of the flourishing industries of travel, tourism, aviation, and hospitality
- To bring industry experts and leaders on a common platform and engage closely with them to build a new and better tomorrow
- To be aligned with the Hon'ble Prime Minister's vision to train and skill India, and to offer unconditional support to uplift the underprivileged through our CSR initiatives like providing free training and conducting workshops
- To develop deeper synergies with the global aviation, tourism, and hospitality industries
- To work closely with industry associations like IATA and ICAO to impart world-class, globally recognised training
- To empower our youth, especially women, with skills and learning that will help create meaningful employment and career opportunities. For instance, 'Beti ko Rozgaar Dilao' is one of our several campaigns towards gender sensitization
- To create a common platform for exchange of ideas amongst Indian and international universities by facilitating key affiliations and associations
- To establish an academy of international repute and to enable the community of students from diverse backgrounds to excel in their endeavours worldwide

MISSION

“Give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime.”

~ Maimonides





Bird Group has witnessed the evolution of the travel and aviation industry in the last 50 years. It has been a pioneering influence toward the holistic development of the travel, tourism, aviation, and hospitality industries. In this goal, the Academy aspires to lead by example in world-class education, learning, and skilling.

Some of the important components that drive the ethics of the Academy are as follows:

INNOVATION:

Course content is based on the findings of Training Needs Analysis and inputs from subject experts. In today's age of digitization, there is no end to the development of new innovative ideas, which inspire our team to constantly upgrade and digitize processes.

RESEARCH:

Develop course content and generate knowledge through empirical and applied research

CONSULTANCY:

Apply acquired knowledge and skills through consultancy assignments with different organisations

TRAINING:

Impart world-class training to create meaningful career opportunities

SOCIAL CONTRIBUTION:

Partner with all key stakeholders to become drivers of social change and growth. Bird Academy also works with many schools, colleges for the weaker sections, and NGOs, thereby introducing them to the world of travel, tourism, aviation, and hospitality.

COURSES

COURSES OFFERED – INTRODUCTION

Bird Academy is a pioneer in designing curriculum, developing content, and conducting training and vocational programmes. It imparts focused skill development training to students with the objective of empowering them to be a part of a multi-skilled, competent and efficient workforce. Back in 1998, when Bird Academy first started, there were very few institutes that focused on aviation jobs. The Academy stepped forward and filled this gap as a social responsibility toward the booming travel industry.

Every course offered at the Academy is oriented toward employment and is mandated by the industry. Every year, approximately 5000 students are certified from Bird Academy. The Academy takes pride in the excellent record of placements of students across airlines, airports, travel agencies, travel portals, and the IT industry. Some of the strategic partnerships of Bird Academy include IATA, AAI, DGCA, Delhi University, NSDC, and Amadeus.



BIRD ACADEMY COURSES

Aviation

- ◆ Diploma in Aviation & Travel Industry
- ◆ Airport Passenger Services
- ◆ Airport Ramp Operations
- ◆ Air Cargo & Freight Forwarder
- ◆ Air Cargo Rating
- ◆ Airport Handling - Passenger and Baggage Handling
- ◆ Flight Load Control & Trim Planning

Persona Enhancement

Learn to professionally interact and communicate with others by applying the necessary interpersonal skills. Through discussions, exercises and constructive feedback, gain the skills to express yourself confidently in all business situations. Learn how to use these elements as an intentional and conscious tool in order to achieve a positive first impression in every social and business situation.

Persona Enhancement Courses

- ◆ Grooming and Self-presentation Skills
- ◆ Campus to Corporate
- ◆ Listening Skills
- ◆ Let's Learn English
- ◆ Customer Service Skills
- ◆ Communication Skills
- ◆ Business Etiquette Skills

Travel

- ◆ Certificate Course in Travel & Tourism
- ◆ Airfares & Ticketing
- ◆ Computerised Reservation System and Automated Ticketing
- ◆ Tour Operation & Itinerary Planning
- ◆ Enter the World of Amadeus Ticketing
- ◆ Enter the World of Automated Ticketing

Hospitality

- ◆ Housekeeping - Room Attendant
- ◆ Front Desk/Reception
- ◆ Food Production
- ◆ Food & Beverage Service



IATA COURSES

Basics

- ✦ Managing the Travel Business Diploma
- ✦ IATA Foundation
- ✦ IATA Cargo
- ✦ IATA Passenger Ground Services
- ✦ IATA GDS Fares & Ticketing
- ✦ IATA Consultant

DGR

- ✦ DGR CAT 1-3-6 (IATA+DGCA)
- ✦ DGR CAT 7-8 (IATA+DGCA)
- ✦ DGR CAT 9 (IATA+DGCA)
- ✦ DGR CAT 10 (IATA+DGCA)

Advanced (RTP)

Bird Academy is an IATA (International Air Transport Association) Regional Training Partner, the first and only one in India offering training of global standards, locally and more economically. The Academy hosts classroom training which covers the full spectrum of the aviation industry comprising multiple facets of critical areas like safety, security, airlines and airport operations. Regarded as a benchmark in the aviation industry, these training courses are imparted by global IATA trainers and attended by middle- and senior-level aviation professionals as part of their professional development journey. Some of these courses are also mandated by regulatory authorities and are recognised across the world. Being the first and only RTP in the country, one of the 4 IATA Regional Training Partners in Asia, out of 22 centres globally, Bird Academy stands aligned with the government's vision of making India a global aviation hub.

Courses offered (till date) comprise the following:

- ✦ IATA Document Control Systems
- ✦ IATA Safety Management System
- ✦ IATA Quality Management System
- ✦ IATA Passenger Assessment and Travel Document
- ✦ IATA Train the Trainer

CAREER OPPORTUNITIES

IATA COURSES

IATA FOUNDATION

**Travel counsellor /
consultant / Entrepreneur /
Travel Agent/ Tour Operator**

- ◆ make appropriate travel arrangements and reservations
- ◆ calculate and quote appropriate air fares
- ◆ complete international travel documents in accordance with the applicable IATA rules and procedures
- ◆ do e-ticketing global implementation
- ◆ answer customers' queries, quote rate and supplements, explain conditions and book tour products

IATA CONSULTANT

**Travel counsellor/ consultant/
Entrepreneur / Travel Agent /
Tour Operator**

- ◆ provide consultation on international travel and tourism destinations
- ◆ advise on travel and tourism products
- ◆ interpret IATA resolutions that applies to accredited travel agencies
- ◆ follow BSP procedures to construct complex airfares and to manage ticket exchanges

IATA GDS FARES & TICKETING

**Work with Airlines, Travel
Agencies as - Travel counsellor
/ Consultant /Entrepreneur /
Travel Agent / Ticketing Agent**

- ◆ does the mileage system pricing and knows how to interpret and reads all GDS displays relevant to mileage system pricing
- ◆ identifies and prices different journey types (including round-the-world journeys and travelling in different classes)
- ◆ interprets fare rules and taxes

IATA CARGO

Air Cargo Handler / Air Cargo Manager / Air Freight Manager / Cargo And Freight Agent / Air Cargo Sales And Marketing executive / DGR Handling Staff / Custom House Agent / Import & Export Department / Documentation Department / Packing Marking Labeling Department / Freight Forwarding Consultant



Air Cargo Handlers -

- ◆ load and unload baggage at the airports
- ◆ place luggage and other items on airplanes

Cargo Manager -

- ◆ responsible for building, leading and streamlining the cargo team
- ◆ expedites and facilitates route movement of incoming and outgoing cargo and freight shipments in airline, train, and trucking terminals and shipping docks

Sales & Marketing Department -

- ◆ provides the organization with adequate support to promote the organization's services across worldwide markets

Customs House Agent (CHA) -

- ◆ licensed to act as an agent for transaction of any business relating to the entry or departure of conveyances or the import or export of goods at a customs station
- ◆ ensures that the organization files precise documentation for all its exports

IATA MANAGING THE TRAVEL BUSINESS

Travel - Accounting / Administration / Supervising Staff / Product Development / Marketing

- ◆ performs management roles and responsibilities in the travel industry
- ◆ motivates and inspires employees
- ◆ responsible for supervising a group of people working hands-on in the travel industry
- ◆ has negotiation skills



IATA DGR COURSES

IATA DGR CAT 1,3,6 - INITIAL

They are eligible to work with an airline as well as the cargo industry

- ◆ get familiar with the provisions of the technical instructions for safe transport of dangerous goods by air and IATA Dangerous Goods Regulations Manual and the Aircraft (Carriage of Dangerous Goods) Rules, 2003 to deal with all types of Dangerous Goods covered by above regulations
- ◆ apply the IATA Dangerous Goods Regulations correctly
- ◆ apply the legal aspects involved
- ◆ differentiate between shipper's and operator's responsibilities
- ◆ identify dangerous goods

IATA DGR CAT 1,3,6 - RECURRENT

They are eligible to work with an airline, Ground Handling agency as well as the cargo industry

- ◆ get familiar with the provisions of the technical instructions for safe transport of dangerous goods by air and IATA Dangerous Goods Regulations Manual and the Aircraft (Carriage of Dangerous Goods) Rules, 2003 to deal with all types of Dangerous Goods covered by above regulations
- ◆ apply the IATA Dangerous Goods Regulations correctly
- ◆ apply the legal aspects involved
- ◆ differentiate between shipper's and operator's responsibilities
- ◆ identify dangerous goods

IATA DGR CAT 7 AND 8 - INITIAL & RECURRENT

They are eligible to work with an airline, Ground Handling agency as well as the cargo industry

- ◆ apply the IATA Dangerous Goods Regulations correctly
- ◆ apply the legal aspects involved; Differentiate between shipper's and operator's responsibilities
- ◆ identify dangerous goods

**IATA DGR CAT 9 INITIAL & RECURRENT
IATA DGR CAT 10 INITIAL & RECURRENT
IATA DGR CAT 11 INITIAL & RECURRENT
IATA DGR CAT 12 INITIAL & RECURRENT**

They are eligible to work with an airline / Ground Handling agency

- ✦ apply the IATA vv correctly
- ✦ apply the legal aspects involved; Differentiate between shipper's and operator's responsibilities
- ✦ identify dangerous goods

**IATA DGR CAT 12
INITIAL &
RECURRENT
DG AWARENESS**

They are eligible to work with an airline as well as the cargo industry

- ✦ apply the IATA Dangerous Goods Regulations correctly
- ✦ apply the legal aspects involved; differentiate between shipper's and operator's responsibilities
- ✦ identify dangerous goods



BIRD ACADEMY LONG TERM/SHORT TERM COURSES

DIPLOMA IN AVIATION & TRAVEL INDUSTRY

Travel counsellor / consultant / Entrepreneur / Travel Agent/Tour counsellor/Tour planner/ Passenger Handling staff

- ✦ international fare calculation on GDS - basic and advanced fare construction principles, as well as GDS entries to price journeys and issue tickets
- ✦ deal with a variety of aspects vital for the effective functioning of a tour operations department
- ✦ how to combine entrepreneurial and marketing skills with tour operating knowledge, which can be applied to local tourists and inbound travellers
- ✦ usage of Amadeus to create, amend and service the air bookings and ticket issuance
- ✦ capability to handle all airport jobs

CERTIFICATE COURSE IN TRAVEL & TOURISM

Travel counsellor / consultant / Entrepreneur / Travel Agent / Tour counsellor / Tour Planner Handling agency as well as the cargo industry

- ✦ expertise in international fare calculation
- ✦ expertise in planning & pricing the tour packages
- ✦ expertise in computerised reservation and ticket issuance
- ✦ capable to handle travel agency/tour operator profiles
- ✦ capable to handle all types of clients

COMPUTERISED RESERVATION SYSTEM & AUTOMATED TICKETING

Travel counsellor / Ticketing Agent

- ✦ describe the features of fares, restrictions and applicable penalties
- ✦ give accurate advice about itinerary class of service and book the seat
- ✦ make air travel arrangements
- ✦ describe the common features of itinerary and services, create the reservation and input the other service elements for the passengers
- ✦ give accurate advice on requirements for travel documents like Passport, Visa
- ✦ describe the features of travelling, timing and other services
- ✦ provide information on fare restrictions and give the accurate advice about check in-out timing

TRAVEL AGENCY & TOUR OPERATIONS

Tour Operator / Tour Executive / Tour counsellor

- ✦ give accurate advice on requirements for travel documents like Passport, Visa
- ✦ describe the features of travelling, timing and other services
- ✦ provide information on fares restrictions and give the accurate advice about check in-out timing
- ✦ do e-ticketing global implementation
- ✦ answer customers' queries, quote rates and supplements, explain conditions and book tour products

AIRPORT HANDLING - PASSENGER AND BAGGAGE

Passenger Service Agent / Customer Service executive / Guest Relation Executive / Floor walkers / Mishandling Baggage Agents / Poolers

Passenger Service Agent -

- ✦ works at an airline's check in counter, checks in luggage and make seat assignments
- ✦ provide information on aircraft boarding and assist during boarding and arrival

Ticket agents -

- ✦ works at an airline's ticket or baggage counter
- ✦ handle airline ticket sales, reservation changes, and provide information at the airline counter at the airport

Meet and greet agents -

- ✦ works at airports arrival and departure gates and inside the airport
- ✦ greet customers when they arrive at the airport and escort them to the departure gates
- ✦ check in luggage and make seat assignments

AIR CARGO RATING

Air Cargo Manager / Air Freight Manager / Air Cargo Sales and Marketing executive / Freight Forwarding Consultant

- ✦ the Cargo Manager is responsible for pricing and quoting the published rate and the charges for air cargo
- ✦ the sales & marketing Department provides the organization with adequate support to promote the organization's services across worldwide markets.
- ✦ applying specific commodity and commodity classification rate, calculating valuation charges and disbursement fees.

AIR CARGO AND FREIGHT FORWARDER

**Air Freight executive / Cargo
and Freight Agent / Air
Cargo Sales and Marketing
Executive**

- ✦ booking of cargo space on ship, plane, train, or truck
- ✦ coordinate the insurance of the goods
- ✦ coordinate transportation of the cargo and its packing and loading into the carrier manage logistics
- ✦ arrange shipments by ground, air or rail
- ✦ calculate shipping costs
- ✦ prepare all bills, invoices

FLIGHT LOAD CONTROL & TRIM PLANNING

**Load Planner / Load and
Trim officer**

- ✦ responsible for maximise utilisation of available capacity
- ✦ perform all aircraft waging and balance, documentation activities for the airline concerned
- ✦ ensure that weight and balance of the aircraft are maintained within permissible limits on all sectors
- ✦ to keep the movements of containers/pallets at transit stations to the minimum
- ✦ equipped with knowledge of the load sheet and balance chart preparation in the aircraft loading

AIRPORT RAMP OPERATIONS

**Ramp Executive / Loading
Officer / Freight Forwarding
Consultant**

Ramp Services Agents -

- ✦ load and unload aircraft
- ✦ perform aircraft cleaning
- ✦ service aircraft water and lavatory systems
- ✦ drive airport equipment on the ramp

AIRFARES & TICKETING

Travel counsellor / Consultant / Ticketing Agent

- ◆ do e-ticketing global implementation
- ◆ answer customers' queries, quote rates and supplements
- ◆ explain conditions and book tour products

ENTER THE WORLD OF GDS

Work in a travel firm as a reservation agent, sales agent or in any other department which uses a GDS

- ◆ create, amend and service the air bookings on GDS system
- ◆ use TIMATIC, hotel availability and hotel features

ENTER THE WORLD OF AUTOMATED TICKETING

Work in a travel firm / Airline / Airline back office as a reservation agent, sales agent or in any other department which uses a GDS

- ◆ work with the basic commands related to automated ticketing
- ◆ use GDS to create, amend and service the air booking ticketing

PERSONA ENHANCEMENT COURSES

CAMPUS TO CORPORATE

Front Office; Public Relations; Better Self-presentation

- ✦ create a great impression and professionally interact and communicate with others by applying the necessary personal skills
- ✦ to take the ownership and responsibility for relevant job role

CUSTOMER SERVICE SKILLS

Front Office; Public Relations; Better Self-presentation

- ✦ articulate the critical guest service touch points
- ✦ focus on interaction & skills required to delight the customer
- ✦ handling difficult customers and situations

GROOMING AND SELF-PRESENTATION SKILLS

Front Office; Public Relations; Better Self-presentation; Job-seekers

- ✦ develop self-esteem, self-confidence and self-presentation skills
- ✦ will be able to understand the importance of personal hygiene and good grooming
- ✦ understand how your personal style influences on how you communicate
- ✦ know how to make a great first impression and how to dress appropriately

LISTENING SKILLS

Front Office; Public Relations; Customer interactions-online/offline / face-to-face

- ✦ use listening skills to create more effective, productive professional and personal relationships

BUSINESS ETIQUETTE SKILLS

Front Office; Public Relations; Better Self-presentation

- ✦ interact effectively and intuitively in different scenarios
- ✦ create a great impression and professionally interact and communicate with others by applying necessary personal skills

LET'S LEARN ENGLISH

Front Office; Public Relations; Better Self-presentation / Students / Graduates / Job-seekers / homemakers / People working in the aviation and hospitality sector
Students / Graduates / Job-seekers / homemakers / People working in the aviation and hospitality sector

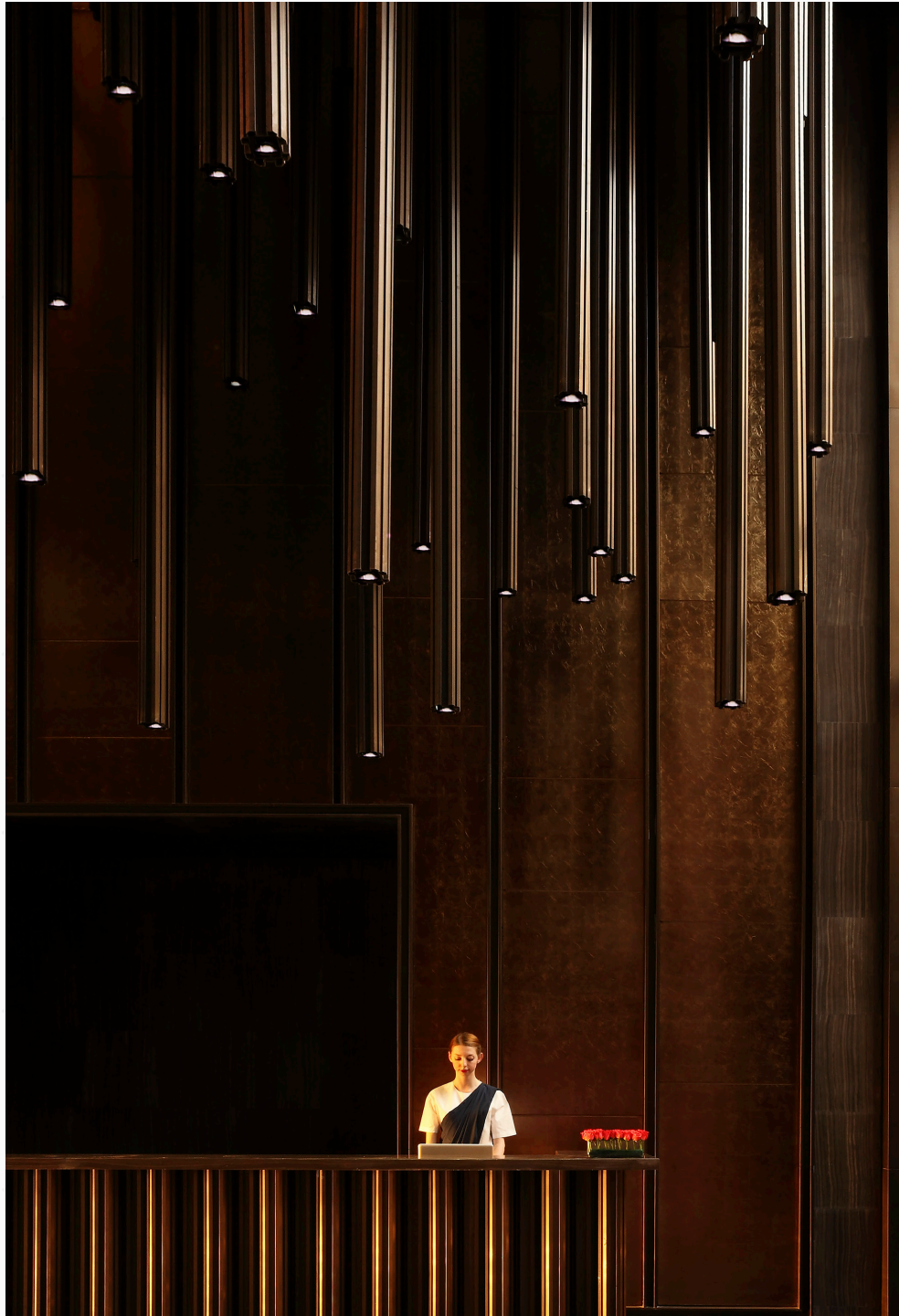
- ◆ create a great impression and professionally interact and communicate with others by applying the necessary personal skills
- ◆ to take the ownership and responsibility for relevant job role

COMMUNICATION SKILLS

Front Office; Customer Interactions; Public Relations; Better Self-presentation; Marketing job roles / Students / Graduates / Job-seekers / People working in the aviation and hospitality sector

- ◆ develop effective communication skills
- ◆ create a great impression and professionally interact and communicate with others by applying necessary personal skills





JOB ROLES - HOSPITALITY

HOUSEKEEPING - ROOM ATTENDANT

Housekeeping Attendant / Laundry attendant

Learn how to:

- ◆ make a bed and clean a hotel room as per 5-star standards.
- ◆ dust hotel rooms and furniture.
- ◆ differentiate between various types of marble, wood, metal, fixtures and furniture.
- ◆ differentiate between various types of linen and washing procedures
- ◆ differentiate between various types of flower arrangements and types of flowers as per hotel standards.
- ◆ interact with guests and make it home away from home.
- ◆ understand the hygiene standards and audit requirements.
- ◆ differentiate between various types of chemicals used in different sections of the hotel.
- ◆ Gain knowledge related to guest supplies, consumable items to be served to guests, promotional materials, forms and procedures correctly and skillfully.
- ◆ develop new ideas and techniques

FRONT DESK/RECEPTION

Concierge / Front Desk / Guest Relations

Understand:

- ◆ the basic functionality in maximizing room sales & revenue
- ◆ how to prepare for guest arrivals and departures and assist them with their check in formalities as per hotel standards and also their check out formalities
- ◆ basics of front office
- ◆ cashier policies, credit cards, traveler cheques, currencies as well as foreign exchange
- ◆ technical responsibilities while using OPERA software and would know the requisition point and par stock of products used in the department such as guest supplies, paper supplies, etc.
- ◆ guest check in procedure and departure procedure as per hotel standards
- ◆ how to plan and itinerary for the guest.
- ◆ different nationalities of guests and their preferences
- ◆ different types of meal plans and inclusions
- ◆ guest preferences in terms of food & beverage
- ◆ allergies and do's and don'ts as per guest preferences
- ◆ the importance of guest preferences during their stay



FOOD PRODUCTION

Commis Bakery / Commis

Learn how to:

- ◆ production of all breakfast pastry items, i.e., brioche, croissants, etc. for all outlets, room service and banquets
- ◆ standard recipes and presentations in order to maintain quality standards and consistency of product
- ◆ coordination with the Pastry Chef and Assistant Pastry Chef in order to develop new items and ongoing development of skills and techniques
- ◆ the importance of reducing wastage
- ◆ how to accurately measure meal ingredients
- ◆ different types of vegetable cuts.
- ◆ discarding all expired and spoiled food items stored in the stock rooms, refrigerators, and freezers along with understanding FIFO procedures
- ◆ purchasing methods from vendors for ordering of vegetables, chicken, fish etc.
- ◆ store requisitions through prolific software.
- ◆ different types of food hygiene audit requirements.
- ◆ different types of licenses required as per hygiene standards and its importance
- ◆ the usage of different types of chopping color board requirement
- ◆ different types of sauces & curries as per the cuisine

FOOD & BEVERAGE SERVICE

Server / Banquet Associate / Bar Tender

Understand:

- ◆ how to serve food and beverage to guests in accordance with service standards
- ◆ hygiene standards
- ◆ how to clean and maintain equipment, tools, fixtures, service area in station assigned
- ◆ equipment used for banquet operations and restaurant operations
- ◆ different types of garnishes for beverage
- ◆ different styles of service.
- ◆ different types of meal plans and inclusions
- ◆ fine dining experiences and how to curate them
- ◆ operations related to various food & beverage outlets
- ◆ guest preferences in terms of food & beverage
- ◆ different types of allergies and do's and don'ts as per guest preferences *
- ◆ different types of licenses required for F&B Service

PLACING IT RIGHT

“In learning you will teach, and in teaching you will learn.”

~ Phil Collins

Bird Academy offers a unique facility to the new incumbents of the industry by preparing them and helping them find gainful assignments in reputed corporate houses. This integration of classroom theoretical learning and field assignments is mutually beneficial to the graduates and the experts in the travel industry. On the one hand, the fresh graduates get an opportunity to enhance their skills and develop their personality at the workplace. And on the other hand, the industry is assured of hiring excellent, trained human resource that can be moulded and developed further for specific assignments.

Students graduating from Bird Academy have been placed at renowned corporate entities in the aviation industry.







AGENTS OF CHANGE BY HANDS

“Leadership and learning are indispensable to each other.”

~John F. Kennedy

The mission of Bird Academy is to be a powerful catalyst of socio-economic change. In its quest to bridge the gap between job-seekers and job-givers, Bird Academy has partnered with multiple NGOs to provide meaningful and successful opportunities to empower women, especially from the underprivileged strata of society. Students are imparted globally competitive education and training with a clear end goal of skilling them for a meaningful career. To achieve this, the team of experts at the Academy is professionally connected with leading airlines, travel agents, ground handling, hotels, cargo companies, and other stakeholders for suitable placement opportunities.

With the profound belief that growth and empowerment begin at the very grassroots, at home, the Academy's counsellors have reached out to families to not just encourage women, but convince the men to support and encourage them. According to Mahatma Gandhi, "If you educate a man you educate an individual, but if you educate a woman you educate an entire family."

It is time, men respect the role and contribution of women, especially to the family's financial stability, which in turn helps provide better education and care to the children, thus uplifting the country's economy. Women are equitable partners in progress. When awareness is complemented with focused multi-skilling, training and guidance, a world of employment opportunities can open up for women. These could be in any of the fields and any of the multifarious roles in travel, tourism, aviation, hospitality, retail and allied services.

Bird Academy experts have also gone a step ahead to encourage women in rural towns and villages which have unparalleled legacies and a story of their own, to become tour guides. They have lived the tales that they can most authentically narrate.

They can be employed as local tour guides, with exemplary knowledge of history, customs, trails, cuisine, touristic destinations and much more.

In this manner, women can also promote 'rural tourism' in India, which can in turn bring our heritage and culture to the global arena. The Ministry of Tourism in India has laid a great deal of emphasis on the development of such rural tourism sites which boast of rich art, culture, handloom, heritage and crafts. After the pandemic, there is an increased aspiration toward better living and this can open up more career opportunities.

In today's ever changing business environment, soft skills are highly valued. Today, when there is a lot of anarchy in the system and the organizations are relying on virtual interfaces, it has become all the more essential to have the desired soft skills in the workforce. From communicating with clarity to being a team player with active listening skills and displaying creativity in solving problems, from demonstrating time management skills to leading teams with humility - all of these need soft skills! The government has also recognised the need to have soft skills training, a recent instance was when the Forest Department of Sikkim approached Bird Academy to conduct a soft skills programme for their teams.

In its endeavour to creating a robust pool of talent across industries, Bird Academy is driven to promoting education and skill development among the marginalised and disenfranchised sections of society. The Academy has partnered with government agencies in organising various programmes and events. For instance, the Academy has supported in the development of Aviation and Aerospace Model Centre in Chandigarh, introduced modern aviation courses as well as upskilling programmes to empower youth, especially women, and placed them successfully in the aviation sector.

Bird Academy conducted a specialised training programme for 26 persons of The Sikkim Forest and Environment Department, Sikkim Government - from the level of Range Officers to Environmental Assistants - in customer service, administrative duties, grooming and self-presentation skills, etiquette, communication skills, customer service, and listening skills. The training was conducted by the instructors at Bird Academy from 9th to 11th February 2022 at Forest Secretariat, Gangtok, Sikkim.

In March 2022, Bird Academy signed a Memorandum of Understanding (MoU) with the Ministry of Tourism, Government of India and the Indian Institute of Tourism and Travel Management (IITTM) toward organising a unique Soft Skills Training Programme that accommodated more than 3000 participants under the Incredible India Tourist Facilitator Certification (IITFC) programme. The programme was designed by a dedicated team of experts at Bird Academy. The training focused on customer service, grooming & etiquette, and communication in tour guiding. This was held over a span of two days and imparted via an eight-hour power-packed live and interactive online training programme.

Aligned with its objectives, Bird Academy had even taken an initiative in training women in driving, few of whom have been employed in the aviation services as drivers of heavy vehicles.

Bird Academy, as a society, values nurturing students on their growth path. It carries out various CSR activities for students. In 2019, the Academy organised Career Counselling workshops on Tourism, Travel, Ticketing and Aviation free of cost for the senior students of NDMC schools. Under this initiative, hundreds of students from six Atal Adarsh Vidyalayas, based in New Delhi, were nominated by the Director of Education to attend the workshops.

FULFILLING DREAMS

In order to ensure that deserving candidates from underprivileged backgrounds do not miss out on realising their potential due to lack of funds and resources, the Academy provides partial/ complete funding of the course fee to them. The Academy also offers scholarships and financial aid to these candidates.



April 6th, 2016:
Inauguration of a training program for girls from rural India under the project, Sandarshika - 'Bridging Gender Inequity through Skilling' in the presence of Ms. Sushi Singh (CEO Educomp Foundation) Mr. Amod Kanth, (Founder, Prayas Foundation) Ms. Rashmi Singh (President, NANAK), Ms. Radha Bhatia (Chairperson, Bird Group).



April 24th, 2015:
Felicitation ceremony for trainees from rural India under the project, Sandarshika - 'Bridging Gender Inequity through Skilling' in the presence of Ms. Rashmi Singh (President NANAK). Mrs. Radha Bhatia Chairperson, Bird Group felicitating the students.





October 15th, 2016:
International student's conference on 'Career Opportunities in Tourism, Aviation and Hospitality' at KK Modi Stratford University for the African Students Association of India



July 21st, 2019:
Lecture on grooming skills curated for the Airline Customer Service Executive Batch at the Aviation Multi Skill Development Center, Chandigarh (AMSDC)



October 18th, 2019:
Career counselling workshops on Tourism, Travel and Aviation, attended by senior school students of Atal Aadarsh Vidyalaya, Ansari Nagar.



October 14th, 2019 :
Career counselling workshops on Tourism, Travel and Aviation for senior school students of Atal Aadarsh Vidyalaya, Bapu Dham.



October 24th, 2019:
Career counselling workshops on Tourism, Travel and Aviation for senior school students of Atal Aadarsh Vidyalaya, Mandir Marg.



October 19th, 2019:
Career counselling workshops on Tourism, Travel and Aviation for senior school students of Atal Aadarsh Vidyalaya, Lodhi Estate.

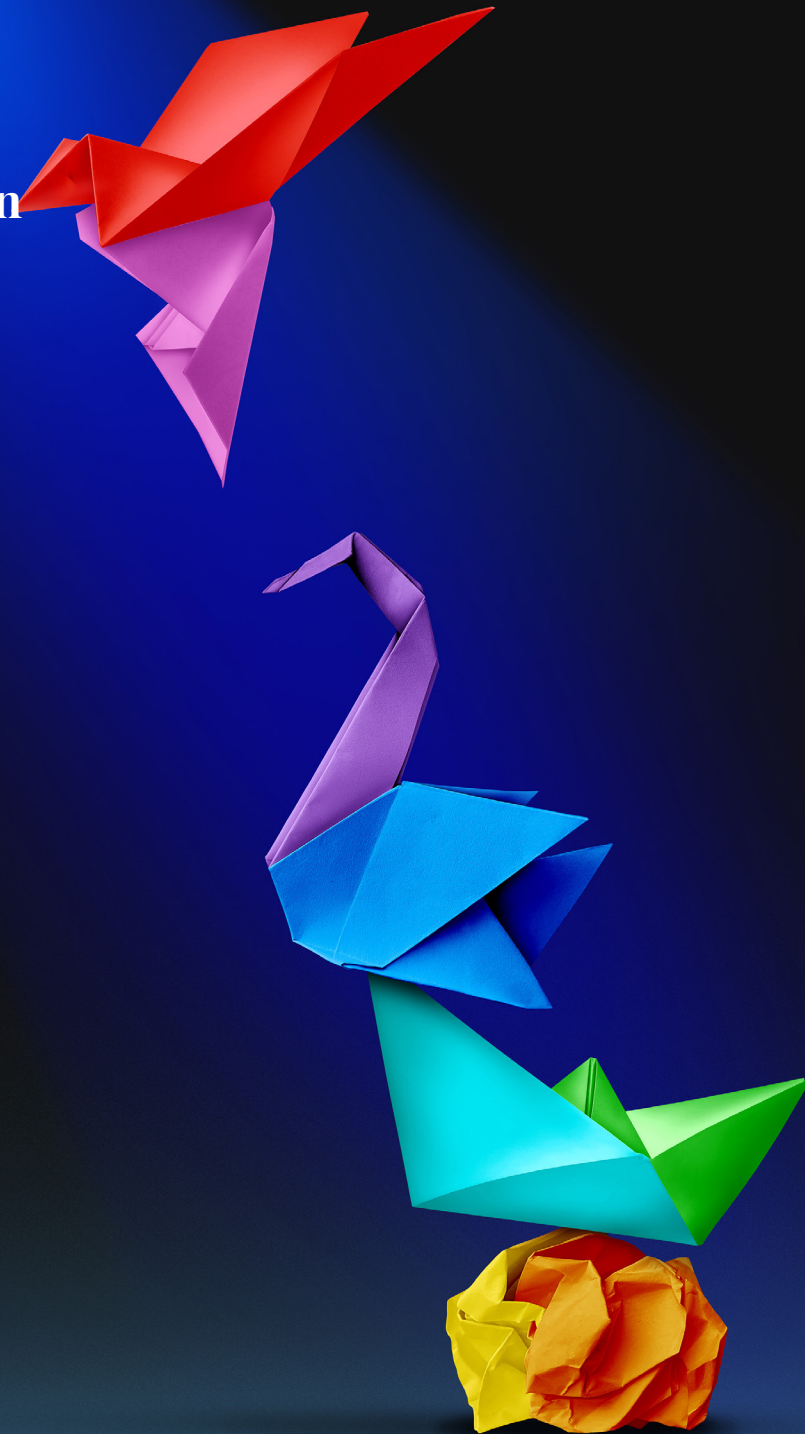



October 19th, 2019:
Career counselling workshops on Tourism, Travel and Aviation for senior school students of Atal Aadarsh Vidyalaya, Moti Bagh

DEVELOPING SKILLS

“For the things we have to learn before we can do them, we learn by doing them.”

~Aristotle





Currently, most industries in India are faced with scarcity of skilled labour. Although more than 40 million people are registered in employment exchanges, only 0.2 million get jobs, thereby leaving a huge number of youngsters unemployed. The education system does not focus on training young people in employable skills that can provide them with lucrative opportunities. Today, a considerable section of India's labour force is not equipped with modern tools and skills. With the present and expected economic growth rate, this challenge is going to become even harder to overcome, since more than 75% of new job opportunities are expected to be 'skill-driven'.

Keeping this scenario in perspective, Bird Academy aims to promote and provide vocational training to college dropouts, existing workers, graduates, ITI graduates, and so on. The Academy promises to work toward honing the youth's employability skills by optimally utilising the infrastructure available in government, private institutions, and the industry at large. It also aims to concentrate on capacity building in the areas of development of competency standards, course curricula, learning material, and assessment standards in the country.

The Academy's 'skill delivery' process begins with the identification of jobs and ends with the placement of trained youth in various verticals of the group and industry. Employment opportunities are aplenty for the educated yet unemployed youth outside the government sector, and the Academy ensures that every student leaves with a degree that is recognised and valued by the employers.

The Academy is a key player in upskilling. Bird Academy has designed courses that match job experience with a qualification and improve the credentials of the participant. As part of the upskilling initiative, the Academy provides regular consultation and expertise toward drafting of the curricula of various courses for universities/institutions. The Academy also shares inputs on trends and requirements in tourism, hospitality, and aviation industries by scheduling interactive sessions, such as panel discussions, talks by field experts, educational tours, seminars and workshops, industry immersion programmes, and other types of activities that are extremely beneficial for the participants.

TRAINING WITH LEADERS

Bird Academy's 'skill delivery' process includes the following:

- Pre-designed and tailored aviation, tourism & hospitality courses mapped to career preferences and industry requirements
- Latest technological developments through group companies
- Domain skills, multi-functional technical, and related soft skills
- Instructor-led online/classroom training with advanced curriculum complemented by audio-visual aids for comprehensive learning experience
- Certifications that are revered across aviation, tourism & hospitality industries
- Consultation and expertise on content development, curriculum design, and inputs on trends and requirements in aviation, hospitality, and tourism

Bird Academy bridges skill gaps across service sectors and supplements the nation's economic growth rate flawlessly. A sustainable skill delivery system that supports inclusive economic growth is what drives the Academy's vision of creating 'leaders of tomorrow'. Even the COVID-19 pandemic could not deter the Academy's commitment to train the aspirants. The curriculum shifted from offline to online in record time. The students completed their coursework in time and were ready for interviews post the lockdown period.



FACULTY SPEAK

“The art of teaching is the art of assisting discovery.”

~Mark Van Doren

The committed and compassionate faculty at Bird Academy share their experiences of discovering the joy of growing and learning together. Education and knowledge are often used interchangeably, but it is actually the teachers and educators the world over who make us understand the difference while bridging the gap between the two.



Team Bird Academy - We are together for a noble cause, 'skilling for the future'



Women Power - together we stand for a noble cause

THE JOURNEYS



VINEETHA GURUVAYUR

Manager Training

Field of expertise - IATA Foundation, IATA Passenger & Baggage Handling, IATA QMS, IATA Aviation Internal Auditor, AASSC - Master Trainer, IATA Train the Trainer, Destination Specialist

“At Bird Academy, my career turned into my passion.”

In 2004, I was offered the position of a trainer at Bird Academy. I was not sure whether I will be able to do justice to the profile but my mentors - Ms. Alpana Chaturvedi and Mr. Sunil Menon - stood by me, and I marched toward a career, which is my passion now: TEACHING. In 2008, with a heavy heart, I had to take a break to only return with more synergy as Manager Training Bird Academy in 2013.

The second innings at the Academy opened up new opportunities and possibilities. I could enhance my skill set by attending various training programmes sponsored by the Academy such as IATA Passenger & Baggage Handling, IATA Quality Management System, IATA Aviation Internal Auditor, AASSC - Master Trainer, IATA Train the Trainer. Today, I am officially an expert in organising ‘Train the Trainer’ programmes for aspiring trainers, subject specialisation training, and aviation courses. Also, I got an opportunity to train international participants.

I regularly deliver guest lectures and conduct sessions for students pursuing their graduation and MBA at universities and institutions. Organising customised training programmes for our corporate clients is also a part of my forte now. The students whom I mentored now work for renowned Airlines, Airports, Travel companies, and all verticals of the industry, and often turn up to offer their gratitude. Every meeting with the alumni ushers in a new synergy in me to put my best foot forward to give back to society all the KNOWLEDGE that I acquired in my brief career of over 19 years.

ARVIND PRABHAKER

Chief Instructor-DGR

Field of expertise - DGCA DGR, IATA DGR, IATA Cargo Introductory

“A good landing is one you can walk away from. A great landing is one where you can fly the airplane again.”

In the aviation industry, safety is the prime concern. Aviation risks and threats are part and parcel of daily operations. As we know, today, ‘Dangerous Goods’ are both transported by cargo and carried by passengers too. Adhering to the norms of ‘Dangerous Goods Regulation (DGR)’ is therefore crucial, and for that, DGR training is mandatory for all those who are in this industry.

In my 27 years’ experience in aviation, more than 21 years were spent in the process of handling ‘Dangerous Goods’. For the last 11 years, I have been engaged in DGR training.

In 2003, after completing a course in DGR, I began my career as Dangerous Goods acceptance staff. In 2008, I enrolled myself for another DGR course at Bird Academy, where I met their Chief Instructor Dr. T V Narayan, who encouraged me to take on the role of DGR Instructor at the Academy.

In 2011, I joined Bird Academy as DGR Instructor. Soon, I got the opportunity to conduct DGR trainings in Bhutan, Nepal, UAE, and Afghanistan. Our training methodology is recognised by leading institutions and organisations around the world. The Academy also gave me an opportunity to upskill myself through various courses such as IATA Cargo Introductory and IATA Aviation Internal Auditor. In 2016, I was promoted to the position of Chief Instructor for Dangerous Goods training at Bird Academy.

We train about 2500-3000 persons every year. As the regulations keep changing and upgrading, it becomes essential for the student or aspirant to complete the Refresher DGR training within 24 months after finishing the initial training for the validation of their certificate and subsequently, their degree.

Our students trust us because they are taught by qualified trainers from the industry.





RADHIKA DIWAN

Assistant Manager Training

Field of expertise - IATA GDS Fares & Ticketing, IATA Consultant, IATA Managing the Travel Business, IATA Cargo Introductory

“Our training process begins with the identification of jobs and ends with the placement of trained youth.”

I joined Bird Academy as an IATA Consultant Trainer and kept adding feathers in my cap by upgrading my skill set with various courses at the Academy such as IATA Managing Travel Business, IATA Cargo, and IATA Airlines Revenue Management. For the last 11 years, I have been Assistant Manager (Training). I am responsible for conducting trainings for IATA programmes and also curating DU courses such as, Airfares and Ticketing, Tour Operations, Computerized Reservation System, and Airport Management modules.

A professional designation certifies your experience and competencies with employers, colleagues, and consumers. Our training process begins with the identification of jobs and ends with the placement of trained youth in various verticals of the industry.

GOPAL KUMAR

DGR-Instructor

Field of expertise - DGCA DGR, IATA DGR, IATA Cargo Introductory

“Training in Dangerous Goods is essential in aviation industry.”

About 28 years ago, when I started my career in freight forwarding industry, I was curious to learn about Dangerous Goods. I got two chances to join DGR classes under the supervision of knowledgeable instructors at Bird Academy while I was also working with the ground handling company.

Soon, my goal to become a DGR instructor was realised in 2016 when I was given an opportunity to join Bird Academy. In the last six years, I have travelled across India and also got an opportunity to visit Afghanistan to conduct DGR training.

At the Academy, I upgraded my skills by completing the IATA Cargo Introductory course and IATA Live Animal Regulations.

The training imparted by us is related to safety and security and handling of Dangerous Goods for the safety of passengers and airlines. For me, it is a big achievement to work for an organisation which is entrusted with this responsibility by the Ministry of Civil Aviation and IATA.

Working with the community of pilots, ground handling staff, ramp staff in the aviation sector along with managers and directors of the air freight forwarding industry has been truly rewarding.





SANA MUDEER

Assistant Manager Training

Field of expertise - IATA Foundation, IATA Cargo Introductory, IATA Consultant, Air Fares & Ticketing CRA (Amadeus)

“At Bird Academy, we learn from our students too.”

In 2003, I started my career in travel agencies and moved to trainings in 2010 with Bird Academy as Trainer. Today, I am working as Assistant Manager Training. I am a trainer for IATA Foundation, IATA GDS Fares and Ticketing, Computerised Reservation and Automation (Amadeus), Air Fares Ticketing, Tour Operations, and other related courses.

I would like to thank Bird Academy for giving me the opportunity to share my knowledge with students and aviation leaders of tomorrow. Being a mentor, listening to all course-related problems and finding solutions, makes me fall in with love my job every day. We too learn from our students, and to see them flourishing in their respective jobs is the best feeling ever. There is no end to learning and at Bird Academy, along with my job, I was sponsored by Bird Academy to enhance my skills through courses such as IATA Cargo Introductory, IATA Consultant and IATA DGR. I have gained much and I am still learning and sharing my learnings with those around me. After all, sharing is the ultimate form of caring

PRITEJ BHALLA

Instructor

Field of expertise - IATA GDS Fares & Ticketing, IATA Consultant, IATA Foundation, IATA Cargo Introductory, Airline Reservation

“Bird Academy has been kind, generous, and cooperative.”

My professional career began in 2012 when I started working as a VISA filing agent for a travel agency. In the successive year, I worked as a sales and ticketing agent with Make My Trip and since 2014, I have been working as an IATA Trainer with Bird Academy.

My journey with Bird Academy began when I enrolled myself for their certificate course ‘IATA GDS Fares and Ticketing’ about a decade ago. After understanding the scope and benefits of these courses, I continued and completed other courses as well, including IATA Cargo Introductory, IATA Consultant and Computerised Reservation System (Amadeus). In November 2014, when I got a job offer from Bird Academy to join as a trainer at their Chandigarh branch, it was a god sent opportunity for me.

Presently, I look after the training modules for courses such as, IATA GDS Fares and Ticketing, IATA Foundation, IATA Consultant, IATA Cargo Introductory, and Computerised Reservation System (Amadeus). Being both an alumnus and a trainer at the Academy, I realised the importance of the offered courses and how these can help our students explore lucrative opportunities in the fields of aviation and tourism. Graduates from our Academy have a bright future not only in India but also in the global market. Students whom I have trained over the years have achieved great milestones and received accolades in their respective professional and personal spheres and that fills me with great pride.

I was fortunate to become a part of a noble cause by training hundreds of students at Aviation Multi Skill Development Centre, who belong to the Below Poverty Line (BPL) families. The training was provided free of cost and later, the students were also appropriately placed.

Bird Academy has always been kind, generous, and cooperative, qualities that are hard to find these days. It has been truly rewarding being part of the Bird family, and I look forward to spending more wonderful years here.





SONIA KAPILA

Instructor

Field of expertise - Persona Enhancement, Grooming and Self-presentation Skills, Stress Management, Dining Etiquettes, Adaptability Skills, Customer Service Skills, Communication Skills

“Education is not the learning of the facts but the training of the mind to think.”

- Albert Einstein

I began my journey in aviation as Customer Service Agent for Jet Airways. After 24 years, I decided to follow my passion of imparting education to young aviation aspirants. I got that opportunity in June 2022 when I joined Bird Academy.

At Bird Academy, along with being an aviation expert, I also got involved in soft skill courses, communication skills, personal grooming and appearance, customer service and behavioural skills, all of which form an integral part of one's career growth in this sector. I was enriched by other courses too, such as MHB (mishandling baggage), airport introduction, cost control, and documentation.

From the day I joined this esteemed establishment, I have been noticing a significant rise in my skills. The graph of my confidence has undergone a constant advancement and my skill as a speaker has gone up by several notches.

The 'Persona Enhancement' programme at the Academy plays a vital role in a student's career. Further, our capsule course adds up to prominent results. What we teach our students is, 'Knowledge is power and it must be put to good use.' I got the opportunity to impart special 'Soft Skills Training Programme' virtually to over 3000 participants under the Incredible India Tourist Facilitator Certification (IITFC) programme. Currently, I am working with the hospitality arm of the Bird Group, where I train their executive staff in communication skills. IATA Consultant and IATA DGR. I have gained much and I am still learning and sharing my learnings with those around me. After all, sharing is the ultimate form of caring



ANAMIKA MISHRA

Instructor

Field of expertise - IATA Foundation Air Fares & Ticketing CRA (Amadeus)

“From an intern to faculty, my journey at Bird Academy has been truly rewarding.”

My journey in the travel trade started at Bird Academy where I got a scholarship to do the Computerised Reservation System and Automated Ticketing (Amadeus) course. After its completion, I joined the Academy as an intern. Eventually, I was promoted to the position of Assistant Faculty for CRA and Mundus courses. I was further given an opportunity to upskill myself when I was nominated to pursue the IATA foundation course.

Presently, I am a trainer for Computerised Reservation and Automation (Amadeus) & Air Fares Ticketing at the Academy. I also conduct training sessions for the students of Air Force Vocational College, YWCA, and Delhi University. I am also responsible for organising CRA & AFT sessions at IITTM, Noida for BBA and MBA batches in addition to holding Mundus sessions at DITTM, Pitampura. Being a faculty member at Bird Academy has been truly rewarding.



MONIKA BHARDWAJ

Instructor

Field of expertise - Fare & Ticketing, Airline Reservation, Computerised Reservation

“At Bird Academy, multitasking became my second nature.”

A decade ago, I joined Bird Group as an accountant. Today, I am Amadeus Instructor at Bird Academy. Amadeus is an IT solution company that provides solutions to travel and tourism industry. Amadeus is a global distribution system. It refers to the reservation tool travel agents use when making an air, a hotel, car or other travel service booking. Amadeus is the leading GDS (global distribution system) for the travel industry.

After completing my course, I started holding Amadeus sessions. When I began training the candidates on behalf of Amadeus, they gained knowledge regarding the intricacies in aviation. It fills me with pride that my students with full IATA accreditation got placed at acclaimed travel companies. Each certification provided by Bird Academy is valuable worldwide.

The one thing that motivates me to train my students even better is to inspire them to do the hard work so that they themselves put their best foot forward while pursuing our courses.

At Bird Academy, multitasking became my second nature. I thank our chairperson Mrs. Radha Bhatia for helping me transform in ways I never thought could be possible.



AANOUSHA GOSWAMI

Counsellor

“Began as a trainee; I am now Counsellor at Bird Academy.”

In 2016, during my final year of graduation, I came to know of Bird Academy’s ‘Certificate Course in Travel & Tourism’. I did not look back ever since.

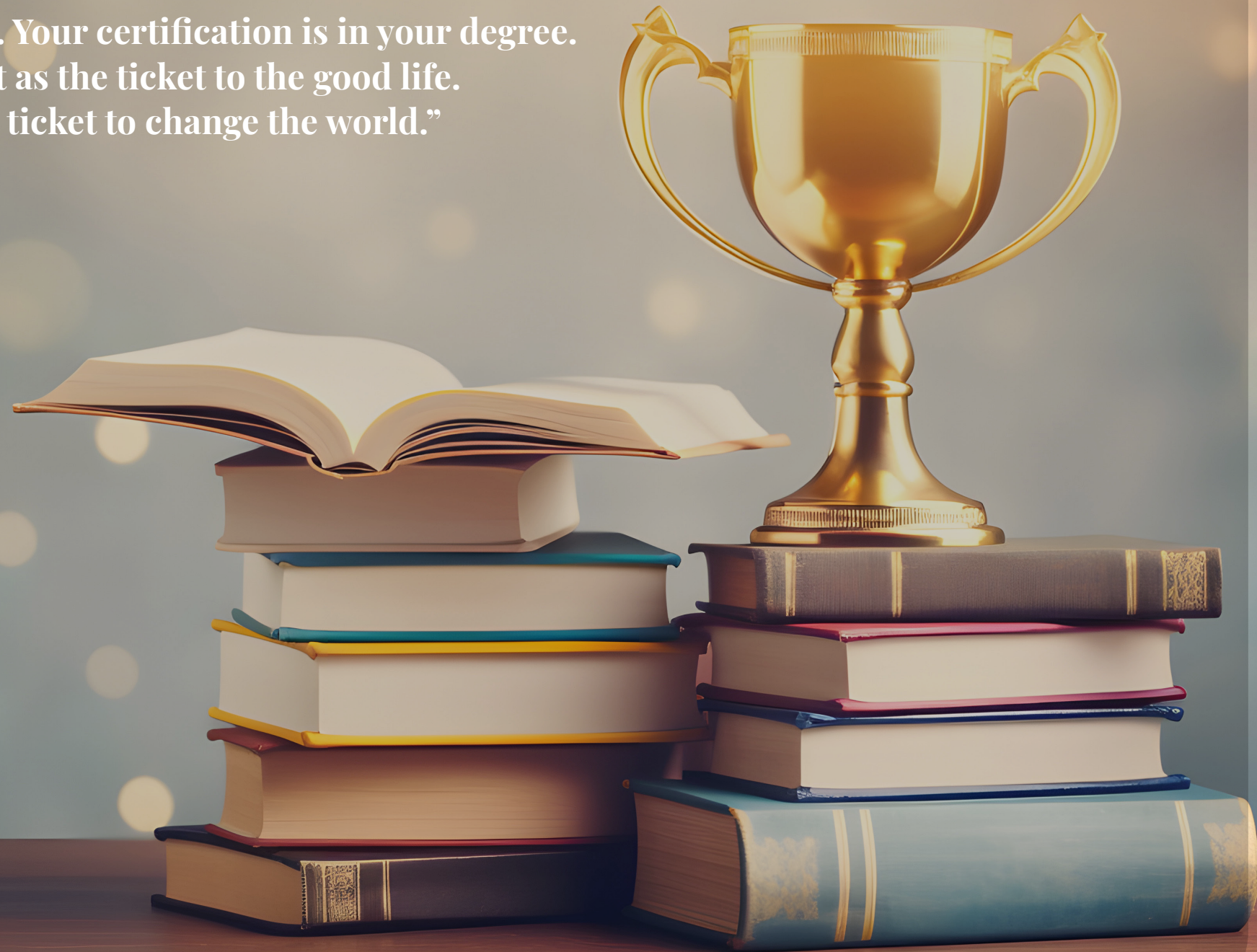
In 2019, when I was looking for placements, I had the opportunity to join as ‘Trainee’ at Bird Academy - the same organisation, which was known for offering professional courses to hundreds of students. During my training period, I was able to acquire new skills which helped me perform my duties efficiently. I also enhanced my skill set by completing their certificate course in Travel Automation, which was a joint certification by Bird Academy and Kamala Nehru College, New Delhi.

Today, I am performing my duties as ‘Counsellor’ and trying to empower the youth to perform better in the aviation sector. Bird Academy gave wings to my dream of flying and I shall be eternally grateful.

FELICITATIONS AND CELEBRATIONS

“You are educated. Your certification is in your degree.
You may think of it as the ticket to the good life.
Think of it as your ticket to change the world.”

~Tom Brokaw



All achievements, whether big or small, must be celebrated and rewarded. At Bird Academy, the intent is to create 'leaders of tomorrow', which is why all aspirants and fresh graduates are recognised and rewarded for their hard work and determination. Let us sneak a peek at the convocation ceremonies held over the years at the Academy for the students and faculty alike.

The IATA Certificate Award ceremony was organised by Bird Academy on 2 July 2011 for its students who had successfully completed the IATA-certified courses, namely, IATA GDS Fares and Ticketing, IATA/UFTAA Foundation, IATA/UFTAA Consultant, and IATA /FIATA Cargo Introductory. The 'IATA Train the Trainer' certificates were also awarded to the faculty members of Bird Academy and the trainers from BWFS, who had undergone the IATA Advanced Trainer's Technique in April the same year. On this occasion, Dr. T V Narayanan welcomed the Chief Guest, Dr. (Mrs.) Najma Heptulla, Dr. S Chandra, the Chief Mentor, Bird Academy, partners from BWFS, Mr. Anurag Srivastava, Mr. Sumit Barat, Mr. Ram Prasad, and Mr. Gurjit Gill from IATA as well as the students. The IATA faculty members, Mr. R Sardana, and Mr. Rajesh Juneja were also in attendance.



July 2, 2011: The IATA Certificate award ceremony organised by Bird Academy in the august presence of Chief Guest, Dr. (Mrs.) Najma Heptulla, Mrs. Radha Bhatia, Chairperson Bird Group, Dr. S. Chandra, Chief Mentor and Mr. Gurjit Gill, Regional Training & Business Development Manager, IATA, Dr. T V Narayanan, Head of Department, Bird Academy.



July 18, 2012: IATA convocation ceremony held at ISKATE by Roseate in the presence of Chief Guest, Mr. P S Nair, CEO-Corporate Airports Sector, GMR Group, Mrs. Radha Bhatia, Chairperson, Ms. Kumkum Bhatia, CEO, Gitanjali Travels, Mr. Gurjit Gill, Regional Training & Business Development Manager, IATA.

Bird Academy hosted the IATA convocation ceremony at ISKATE by Roseate on 18 July 2012. Students who had cleared the IATA-certified courses were felicitated during the occasion. The Chief Guest Mr. P S Nair, CEO-Corporate Airports Sector, GMR Group addressed the students, which was followed by an open house session between Mrs. Radha Bhatia, Chairperson, Bird Group and the fresh graduates. Also present at the award ceremony were Ms. Kumkum Bhatia, CEO, Gitanjali Travels, Mr. Gurjit Gill, Regional Training & Business Development Manager, IATA, Dr. T V Narayanan, Head of Department, Bird Academy, and other faculty members.



September 26, 2012: IATA convocation ceremony held at ISKATE by Roseate in the presence of Chief Guest, Mr. P S Nair, CEO-Corporate Airports Sector, GMR Group, Mrs. Radha Bhatia, Chairperson, Ms. Kumkum Bhatia, CEO, Gitanjali Travels, Mr. Gurjit Gill, Regional Training & Business Development Manager, IATA.



February 7, 2013: The IATA Certificate award ceremony organised by Bird Academy in the august presence of the Chief Guest, Member of Parliament, Lok Sabha, Mr. S. Shahnawaz Hussain, Chairperson Bird Group, Mrs. Radha Bhatia, Dr. Sanat Kaul, Chairman IFAAD, and Dr. P.K.Ray, Legal Advisor, Bird Group, Mr. V.P. Singh, Vice President, Bird Group.



April 11, 2019: Mrs. Radha Bhatia, Chairperson, Bird Group receiving a token of appreciation on behalf of Bird Academy from Mr. Conrad Clifford, Deputy Director General, IATA for successfully organizing the Global Training Partners Conference (GTPC) 2019

On 13 November 2014, a convocation ceremony was held to felicitate students who had successfully completed the IATA GDS Fares & Ticketing, Foundation, IATA Consultant, and IATA Cargo Introductory courses at the Academy. Prof. Jaeckel, Aviation Management, University of Applied Science Worms, Germany; Amitabh Khosla, Country Director, IATA; and Dr. Sanat Kaul were present at the function.



November 13, 2014: Convocation ceremony held at The Roseate New Delhi, in the presence of Chief Guest Prof. Jaeckel, Aviation Management, University of Applied Science Worms, Germany, Amitabh Khosla, Country Director, IATA and Dr. Sanat Kaul.



April 16, 2019: Bird Academy in collaboration with the Aviation Multi Skills Development Centre, Chandigarh hosted a graduation ceremony at Dr. Ambedkar International Centre, New Delhi for 90 students. The occasion was graced by Chief Guest Shri Pradeep Singh Kharola, Secretary, Ministry of Civil Aviation, Government of India



MILESTONES

“Remember to celebrate milestones as you prepare for the road ahead.”

~Nelson Mandela

At Bird Academy, milestones are the fruits of labour of the students and teachers. The Academy family is committed to the cause of holistic development of India's youth, and the journey since 1996 has been extremely gratifying. Some of the highlights are given in the following pages.



1996 | JUNE

Inception of Bird Education Society for Travel & Tourism

1998 | JUNE

June 15, 1998: Registration of Bird Education Society for Travel & Tourism

2002 | JANUARY

Training at IITTM (Delhi Chapter) begins

2003 | MAY

IATA Authorised Training Center



2007 | MARCH

DGCA approves centre for DGR training

सभी संचारित महानिदेशक नामक विमानन के प्रदाता से संबंधित होने चाहिए, नाम से नहीं।
सार : "भयंकर विपत्ति"
All communications should be addressed to the Director General of Civil Aviation, by title, NOT by name.
Telegram "AIRCIVIL"

भारत सरकार
नागर विमानन विभाग
कार्यालय, महानिदेशक नामक विमानन
तकनीकी बिल्डिंग, सफदरजंग एयरपोर्ट के सामने
नई दिल्ली-110003
GOVERNMENT OF INDIA
CIVIL AVIATION DEPARTMENT
OFFICE OF THE
DIRECTOR GENERAL OF CIVIL AVIATION
TECHNICAL CENTRE, OPPOSITE SAFDARJANG AIRPORT
NEW DELHI 110003
Telephone No. 4622495, 4622499, 4622500

To
The Chairperson,
Bird Education Society for Travel & Tourism
E-9 Connaught House, Connaught Place,
New Delhi-110 001

संख्या
No. 8/55/2005-1R
तारीख
Dated the 05-03-2007

Subject: Approval of the Dangerous Goods Training Programme.

Dear Sir,

Please refer to your letter dated 12th February, 2007 on the above subject.

2. In exercise of the powers conferred by sub-rule(5) of rule 12 of the Aircraft (Carriage of Dangerous Goods) Rules, 2003, the Director General of Civil Aviation is pleased to approve the Dangerous Goods Training Programme established by the Bird Education Society for Travel & Tourism, New Delhi in respect of the following categories of personnel :-

- (i) Shippers and persons undertaking the responsibilities of shippers;
- (ii) Packers;
- (iii) Staff of freight forwarders involved in processing dangerous goods;
- (iv) Staff of freight forwarders involved in processing cargo, mail or stores (other than dangerous goods);
- (v) Staff of freight forwarders involved in the handling, storage and loading of cargo, mail or stores;
- (vi) Operator's staff accepting dangerous goods;
- (vii) Operator's staff accepting cargo, mail or stores (other than dangerous goods);
- (viii) Operator's staff responsible for the handling, storage and loading of cargo, mail or stores and baggage;
- (ix) Passenger-handling staff;
- (x) Flight crew members and load planners;
- (xi) Crew members (other than flight crew members);
- (xii) Security staff who deal with the screening of passengers and their baggage and cargo, mail or stores.

Contd..2/-

2008 | SEPTEMBER

MoU signed between AMADEUS & BESTT for trainings at Amadeus locations

NOVEMBER

Bird Academy Training Centre shifts from E-9, Connaught Place to L-40, Connaught Circus, New Delhi



DECEMBER

IATA accreditation for training school for DGR



2009 | MAY

Inauguration of BESTT branch in Mumbai, by Dr. Sujit Banerjee, Secretary, Ministry of Tourism, Govt. of India

JUNE

MoU signed with Delhi University for travel & tourism courses



ली DELHI

G 967793

MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding is made and entered into on _____ day of _____ 2009 between the following:

The University of Delhi established under Delhi University Act, 1922 represented through its Registrar (hereinafter referred as DU) which express shall, unless excluded by or repugnant to the context, be deemed to include its administrators, executors, liquidators, successors in interest and permitted assigns of the First Part

And

Bird Education Society for Travel and Tourism (hereafter referred to as Bird Academy) is a part of India's leading and diversified Group in Aviation, Travel, Information Technology, incorporated under the Societies Act 1860, with its registered office at E-9, Connaught House, Connaught Place, New Delhi 110001, India through its authorized representative, Mrs. Radha Bhatia which express shall, unless excluded by or repugnant to the context, be deemed to include its administrators, executors, liquidators, successors in interest and permitted assigns of the Second Part.

1

2010 | MARCH

CWG Volunteer Training Programme commences under CBSP Scheme in association with CII and Ministry of Tourism, for the first three batches from 15th March to 9th April 2010. Inauguration by Mr. Amitabh Shrivastava



March 15, 2010: Commencement of the CWG Volunteer Training Programme under CBSP Scheme in association with Confederation of Indian Industry (CII) and Ministry of Tourism, Government of India. The programme was inaugurated by Mr. Amitabh Shrivastava

APRIL

1. MOU signed w.e.f. 01.04.2010 for one year between BESTT and Deutsche Lufthansa Aktiengesellschaft for providing 'Star Alliance Training' to Indian travel agents by Bird Academy
2. CWG Volunteer Training Programme commences under CBSP Scheme in association with CII and Ministry of Tourism, for additional 2 batches from 19 April to 4 May 2010.

2011 | MAY

DGCA gives approval to Bird Academy to conduct DGR trainings in Mumbai

JULY

1. Bird Academy - Chandigarh, accredited by IATA
2. DGCA gives approval to Bird Academy to conduct DGR trainings in Cochin & Chennai

AUGUST

Bird Academy adds 2 new IATA ATC (Authorized Training Centre) namely, Pune & Vadodara

SEPTEMBER

Bird Academy signs MoU with Travel Agents Association of India for e-learning programme

2012 | FEBRUARY

Bird Academy conducts first international DGR training for Safi Airways in Dubai & Kabul

2013 | OCTOBER

Passenger and baggage handling training takes place in Afghanistan

2014

DGR training in Bhutan (October)



BHUTAN AIRLINES

(Tashi Air Pvt. Ltd.)

Fly with us to the land of happiness



October 10, 2014

Dr. T. V. Narayanan
Head Of Bird Academy
L-40, Connaught Circus
New Delhi - 110 001
India

Sub : Training Of DGR Courses for Bhutan Airlines in Paro

Dear Sir,

Please find attached the copy of the approval received from Department Of Civil Aviation, Bhutan to allow Bird Academy to conduct DGR courses in Paro, Bhutan and all the stations that we operate (Bangkok/Kolkata/Kathmandu).

In view of the approval granted by DCA, we request you to kindly formulate a training calendar so that the below DGR trainings can start immediately.

DGR for all categories as below :

- Category 7 - Operator's & Ground Handling Agent's staff accepting cargo, mail or stores (Other than dangerous goods)
- Category 8 - Operator's & ground handling agent's staff involved in the handling, storage & loading of cargo, mail or stores & baggage.
- Category 6 - Operator's & ground handling agent's staff accepting dangerous good.
- Category 9 - Passenger Handling Staff
- Category 10 - Flight Crew, Load Masters & Load Planners
- Category 11 - Crew Member (other than flight crew members)

Kindly let us know at the earliest to enable us to plan the training logistics in Paro, Bhutan..

Sincerely

For BHUTAN AIRLINES


Sandeep Mukherjee
GM-Ground Operations

Enclosed : as above



འབྲུག་རྒྱལ་ཁབ་ཀྱི་རྒྱལ་པོ་ལྷན་ཁུངས་ཀྱི་མཉམ་འབྲེལ་འཕུལ་ཁུངས་།

Royal Government of Bhutan
Department of Civil Aviation
Ministry of Information & Communications
Paro: Bhutan



OPS 002/10 /488

7th October, 2014.

✓ Ground Operation Manager
Tashi Air Pvt Ltd
Bhutan Airlines
Thimphu.

Subject : Approval of Bird Academy Training Programme.

Dear Mr, Sandeep.

Please refer your letter No. Nil dated 6th October, 2014 requesting to use Bird Academy in New Delhi, India to train the ground staffs of Bhutan Airlines. Having satisfied with the course content in detail with structured and comprehensive covering all aspects of airport operation, the DCA is pleased to issue 'One Time Approval' to Bhutan Airlines to use the Bird Academy duly approved by DGCA, India.

The validity of the approval granted is subject to following conditions:-

- 1.) Classroom accommodation shall be available for the said training;
- 2.) Instructors from the Academy must be certified and current;
- 3.) Training programme shall be developed for each type of course offered;
- 4.) Bird Academy shall be responsible for ensuring that trainees meet at least pre-requisite qualification, and
- 5.) This approval may be withdrawn in the event of non-compliance with the said BCAR-OPS 1.175 or with any order or direction issued by DCA, Bhutan.

With best regards,

Yours sincerely,


Wangdi Gyaltshen
DIRECTOR

Cc:-

1. Chief Executive Officer, Bhutan Airlines for kind information
2. Airline Quality & Safety Manager, Bhutan Airlines for information
3. Training Manager, Bhutan Airlines for information
4. File

Phone: 975-8-271347/271912
Fax: 975-8-271900

2015 | APRIL

Bird Academy organises Sandarshika, a tour guiding skill training programme for girls from rural and peri-urban areas



2017 | JUNE

MoU signed between Bird Academy and National Skill Development Corporation. A hallmark of aviation training and skill development in India, it is the first centre of its kind in the country, which runs from an actual airport terminal.



June 1, 2017: A Memorandum of Understanding was signed by Mr. Jayant Krishna, Executive Director & Chief Operating Officer, NSDC and Mrs. Radha Bhatia, Chairperson, Bird Group in the presence of Shri Rajiv Nayan Choubey, Secretary, Ministry of Civil Aviation, Government of India

2018 | FEBRUARY

Inauguration of MSDC at Chandigarh old airport terminal building by the Union Minister of Civil Aviation, Shri P. Ashok Gajapathi Raju, in the presence of Member of Parliament, Chandigarh, Mrs. Kirron Kher, and Member of Parliament, Anandpur Sahib, Prem Singh Chandumajra. The Centre is set up in collaboration with National Skill Development Corporation (NSDC), and is supported by Aerospace and Aviation Sector Skill Council (AASSC) of India



February 27, 2018: Inauguration of the Aviation Multi Skill Development Centre (AMSDC): Chairperson, Bird Group, Mrs. Radha Bhatia, Member of Parliament, Chandigarh, Mrs. Kirron Kher, Hon'ble Minister of Civil Aviation, Government of India, Mr P. Ashok Gajapathi Raju, Member of Parliament, Anandpur Sahib, Mr. Prem Singh Chandumajra

SEPTEMBER

Bird Academy reaffirms its position as a regional aviation-learning hub by becoming India's first IATA Regional Training Partner



September 6, 2018: Bird Academy reaffirms its position as a regional aviation-learning hub by becoming India's first IATA Regional Training Partner

2019 | APRIL

Bird Academy co-hosts 'IATA Global Training Partners Conference' in Delhi



April 2019: Bird Academy co-hosts 'IATA Global Training Partners Conference' in New Delhi

DECEMBER

Bird Academy introduces 'Travel Hospitality and Aviation Training (THAT)' for Hospitality, Image Development, and Aviation (cabin crew) courses

2020 | APRIL

- 1. Training & teaching shift to online mode during COVID-19
- 2. Under the Bird Group Leadership Initiative, Bird Academy organises periodic seminars; the first one is titled: 'COVID - 2020 and Beyond'



April 2020: As part of Bird Academy Leadership Initiative, Bird Group holds its first webinar, 'Power of Grooming for Personal and Professional Environment' during the pandemic

JUNE

Bird Academy conceptualises 'Wings to Dreams' programme, which is instrumental in keeping the spirits of students high during COVID-19 outbreak

2021



January 28, 2021: An insightful session titled, 'Drones - Industry Applications and Employment Opportunities' with Shri. Amber Dubey, Joint Secretary, Ministry of Civil Aviation, Government of India and Dr. Sanat Kaul, Former IAS and Chairman - International Foundation for Aviation and Drones

2022 | FEBRUARY

Bird Academy gives training to 26 persons of Sikkim Forest and Environment Department of Sikkim Government from 9 February to 11 February 2022 at Forest Secretariat, Gangtok. Participants include 'Range Officers' and 'Environmental Assistants'. The training covers a plethora of topics: customer service, administrative duties, grooming and self-presentation skills, etiquette, communication skills, customer service, and listening skills.



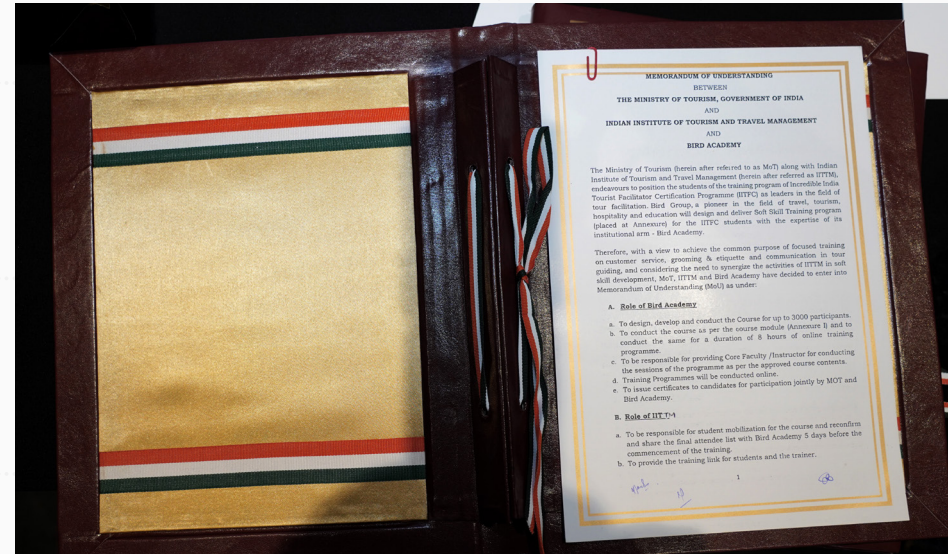
February 9-11, 2022: Bird Academy imparted training to 26 personnel of Sikkim Forest and Environment Department, Sikkim Government at the Forest Secretariat, Gangtok. The participants include 'Range Officers' and 'Environmental Assistants'.

MARCH

Ministry of Tourism presents 'Letter of Intent' to Bird Academy for introducing a one-of-a-kind 'Soft Skills Training Programme' for participants under the Incredible India Tourist Facilitator (IITF) programme. Mr. G Kishan Reddy, Union Minister for Tourism, Culture and Development (Northeast India) graces the occasion

JULY

Bird Academy signs an MoU with Ministry of Tourism, Government of India & Indian Institute of Tourism and Travel Management (IITTM) for imparting a special 'Soft Skills Training Programme' to over 3000 participants under the Incredible India Tourist Facilitator Certification (IITFC) programme



July 21, 2022: Bird Academy signs MoU with Ministry of Tourism, Government of India & Indian Institute of Tourism and Travel Management (IITTM) for imparting a special 'Soft Skills Training Programme' to more than 3000 participants under the Incredible India Tourist Facilitator Certification (IITFC) programme

AWARDS AND ACHIEVEMENTS

For the past 25 years, Bird Academy has been consistent in providing the industry with the best of resources trained by its highly qualified and experienced faculty. In this journey, Bird Academy has had many achievements and has been accredited with many prestigious awards, accolades, and appreciation from across the industry:

- 2009** Ranked for the 'High Graduate Success Rate' in 2009 by IATA
- 2010** Recognised as IATA ATC 'Premier Circle Member' for 2010
- 2011-2015** IATA top Performing ATC - South Asia
- 2012** Best academy of Travel & Tourism 2012 - Daily Indian Achiever's Podium
- 2013** Best academy of Travel & Tourism 2013 - Daily Indian Achiever's Podium
- 2014** IATA top Performing ATC - South Asia
- 2015** IATA top Performing ATC - South Asia
- 2016-2019:** IATA Top Performing ATC - South Asia | South Asia Top Performing IATA Accredited Training School (ATS) for Dangerous Goods Regulation Training
- 2017** The first ever comprehensive booklet on various job opportunities in the aviation sector prepared and launched in collaboration with KPMG India
- 2018** Best agency for providing Aviation Skills & Training at WINGS India

The Aviation Multi Skill Development Centre inaugurated on 27 February 2018 by the Union Minister of Civil Aviation, Shri P. Ashok Gajapathi Raju. A hallmark of aviation training and skill development in India, it is the first centre of its kind in the country, running from an actual airport terminal.

In September 2018, Bird Academy reaffirmed its position as a regional aviation-learning hub by becoming India's first IATA Regional Training Partner - for conducting next level of classroom training by IATA trainers

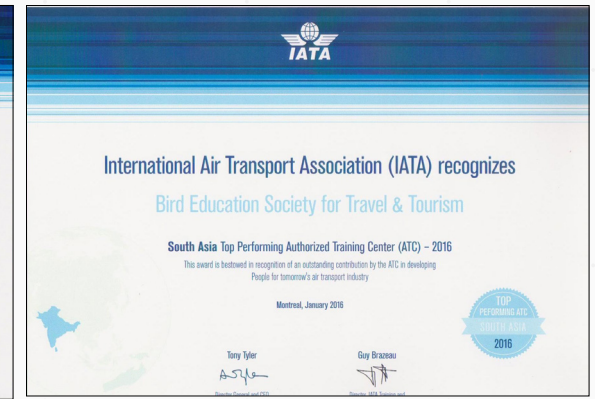
2019 12th ASSOCHAM 'Best Travel Training Academy' Award

2019, April 11 Received the IATA South Asia Top Authorised Training Center and IATA South Asia Top Accredited Training School for Dangerous Goods Regulations Award at the IATA Global Training Conference 2019, New Delhi

2019, April 16 Bird Academy in collaboration with the Aviation Multi Skills Development Centre, Chandigarh, hosted a graduation ceremony at Dr. Ambedkar International Centre for 90 students

2020 Received the IATA Premier Circle 2020 Award. Bird Academy won the 'Best Travel Education & Skill Development Provider' award at the SATTE function

2023 On January 18, 2023, Bird Academy was felicitated with the 'Best Aviation and Travel Academy' award at the 14th ASSOCHAM International Conference & Awards on Civil Aviation for its outstanding contribution towards the growth of the civil aviation sector.





STUDENTS' CORNER

“There are no shortcuts to any place worth going”

~Beverly Sills

A student is incomplete without a teacher and the vice versa is equally true. The student-teacher bond is special. Some of the graduates share their incredibly inspiring stories of learning at Bird Academy.

ANKIT JAIN

Course: IATA Consultant

“At Bird Academy, I explored a different approach to travel industry.”

I have been working in the travel industry for the last 13 years. I started my career in 2007 with a US-based travel company Orbitz where I worked for a year and then moved to the UK-based travel company Moresand Ltd.

In 2018-19, one of my colleagues recommended me to do the IATA Consultant course. I liked the idea and asked him which would be the best institute in Delhi for it, and that's when he recommended Bird Academy to me. Soon, I went to the Bird Academy's New Delhi office and met Ms. Radhika Diwan, a faculty member. After I shared my work experience with her, she suggested that the IATA Travel Consultant course would be best suited for me, and I got enrolled.

My experience with Bird Academy was really good, and I explored a completely different approach

towards fare calculation, and how IATA has defined the industry. I also developed a keen interest in managing the business, which is the next level of the IATA course that I completed later. Overall, it has been truly enriching. I would strongly recommend others to pursue the courses offered by Bird Academy.

OMAIR

**Course: IATA GDS fares and Ticketing
(Online student from Kashmir)**

“The focus is more on holistic development than syllabus completion.”

I would like to take this opportunity to thank Radhika ma'am for all her efforts. She has been flexible with the timings of the (training) sessions, and even suggested me to apply for jobs without worrying about missing out on the sessions because of the timings.

Learning at Bird Academy was smooth because the focus is not just on finishing the syllabus but also ensuring that the students learn properly. The pandemic was indeed a difficult time for all of us but the faculty made sure the classes didn't stop.

I would recommend Bird Academy to those who are in the corporate sector and don't have fixed office timings and week-offs, but wish to go for the IATA certifications and learn from the best trainers.

YAHEEYA KHAN MOHAMMED

**Course: Cargo Introductory
(Online student from Hyderabad)**

“Trainers at Bird Academy tailor the course according to students' needs.”

Great presentation style, lots of opportunities to ask questions and talk about real-life examples made for a really enjoyable and informative experience at Bird Academy. My experience with Bird Academy has more than met my expectations. They have a wonderful practical course - for both personal and professional development. The course was informative and it made me think about possible situations/scenarios, particularly at the workplace with regard to my present role as Branch Manager.

The brilliant Cargo Introductory course, which I attended from May to July 2022, changed my professional approach in such a positive way that I have been able to apply the skills and tips I learned at the Academy. The topics covered were helpful and the flow of the course made it even more informative. Though it was not the right time for me to pursue this course considering I had a total experience of over 15 years in the Air Cargo industry, I can certainly say, it is another feather in my cap.

The trainer was able to tailor the whole training as

per our individual needs for there were students from mixed backgrounds. The experience with Bird Academy from the start to finish was faultless. I can see why the company is called by this name! I have recommended the course to my colleagues and they have already enrolled, and some are even on the way to completion.

I would thank Bird Academy and my management for nominating me for this course and I would love to attend any other course that they offer in future.

ABHISHEK TUNWAL

Course: IATA Foundation

“Experienced the best learning at Bird Academy.”

I have experienced the best teaching and learning at Bird Academy. The course was well covered and during online sessions, our mentor Mrs. Sana Mudeer Kausar made us feel as if we all were sitting facing each other in class. With the faculty's able guidance, I passed with distinction and currently, I am working as Senior Travel Consultant with Satguru Travels.

SEJAL KANOJIA

**Course: Aviation & Travel Industry
(One-year diploma)**

“I landed my dream job with IndiGo Airlines after a diploma at Bird Academy.”

In 2019, I joined the one-year diploma in Aviation & Travel Industry course at Bird Academy. Currently, I am working as Cabin Crew with IndiGo Airlines, which was my dream job. I am thankful to Bird Academy for enhancing my communication skills and grooming me for this profile. My gratitude goes to Vineetha ma'am for her excellent way of training and teaching. The advantage of doing this course is you learn multiple aspects of travel and aviation, and earn a dual certification in the process. The faculty gives hands-on

training in passenger ground handling and soft skills which are required in the aviation sector. Mastering the skills in IATA GDS Fares and Ticketing, Computerised Reservation System and Automated Ticketing, Tour Operations is essential in tourism.

My journey with Bird Academy was super exciting, and I get motivated each time I meet my trainers at the Academy. I recommend Bird Academy to my friends who are aspiring to take up a career in this industry.

SHREYA NAIR

Course: Travel & Tourism

“After completing my course at Bird Academy, I got a job in my first attempt.”

I'm currently working as Customer Service Executive with Bird Information System.

After high school, while pursuing my college degree, I was somewhat lost as I felt I was wasting my life during the (COVID-19) lockdown period. It was then that I came to know about Bird Academy through a friend. I decided to take classes for a six-month certificate course in Travel & Tourism. Though it was online, the course was both exciting and enriching.

After completing the course, I started focusing on my college degree, and it was then that I got a call from my trainer about a job vacancy. I applied and got the job in the first attempt itself, all thanks to the certificate course at Bird Academy. It wouldn't have been possible without the able guidance from the trainers. Vineetha ma'am and Indira ma'am empowered me, groomed me, and taught me how to be more confident and give my best at everything. I shall be eternally grateful to them.

I feel fortunate that I can continue working in my most loved sector, i.e., travel and tourism.

SOURAV

Course: Combo Computerised Reservation System and Automated Ticketing and Airfares and Ticketing

“The way of teaching at Bird Academy is practical-oriented.”

I would like to thank Bird Academy for providing me in-depth knowledge of the travel industry. I am also grateful for a very efficient teacher who shared her insights with me. I had a wonderful experience during CRA and AFT classes. The way of teaching is such that it gives us an opportunity to learn practically. I got what I wanted, and now, I am working as an executive with Easemytrip.

KAMAAL SIDDIQUE

Course: Travel & Tourism

“Thanks to Bird Academy, I am a proud owner of a travel company.”

At Bird Academy, I did the Travel & Tourism certificate course. I studied under the guidance of Anamika ma'am, who was really helpful and supportive during my training period. She taught me everything from scratch and now, I am a hero in the travel business for I am a proud owner of a travel company.

SAURAV KUMAR

Course: Computerised Reservation System and Automated Ticketing

“I now have my own Travel Page on YouTube!”

After completing my course at Bird Academy, I started my own YouTube channel. Today, I have my own 'Travel' page! My experience at Bird Academy has been out of the world.

RITESH GARG

Course: Soft Skills Training (IITFC)

“Courses offered by Bird Academy enhance skills and nurture talent.”

Pursuing a course at Bird Academy is an ultimate way of enhancing one's skills and the faculty here works very hard to nurture talent. The course was extremely helpful for me.

VIRENDRA DOGRA

Course: IATA DGR CAT 3 (Initial)

“The mode of training at Bird Academy is excellent.”

I am Senior Executive Import Officer with Anil Mantra Logistics. I have been in this field for 8 years now. I did my CAT 3 Initial at Bird Academy. The mode of training was excellent as the instructors explained every aspect of 'DG Regulations' in a lucid manner.

NISHANT SHARMA

Course: IATA DGR CAT 9 (Recurrent)

“After Bird Academy, I am more confident to handle Dangerous Goods.”

I am working as Duty Officer at the New Delhi Airport with Celebi Aviation. I am doing the CAT 9 training for the third time at Bird Academy. After the refresher training, I felt more confident to handle 'Dangerous Goods' at the airport. The training is extremely helpful and the instructors are masters of the subject.

DIVYAM JAIN

Course: IATA Cargo Introductory

“Now, I am able to negotiate rates and earn profits for my company.”

To be part of a mixed classroom with fellow students coming from diverse backgrounds - freshers to professionals with over 15 years' experience - was eye-opening and engaging in more ways than one. I took away with me a lifetime of learning. Today, my learnings at Bird Academy have added a sparkle to my profile in the company I work for.

With an experience of over 6 years, I understood the nuances of the air freight industry because of detailed discussions during the sessions at Bird Academy. This helped me deal with clients in a better and more professional way. I am now more confident to accurately address their grievances.

The most important takeaway for me was 'ratings', as I was able to negotiate rates and earn profits for my company.

AASHISH

Course: CRA and AFT (Combo)

“Got great insights on PNR and ticket issuing.”

It was a wonderful learning experience at Bird Academy. We gained knowledge on a lot of new and interesting things while pursuing the Amadeus course, especially PNR and ticket issuing.

HARPREET

Course - CRA (Campus of Open Learning, Delhi University)

“At Bird Academy, you get a chance to enhance your aviation skills.”

I had a great experience being part of Bird Academy, where I got an opportunity to enhance my skills relevant to the aviation industry.

MUKUL SHARMA

Course- IATA Foundation

“My mentor created a platform for me to learn in an easy way.”

I had a great experience being part of Bird Academy and on getting an opportunity to enhance my learning and skills related to the industry. Classes conducted by Mrs. Sana (my mentor) created a platform for me to learn in an easy way. Her guidance has always been helpful. A mentor like her is all a student needs to feel encouraged and motivated. Currently, I am working at Gallop International for their Brand 'THE GUSTO'.



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