

## *A Vision to Channelise -*

- Retiring/Retired Defence Officers to enable them to join Human Resource Departments of various Service Industry Sectors as occupation.
- Their talent and expertise as HR Trainers/Developers for developing soft skills for unemployed educated youth to facilitate the Defence officers taking it up as a self-employment venture.

## *The Challenge -*

- 45 million unemployed educated youth in india today... Their numbers ever increasing.
- Close to 10 lakh retired defence officers with their ranks growing each year.

*Conceptualised, Researched & Issued by*  
**ITFT-Chandigarh**  
(Institute of Tourism & Future Management Trends)

*For further information log on to :*  
[www.defencewelfarecall.com](http://www.defencewelfarecall.com)



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ITFT GROUP - PROFESSIONAL CAREER SERIES

# A Manual for Re-occupation in **Service Industry**

for Retiring/Retired

# **Defence Officers**

& Career Opportunities for their

# **Spouses/Children**

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***The Service Industry  
Beckons  
Retiring and Retired Defence Officers,  
their spouses and grown up children  
to  
join the fraternity and embark upon  
a promising career for themselves.***

**This Handbook offers a glance  
at the job avenues open to them.**

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## **PREFACE**

**The ITFT-Chandigarh  
owes a debt of gratitude to the celebrated and  
illustrious Lt. Gen. Ranjit Singh Dyal, PVSM,  
MVC, ADC who showered his efforts on the  
people of the Andaman & Nicobar Islands and  
Pondicherry as their Lieutenant Governor.**

**The ITFT is abundantly honoured that his  
blessings have been extended to our  
organisation and we are all the more richer by  
his guidance as our Chairman.**

**We  
Dedicate to the Nation  
Defence Welfare Call, a website to log on  
to be part of the ever growing Service Industry.**

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Retirement is inevitable and cannot be wished away. All serving defence officers, on reaching the twilight years of their service say the last 3 to 5 years - begin to harbour a range of expectations from their parent service, the government as well as non-government agencies/institutions. Every officer expects that he will be assisted by the Directorate General Resettlement, the Employment Exchanges across the country, Placement Agencies and, most importantly, by the information available on the Internet. The least that a retiring officer expects is a value addition to his pension emoluments which would enable him to combat inflationary trends; a job which promises him dignity and status compatible with his past career and life style and, where possible the job-to-be, is at a place either at or within manageable commuting distance from his selected place of permanent residence.

We well know that life of an officer in the defence forces is almost entirely insulated from the everyday turmoils and pressures which his counterpart in the civil street endures. A defence officer, by virtue of his donning the uniform, enjoys a certain amount of protection from external turbulence, such as inflation, political upheaval, adverse law and order conditions as well as threat to one's health. Whenever he has personal problems such as a land/legal dispute or something which affects his immediate family, he can seek redress from civil authorities who generally respond favourably as he is in a position of authority where by his rank and status carry weight with them. Notwithstanding the quality of life enjoyed by him during service, paradoxically, the aforesaid assets also render him ill-prepared to face the harsh realities of life in the civil world. In essence, not only does his income come down drastically on retirement but also his position in society. His age also militates against his re-employment in the corporate world. He finds himself adrift and disoriented, often leading to dejection, frustration and disillusionment. To add to this, he is unaware of the harsh realities of life as well as the right jobs and opportunities except in the familiar areas of low level administration or security related jobs.

Therefore, to counter the above stated adverse situation which awaits him on retirement, it is essential-even vital that the concerned officer's parent service organization(s) like Directorate General Resettlement (DGR) which is an inter service organization, takes upon itself the responsibility of finding appropriate jobs for those retiring/retired defence officers, who choose to take up employment on shedding their uniform. In order to perform this important supportive function, the DGR needs to gear itself in many market oriented multi-faceted ways, to the extent that it becomes an officer's most dependable helpline to find him a placement in the 'outside' world.

It is fortunate that the wives of defence officers are rich in talent and creativity in many a field, matching the manifold segments of the Service Industry. An officer, while on active service, cannot take up any commercial venture outside his profession. His spouse is, however, not bound by any such limitation. Therefore, she should take up any enterprise pertaining to Service Industry, which coincides with the aptitude and interest of her husband, so that on his retirement, both of them can jointly take up an occupation to mutual benefit.

Equally suited to the needs of the Service Industry, as a human resource, are the children of defence officers. They grow up well groomed with desirable manners and etiquettes, besides are imbued with a pleasing personality. It has been seen that they slide into promising jobs only because of their life style and environmental head start they receive while growing up in defence families which are most befitting for the sunrise Service Industry.

Let us glance at the qualities which Corporate in the Service Industry look for in order to employ retiring/retired defence officers in HR (Human Resource) related activities/projects/ventures. First and foremost, the attribute of a well-blended all-round pleasing personality is the topmost requirement. A deep sense of professionalism, adaptability to new situations and dynamism coupled with cooperation, comes next. It is taken for granted that discipline and diligence are ingrained in them, as is trustworthiness and dependability. The last two qualities are much preferred, moreso in the present day unwarranted environment lacking in ethics.

A long and varied career, which ranges from the basic 'operational' level to that touching the 'conceptual', endows armed forces officers with rich experience together-with a vast storehouse of knowledge and awareness. A significant expertise that an officer acquires while in service is the ability to impart training, by virtue of which he can be employed to give job-oriented training to the numerous unemployed educated youth who are often armed only with an academic degree. We can foresee the end result if the alarming problem of having to contend with unemployed educated youth was not addressed with urgency and all means at our command. To this end, there is a dire need for certain central and state government agencies/ institutions to be asked to utilize the services of qualified defence officers (retiring/retired) to be used as HR Trainers/Developers of the youth who pass out of universities, colleges or institutions so that they acquire the requisite employment soft skills where they can be absorbed in the various sectors of Service Industry. To quote a few, such government agencies could be the Ministries of Defence, Human Resource Development(HRD), Labour and Employment, the Planning Commission and the Directorate General Resettlement (Ministry of Defence) respectively.

In this book we have endeavored to reach out to Retiring or Retired Defence Officers either to join the HR fraternity of Service Industry by taking it as an employment venture or choose to become HR Trainers/Developers to help the vast multitude of 45 million unemployed youth in our country.

On the one hand, ITFT-Chandigarh (Institute of Tourism & Future Management Trends) has conceived, researched and developed the entire concept of handling and clearing the existing huge backlog of unemployed educated youth, while on the other hand, it has put forward a proposal to utilize the multi-skilled retired defence officers as HR Trainers for Service Industry. Our vision, backed by our efforts, need political, bureaucratic and technical support to see the light of day. We are confident that our efforts in this field will help India march ahead economically and socially thereby giving it multi-dimensional benefits and someday the world will salute our nation.

We eagerly await the dawn when serving/retiring/retired Defence officers their spouses and grown up children's talent and expertise will be utilized by the corporate world enabling them to constitute an essential part of the entire gamut of the development process in India.

Our special gratitude to Brig. Ranjit Banerjee, Retd. and Col. J. M. S. Hattar, Retd. Advisors ITFT Chandigarh for giving their valuable guidance all throughout in bringing out this manual.

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## **Tomorrow...**

### **What you are likely to do in Service Industry**

- **Travel-Tourism-Hospitality Activities**
- Soft/Hard Adventure, Trekking/Hiking/Rock Climbing/Mountain Tourism/Aero Sports/Water Sports/Winter Sports/High Altitude Mountaineering , Aero Sports
- Beach Tourism (Scuba Diving/Snorkelling etc.)
- Conferences & Events Tourism
- Seminars & Workshops
- Trade Fairs & Exhibitions
- Sports/Competitions
- Leisure Tourism
- Outdoor Soft Tourism
- Evening Entertainment/Weekend Tourism

## **Today...**

### **What you are doing in Service**

#### **Equivalent in Defence Services**

- Long Range Patrolling/Mountain Warfare/Formation/Unit Level Exercises/Mountaineering/Water Sports/Expeditions/Watermanship Training/Winter-warfare, Skiing/ Sky Diving
- Amphibious Training
- Op. Conferences/Discussions/Map Exercises/Sand Models/Discussions, Sainik Sammelans, Briefings etc
- Presentations/Seminars & Workshops
- Fauji Melas/Pagal Gymkhanas
- Skill-at-arms competitions/Range Firing, Unit/Formation Level Sports
- Golfing
- Outdoor Recreation (Picnics/Excursions)
- Husbands Nights/Ladies Nights/Guest Nights/Tombola/Dinner Nights/Social Evenings/Children Nights/May Queen Balls

- Fairs & Festivals
- Pilgrimage/Religious Tourism
- Adventure & Eco-trails
- Desert Safaris/Caravan Tourism/Adventure Camps/Tentage Tourism/Wildlife Tourism/Eco-Tourism/
- Heritage Tourism
- Rural Tourism
- Shopping/Souvenirs & Handicrafts
- Theme Tourism Evenings/Cocktails & Dinners
- Events Planning, Promotion & Management

- Raising Day, Jubilee Celebrations/ Battle Honours Day Celebrations etc.
- Unit Gurudwara/Mandir/Church/Mosque functions
- Car Rallies/Point to Point Marches/Navigation by Stars/Compass Marches
- Desert Warfare, Annual Training Camps/Exercises/Jungle/Mountain Warfare
- Visits to places such as Mhow Fort, Fort Saint George-Chennai, Red Fort-Delhi, War Memorials, Museum & Archives, War Cemeteries
- Construction of Guest Houses (Chinar Hut, Dagger Hut). Every formation gives its own name
- CSD Canteens/DepartmentStores/AWWA/AFWWA/NWWA managed outlets
- Bara Khanas, May Queen Balls/Fancy Dress Shows etc.
- Various events organised by Defence Personnel and their spouses during service.

## CHAPTER - 1

### **Nation's Untapped Potential**

In India, about 3,000 to 5,000 defence officers and about 65,000 to 75,000 soldiers in the lower ranks, belonging to our Armed Services, retire every year. They retire at the minimum age of 35 and maximum age of 60. At the time of retirement, a majority of service personnel, are at an age where they have numerous unfinished responsibilities, which necessitate their taking up a second occupation. As per statistics maintained, a total of **18, 94,962** Ex-Servicemen (ESM) and **4,01,319** widows have been registered and reported to be living, as on September 30th, 2004 (Source www.mod.nic.in).

The Ex-Servicemen population is mainly concentrated in the States of Punjab, Uttar Pradesh, Haryana, Maharashtra, Kerala, Rajasthan, Uttaranchal and Tamil Nadu. Disciplined, motivated young men, who retire from the armed forces at the age of 35, have another 30 years of highly productive life left with them. The Directorate General of Resettlement (DGR) (www.dgrindia.com) under the Ministry of Defence (MOD), looks after all matters connected with resettlement and welfare of ex-servicemen and their dependants. A Kendriya Sainik Board (KSB) under the Chairmanship of the Defence Minister has been established for laying down general policies, for the welfare of ex-servicemen and their dependents for the administration of welfare funds and also for coordinating the work of The Sainik Boards in the country. At the State level The Rajya Sainik Boards, and at the district level The Zila Sainik Boards, have been established. The Government of India bears 50 per cent of the expenditure, while the remaining expenditure is borne by the respective State governments.

We have a vast reservoir of highly skilled retired defence officers and they can suitably be absorbed as trainers to train the youth in the skills required in the Service Industry namely hospitality, manners and etiquettes, discipline, punctuality, loyalty, art of building confidence, leadership and management skills etc. There are immense benefits of drawing from the large pool of trained, disciplined manpower, retiring from the armed services annually. India can emulate the experience of The **United States of America** where both the corporate as well as government departments, have benefited in a big way by re-employing their ex-servicemen. Also **Australia**, where defence personnel are valued by prospective employers of all industries, corporate houses and organizations.

By virtue of the armed forces training and their experiences in defence services the retired defence officers are undeniably the best available, readymade resource for training the youth onto the skills required in Service Industry.

**The ITFT-Group Chandigarh (Institute of Tourism & Future Management Trends)** recognizes that Retired Defence Officers can be a rich Manpower Training Resource for Service Industry. It proposes that on an experimental basis, ex-servicemen should be inducted as part-time faculty, or be assigned special training programmes in their respective cities to train the unemployed educated youth in the finer points, to be a useful part of Service Industry. This can be undertaken at the central or the state level, under the aegis of The Ministry of Human Resources or respective state ministries alongwith The DGR Ministry of Defence.

The Services Sector or what is categorized as the 'Service Industry', is a conglomerate of diverse segments ranging from community, social and personal services, through transport, financial services, information technology, to hospitality and tourism. The Service Industry in India, is observing phenomenal growth at the rate of 51%. At a conservative estimate, as many as 150,000 new jobs are being created in the Service Industry annually.

To suitably fill up this manpower requirement in the Service Industry, the need of the hour is to have skilled and professional trainers. The competitive advantage is not just the manpower, but proficient, qualified and channelized manpower. Economies all over the world have seen that skilled and proficient trainers are equally important for the growth of any economy. India has no scarcity of manpower but lacks skilled trainers. What India needs at this point of time, are proficient trainers to channelize the vast untapped potential of educated unemployed youth. Because of the lacunae in our education system and lack of Academia-Corporate Interface, the youth, despite completing formal education, needs to be trained on employability skills.

#### **Service Industry: A Platter of Job Opportunities**

Let us first take on the Global Scenario, which clearly reflects, that the Services have grown in importance, over the past years all over the world. Service Industries generate over two-thirds of GNP and employment in developed countries and their importance is growing in developing countries as well. World trade in commercial Services totalled \$1,435 billion in 2000 and grew 6% from the previous year, according to the latest WTO Report on International Trade Statistics 2001 merchandise trade increased by 12% in 2000.

In most economies of the world, employment has been shifting from the sectors that produce goods (agriculture and manufacturing industry) to the Services providing sectors. This shift is most pronounced in the developed industrialized economies, where the proportion of total employment within the Services Sector, exceeds 50 per cent in all economies. The transition

economies in Asia show a more or less even distribution among the three sectors.

The kinds of skills that are in demand in the Service Industry are creativity and a high degree of initiative and total commitment, with outstanding communication skills. Entrepreneurial skills will be essential in the marketplace, whereas the technical utility of the Services have increasingly shorter shelf lives. Skills at a premium include problem solving abilities, commitment to an enterprise and being multi-skilled.

#### **The Service Industry in the Asian region is showing tremendous growth**

The opportunities for growth for The Service Industry in Asia software and services export industry, nearly 1,60,000 are working in IT enabled services-BPOs; 25,000 in the domestic software market and over 2,60,000 in user organizations. India is penetrating America's economic core. Companies are shifting bill payment, human resources and other functions to new paperless centers in India, saving costs by 40% to 60%. It is estimated that there are currently 4.8 million high-income Asian households outside of Japan with an annual income of above US \$ 50,000. With a projected medium term economic growth outlook of 3-5 p.a. for South East Asia and 5-7 p.a. for China and India, this number is set to rise steadily.

The growing affluence will translate into a huge demand for Services, especially higher and better quality Services. For example, total **Healthcare** expenditure in Asia is projected to grow at 10% pa from US\$ 129 million in 1999, to reach US\$ 206 million in 2004. Those in the higher income households, will increasingly be prepared to seek quality medical care overseas, if they cannot find it at home.

**The Education Sector** is another example of high growth. Some 2, 50,000 students from major Asian countries study in the US alone, contributing a massive US\$9 million to the US economy. A 5% share of this US- bound Asian students for tertiary and executive education, would yield a significant spin-off to any economy. For example, 25,000 Chinese students who study abroad annually, making it the largest student exporter in the world. With rising affluence, the number is set to rise significantly.

Hong Kong, Singapore, Shanghai, and Bangkok are some of the leading Service industry cities in Asia, while Bangalore, Hyderabad and Gurgaon have emerged as leading cities in the Services sector in India.

#### **Let us have a look at the Service Industry in India-**

In line with the global trend, the Services sector in India is growing rapidly. In 2000-2001 the share of the Services in the country's GDP was 54.2, up from the

51.5% recorded in 1998-99. And, all indications are that this growth will get accelerated not only because of Services within India, but also because of their increasing export. India's high capabilities in Information Technology, and its booming IT software exports which now account for 2% of the GDP, its Entertainment industry, particularly films and TV, which happen to be among the fastest growing in the world, Health Services including traditional Indian Systems of Medicine (like Ayurveda, Unani, Siddha and nature Cure) and Education, huge segments of the Services sector. By virtue of having the second largest scientific and technical manpower in the world, India has been providing varied consultancy and other Services globally.

India's Services sector has already become the dominant contributor to GDP, accounting for 54 percent of the total, but its share is still far below the UMI (Upper Middle Income) reference level of 60 per cent. The country very soon will get the opportunity to skip the long slow phase of industrialization that the most developed nations have passed through, and transit rapidly into a predominantly Service economy by 2020, creating Services that meet human needs, generate employment covering the large unorganized segment of the economy, raise incomes and increase purchasing power. Even our notion of Services may have needed to evolve further to recognize the importance of the emerging knowledge- intensive Services. "Services make up more than half the economy and they grew at **9.9% in the second quarter of the 2003**. However, its one sub-sector trade, hotels, transport and communications grew by an astonishing 11.9 per cent" (Business World - 10 January 2004) The Service sector, which has the great potential for creating new employment opportunities and economic growth in the world economy, is essentially knowledge- based.

#### **According to a Survey FICCI (2004-05)**

Of about 42 services sectors surveyed in broad segments 16 have achieved excellent growth of more than 20 per cent, 18 sectors have achieved high growth of 10 to 20 per cent, 8 sectors have clocked moderate growth.

The sectors which have recorded excellent growth in the year April-March 2004-05 over April-March 2003-04 : Retail Trade in the organized sector (30%), Road Transport Services (20%), Domestic Air Cargo (21%), Value Added Government Postal Services (33%), Telecom Subscribers (28.6%), Mobile Subscriber (55%), Internet Subscriber (22%), Internet Users (50%), Housing Finance (33%), Mutual Funds (42%), Insurance Premium (LIFE) (35%), Live Entertainment (40%), Internet Advertising (100%), Domestic Tourism (20%).

According to Mr. Kiran Karnik, President, NASSCOM - National Association of Software and Service Companies, 10 million jobs would be available to the

Indians in the Services Sector by 2009.

### **INDIAN IT SOFTWARE AND SERVICE INDUSTRY**

India produces 3.1 million college graduates a year, but that is expected to double by 2010. The number of engineering colleges is stated to grow 50%, to nearly 1600, in four years. India has witnessed a healthy growth in the number of its IT professionals. From a base of 6,800 knowledge workers in 1985-86, the number of IT software and service professionals has grown to 650,000 by March 2003. Out of this, almost 2, 05,000 are working in the IT software and services export industry, nearly 1, 60,000 are working in IT enabled services-BPOs; 25,000 in the domestic software market and over 2, 60,000 in user organizations. India is penetrating America's economic core. Companies are shifting bill payment, human resources and other functions to new paperless centers in India, saving costs by 40% to 60%.

According to Romi Malhotra Managing Director, Dell International Services“ It is a myth sector does not provide long -term jobs and people below the age group of 50 are only preferred”. He said that more and more ex-defence and retired Personnel were opting for jobs in this high- demanding sector ( The Financial World, August 10, 2005)

If India can turn into a fast-growth economy, it will be the first developing nation that used its brainpower, not natural resources or the raw muscle of factory labor, as the catalyst.

#### **India's strength**

- 1) Large Human Resource
- 2) India's Economical Education System
- 3) Quality Manpower by and large
- 4) Government Policies to some extent

#### **Immediate Requirement of Private Sector Job Market: 2.2 Million Jobs in the next two years**

The boom in the private sector has opened up a huge gateway for job-seekers into an era of unlimited job opportunities. With encouraging growth rate records and burgeoning demands of customers, private companies are eager to hire more and more people.

#### **SOME IMPORTANT AREAS IN SERVICE INDUSTRY BUSINESSES**

- 1) Travel & Tourism
- 2) Airlines & other Transportation Services
- 3) Hospitality Services
- 4) Hotels & Restaurants

- 5) Resorts
- 6) Tourist Complexes
- 7) Catering Outside / Corporate / Events
- 8) Home Delivery
- 9) ITES & BPOs
- 10) Call Centers
- 11) Customer Service
- 12) Technical Support
- 13) Human Resource (Pay Roll Processing, employee records Maintenance)
- 14) Finance & Accounting
- 15) Transaction Processing
- 16) Engineering
- 17) Design
- 18) Remote Education
- 19) Market Research Data Search
- 20) Network Consultancy
- 21) Travel Agency
- 22) Tour Operations
- 23) Tour Excursions
- 24) Tour Executives & Interpreters
- 25) Transportation Services
- 26) Railways
- 27) Airlines
- 28) Cruise Lines
- 29) Local Passenger Transportation
- 30) Water Transportation
- 31) Helicopter Services
- 32) Private Aircraft Services
- 33) Car Rentals
- 34) Telecommunications & Communications
- 35) Mobile Phone Services
- 36) Telephone Services
- 37) Telex Services
- 38) STD Booths
- 39) Radio & TV Broadcasting,
- 40) Postal & Courier Services
- 41) Retail Businesses
- 42) Retail Chains

- 43) Showrooms
- 44) Eating Joints
- 45) Multiplexes
- 46) Event Services
- 47) Conferences, Conventions
- 48) Exhibitions
- 49) Expositions
- 50) Trade Fairs
- 51) BTL Solutions
- 52) Retail & Experiential Marketing
- 53) Road Shows
- 54) Contests
- 55) Incentive Travels
- 56) Brand Promotion events
- 57) Product Launches
- 58) Seminars
- 59) Live Shows
- 60) Concerts & Award Ceremonies
- 61) Beauty Pageants & Fashion Shows
- 62) Sports, tournaments, Championships, Matches, Rallies etc
- 63) Carnivals
- 64) Theme Parties
- 65) Wedding Management
- 66) Banking/ Finance/ Insurance
- 67) Banks
- 68) Financial Institutions
- 69) Insurance Services
- 70) Foreign Exchange
- 71) Entertainment & Leisure Services
- 72) Theme Parks
- 73) Motion Pictures
- 74) Video Parlours
- 75) Discotheques
- 76) Clubs / Health Resorts / Event Venues
- 77) Bowling Alleys
- 78) Pool Parlours
- 79) Media & Advertising
- 80) Newspapers
- 81) Magazines

- 82) Satellite Channels
- 83) Radio (FM)
- 84) Online Media (online services for both print & electronic media)
- 85) Advertising- Outdoor, Print, Electronics
- 86) Public Relations
- 87) Marketing Related Services
- 88) Marketing Consultancy
- 89) Tele-Marketing
- 90) Sales Promotions
- 91) New Product Development
- 92) Market Research
- 93) Business & Professional Services
- 94) Records Management
- 95) Management Consultancy
- 96) Meeting Facilities
- 97) Office Management
- 98) Secretarial
- 99) Fitness, Health & Beauty Care
- 100) Hospitals
- 101) Nursing Homes
- 102) Medical Establishments
- 103) Spas
- 104) Sauna Centers
- 105) Gymnasiums
- 106) Beauty Parlours
- 107) Dental Beauty Centers
- 108) Herbal Massage & Treatment Centers
- 109) HR, Consultancy, Education & Research
- 110) Head Hunting / Placement Services
- 111) Education / Training Services
- 112) Consultancy Services
- 113) Counseling Services
- 114) Research & Development Related Services
- 115) Computer Services
- 116) Consultancy Services related to Installation of Computer Hardware
- 117) Software Implementation Services
- 118) Data Processing Services
- 119) Database Services
- 120) Website Design & Hosting Services

**Are you looking for a JOB?**

Yes!... Then lets first understand, what exactly are you looking in a Job? Is it:

1. Growth Opportunity
2. Job Security
3. Salary
4. Company Reputation
5. Other factors like location, work culture etc

According to the recent survey done by ITFT - Chandigarh Research Cell, Job Security and growth opportunities clubbed with handsome salary is the dream of an ideal job for the youth of today.

**How to search for jobs**

A good job does not fall in your lap like that; you need to 'hunt' for it. The art of researching will make or break your career. As getting information about companies and openings is not very easy, but now with the facility of web and various publications coming out with weekly subscription on job openings in various organizations, the job searching has got a new dimension altogether.

**Step One- The Right Time:** You can research about the types of job openings available and zero down your area of interests. Whenever you are going for a Job interview, researching also gives you enough information about the company and the work culture, which is very useful for you during interview Q & A session.

**Step Two- The Right Material:** In this, there are two sets of Information: Type of Job / Position and the Overview of the organization. The first one deals with employment issues, and includes such things as career paths and advancement opportunities, benefits, diversity initiatives, and other human resources functions, whereas, the second one deals with the general information about the company, products and services, history and corporate culture, organizational mission and goals, key financial statistics, organizational structure (divisions, subsidiaries, etc.), and locations (main and branch). This will give you sufficient understanding about the organization as a whole.

You may also research the industry's key competitors, and countries where the company has its offices.

**Step Three- Starting Points: Your Savvy Selection:** Every industry or business field has publication or websites dedicated to latest news, upcoming events etc. You should try and research the leaders in the industry, the "best" listings, best companies for women, best private companies, best employee-owned companies, etc.

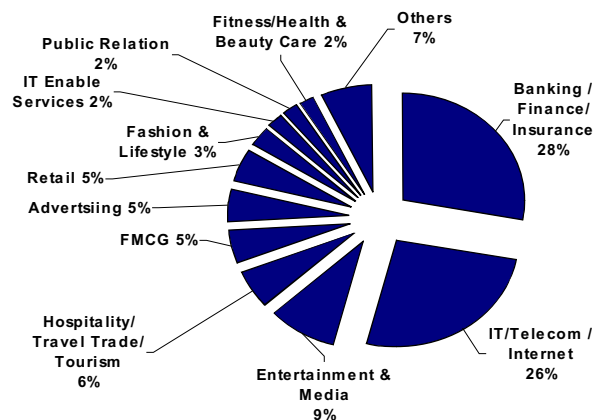
**Step Four: The Right Place and Way:** Now the question comes, where to get these information from?

- 121) Real Estate Services
- 122) Renting
- 123) Investment Consultants
- 124) Property Consultants
- 125) Building & Real Estate Management
- 126) Construction Services
- 127) General Construction Work
- 128) Installation & Assembly Work
- 129) Building Completion & Finishing Work
- 130) Distribution Services
- 131) Commission Agent's Services
- 132) Wholesale Trader Services
- 133) Retailing Services
- 134) Franchising

**OTHER AREAS**

- |                            |                                   |
|----------------------------|-----------------------------------|
| 1) Interior Designing      | 2) Fashion Designing              |
| 3) Florists                | 4) Translation Services           |
| 5) Photography Services    | 6) Coloured Photo Lab Services    |
| 7) Packaging Services      | 8) Printing & Publishing Services |
| 9) Social Services         | 10) Old Age Homes                 |
| 11) Architectural Services | 12) Dry Cleaning Services         |
| 13) Utility Services       |                                   |

As we all are aware how the Service Industry is growing rapidly, lets see what is the sector-wise distribution of Job opportunities for fresh graduates in Service Industry. The pie-chart gives one a good idea.



One of the most popular search engines is [www.google.com](http://www.google.com), Lets see how can we research about a specific organization.

Keywords: Play vital role in Researching on web. Besides this, there are certain combinations and permutations you can try. For eg: if you want to search Airline companies in India, open the search engine, and type the keyword in the search box in inverted commas "Airlines". If you are searching for airlines 'IN' India, then put the plus mark "+". With this command, you will get search results of all airlines in India.

eg is stated below:



Similarly, if you are looking for airlines everywhere else except in India, then put the minus "-" mark. By this you will get details of Airlines excluding those in India. Putting the keyword in phrases " " will make your search filtered and you will avoid getting irrelevant results.

### CHAPTER-3

#### What makes you 'wanted' in the Job market ?

We all know that this is a world and era for "Survival of the fittest". Today, in the corporate world, the "Perform or Perish" formula works. We need to expand our knowledge in order to match the industry expectations. Here, Winning a job is like Winning a Corporate Olympiad. We need to innovate ourselves to succeed.

Today is the time of the entrepreneur, the creative genius and the adventurer. It does not recognise the big and small; it asks for excellence so, lets see, what exactly it takes to come to the Industry's expectations in terms of winning a Job.

**Table: What makes you "Wanted" in Job Market ?**

**According to our recent job market study report, followings are the skills which are being sought after by the employees in a candidate:**

Positive attitude Pleasing Personality Flexible & Willing to Improve Creative temperament Outgoing Extrovert Energetic Enthusiastic Dynamic Go-getter Good Sense of Humour Smart Desire to work hard & excel Devoid of inhibitions Willing to work in shifts Ready to relocate	Mobility Communication Skills Persistence Logical Thinking Planning & Organising Networking Listening Assertiveness Self-Confidence Self-Motivation Building Relationship Service Orientation Problem Solving Responsibility Logical Thought Process Socializing Ability
--	---

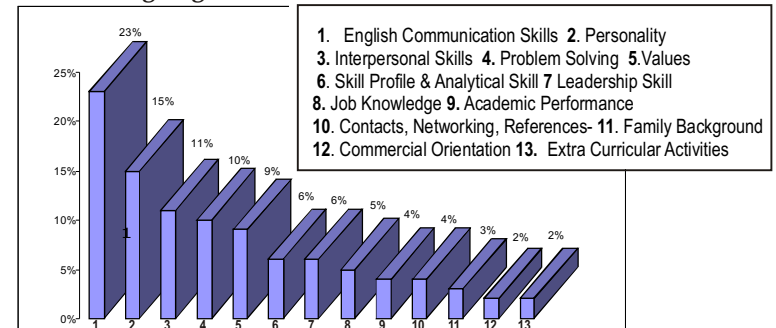
So, just look within and analyze what you already have and what skills you need to hone to be a **WINNER** in the Job Market.

#### Do you have enough Employability Skills?

Employability skills are the skills which you learn with time and are in demand in the job market. The skills which enhance chances of your getting employed. These are namely: reading and writing skills, Problem solving, Adaptability, Team work, Decision making etc.

#### What is an employer looking in you?

#### Corporate Give Weightage to:



(Source: ITFT-Chandigarh Research Cell)

**Employer's Picture of Psychological Profile of a Candidate :**

Corporate also prefer candidate with balanced psychological approach towards incidents, work and life. They look in for following qualities in a candidate to be a part of their organisation.

Table: Psychological Profile of a Candidate :

What Corporates look for in a Candidate	What Corporates Expect the Candidate to be
Extrovert/Introvert Personality	Extrovert
Sense of ownership	Responsible
Emotional Maturity & Sensitivity	Positive
Attitude	Balanced
Confidence Level	High
Eagerness to Learn	High

(Source: ITFT-Chandigarh Research Cell)

**Your Personal Characteristics or the Assets**

These are the characteristics, which are inherent in you. Anything from strong work ethics to self-discipline, from ability to work under pressure, from creativity to optimism, to a high level of energy or may be more.

**What are Transferable or Soft Skills?**

The skills you acquire during any activity in your life - not just your studies - that can be applied to other situations i.e. they are transferable! They are also known as 'Soft Skills'. You can acquire these skills through all sorts of activities: employment, projects, volunteer work, hobbies, sports or virtually anything.

Generally speaking, organizations look in for the following general skills in an employee:

- ✦ intellectual skills
- ♦ communication skills
- ♦ organisational skills
- ♦ inter-personal skills

Some other transferable skills will include :

- ♦ research skills
- ♦ numerical skills
- ♦ computer literacy
- ♦ foreign languages

**Here are some more examples of transferable skills:**

**Communication**

- ♦ Speaking effectively
- ♦ Listening attentively
- ♦ Facilitating group discussion
- ♦ Negotiating
- ♦ Perceiving non-verbal messages
- ♦ Describing feelings
- ♦ Editing
- ♦ Writing concisely
- ♦ Expressing ideas
- ♦ Providing appropriate feedback
- ♦ Persuading
- ♦ Reporting information
- ♦ Interviewing

**Research and Planning**

- ♦ Forecasting & predicting
- ♦ Identifying problems
- ♦ Identifying resources
- ♦ Solving problems
- ♦ Extracting important Information
- ♦ Developing evaluation strategies
- ♦ Creating ideas
- ♦ Imagining alternatives
- ♦ Gathering information
- ♦ Setting goals
- ♦ Defining needs
- ♦ Analyzing

**Human Relations**

- ♦ Developing rapport
- ♦ Listening
- ♦ Providing support for others
- ♦ Sharing credit
- ♦ Cooperating
- ♦ Representing others
- ♦ Asserting
- ♦ Being Sensitive
- ♦ Conveying feelings
- ♦ Motivating
- ♦ Counseling
- ♦ Delegating
- ♦ Perceiving feelings & situations

**Organization, Management and Leadership**

- ♦ Initiating new ideas
- ♦ Coordinating tasks
- ♦ Delegating responsibility
- ♦ Coaching
- ♦ Promoting change
- ♦ Decision making with others
- ♦ Handling details
- ♦ Managing groups
- ♦ Teaching
- ♦ Counseling
- ♦ Selling ideas or products
- ♦ Managing conflict

**Work Survival**

- ♦ Implementing decisions
- ♦ Enforcing policies
- ♦ Managing time
- ♦ Meeting goals
- ♦ Accepting responsibility
- ♦ Organizing
- ♦ Cooperating
- ♦ Being punctual
- ♦ Attending to detail
- ♦ Enlisting help
- ♦ Setting and meeting deadlines
- ♦ Making decisions

While mentioning your strengths make maximum use of transferable skills when attending interviews, as well as in your resume.

## CHAPTER-5

### Are you interested in starting your own business? How to be an entrepreneur?

#### Who is an Entrepreneur?

An Entrepreneur (ahn'tra pra nur) is a person who organizes and manages a business undertaking, assuming the risk for the sake of profit. Any person (any age) who starts and operates a business is an entrepreneur.

#### Three Aspects of Entrepreneurship

1. The identification/recognition of market opportunity and the generation of a business idea (product or service) to address the opportunity
2. The marshalling and commitment of resources in the face of risk to pursue the opportunity
3. The creation of an operating business organization to implement the opportunity-motivated business idea

#### An Entrepreneurial Perspective

Early reference to the entrepreneur in the 14th century spoke about tax contractors individuals who paid a fixed sum of money to a government for the license to collect taxes in their region. In the 19th century, entrepreneurs were the "captains of industry", the risk takers, the decision makers, the individuals who aspired to wealth and who gathered and managed resources to create new enterprises.

The **entrepreneur** seeks, in Schumpeter's word,

"to reform or revolutionize the pattern of production by exploiting an invention or, more generally, an untried technological possibility for producing a new commodity or producing an old one in a new way, by opening up a new source of supply of materials or a new outlet for products . . . . Entrepreneurship, as defined, essentially consists in doing things that are not generally done in the ordinary course of business routine.

Entrepreneurship is the dynamic process of creating incremental wealth. This wealth created by individuals who assume the major risks in terms of equity, time, and/or career commitment of providing value for some product or service. The product or service itself may or may not be new or unique but value must somehow be infused by the entrepreneur by securing and allocating the necessary skills and resource.

#### Entrepreneurship-Some advantages

- You are your own boss
- Enjoy the profits from your efforts
- Sense of pride in your business
- Flexibility in your work schedule

#### Entrepreneurship-Some disadvantages

- Will need to put in long hours
- Need money to start
- Have to keep up with government rules and regulations
- May have to make hard decisions (hiring, firing, etc.)
- May lose money

#### HOW TO START YOUR OWN SERVICE INDUSTRY VENTURE

Service Industries are expected to chart the course of the global economy in the present century. Therefore the collection of data, their interpretation and dissemination require sophisticated new skills and a new type of management and investment, which should be managed as part of a clear strategy adopted by the enterprise.

A new entrant / entrepreneur to any business in the field of Service Industry needs to make a number of decisions regarding selection of product / service for business, selecting the location for business operations, the investments to be made, the marketing media, personnel requirements, standard of quality and the target market. The entrepreneur also needs to pursue activities like preparing a business plan, registering the plans with the local authorities or District Industries, registering with sales and income tax departments, obtaining power and water connections, developing marketing strategies etc.

Before starting any venture one should prepare a detailed market survey and economic feasibility report of the proposed project. The steps included in the feasibility report would provide a comprehensive knowledge of the macro environment and highlight the possibilities of success in the project. This also forms the base for writing a business plan.

#### FEASIBILITY REPORT

##### BEGINNING

- Before starting a business the entrepreneur must assess how much he/she is able to invest in the business. Accordingly, the entrepreneur may start small, or on a part time basis, expanding gradually as the business begins to grow.
- A brief introduction about the product / service being offered, its history, uses and applications would delineate the type of service to offer, the requirements and the best way to offer the service.
- Government Specifications and Requirements for setting up the project: for setting up a small-scale venture, the entrepreneur needs to register with the District Industries Centre (DIC). A registered unit is eligible for availing subsidies, incentives, rebates and concessions from the State Government.

#### MARKET RESEARCH AND SURVEY

- Present product/service scenario: a market research would help in assessing the existing capacity and utilization of the product / service. An

excessive demand for the service would pave the way for the entrepreneur to enter the market and lead to more chances of success.

- Expected future demand: explore the potential market base to ensure the existence of future demand. This requires knowledge about the customer preferences and demands. The entrepreneur needs to ensure that the service being offered is commercially viable with aspects of high performance, reliability, quality and safety. To know about the consumer demand for a particular product or service, one needs to be tuned to the media. Newspapers, magazines, reports, talk shows, seminars reflect the interests and concerns of a society and its people. Conducting market surveys for assessing the needs and demands of the people would also help in deciding on the service to sell and the price to quote.
- Names and Addresses of existing competition: who are the competitors and how many, what is the strength and the impact they could have on the business venture.

#### **INFRASTRUCTURAL REQUIREMENTS**

- Land Requirements: How much area of land or office would be required for the set-up in the initial stages, the availability of this requirement and how it should be procured i.e. by buying or hiring.
- Construction / renovations to be made: designing the facility, making up-gradations in the existing facility, installing the necessary equipment which would blend with the service to be provided.
- Construction Schedule: time allocation to the construction or renovation work so that marketing for the service can be organized accordingly.

#### **AMENITIES REQUIRED**

- List of facilities required.
- Up gradations required (if any).
- Quality of amenities.

#### **PERSONNEL REQUIREMENTS**

- Requirement of Staff and Labour
- Need for Skilled & Unskilled Labour

#### **FINANCIAL ASPECTS**

- Cost of Land and building
- Cost of machinery required
- Working Capital Requirements
- Profitability Analysis
- Foreign Collaborations (if possible)
- Cost of Raw Materials required
- Fixed Capital Investment
- Total Project Cost
- Break-even point

#### **MARKETING**

- Marketing Strategy:
- Advertising and Positioning.
- USP/Outstanding features of the product/service.

#### **BUSINESS PLAN**

Before starting a business it is mandatory to prepare a business plan. The first

impression of the abilities of an entrepreneur is only visible through the business plan. A business plan is a document containing information on how a business is running, how it intends to sell its products/services to make a satisfactory profit and be attractive to potential creditors/investors who will review the business to make a decision whether to finance it or not. The business plan is not just to satisfy the curiosity of the creditors. A good business plan is first of all a managerial tool for the entrepreneur, because she/he takes the major risk in the undertaking. For this reason it is of utmost important to examine thoroughly whether the plan is feasible or not, when the expenditure can be recovered and what kind of profit and reward can be expected.

A business plan should be constructed logically and state the entrepreneur's objectives clearly. It should be kept in mind that its main aim is to obtain a decision from somebody as a result of his/her reading the plan. Most often the creditor would like to meet the entrepreneur, whereby the entrepreneur will have the opportunity to sell his/her idea personally and demonstrate that he/she really know the subject well.

#### **The main aim of a business plan is to:**

- Guide the entrepreneur(s) to design a well reasoned and logical framework to implement and manage her/his business ideas and strategy during the next 2-5 year period;
- Serve as a basis for negotiation with the representatives of third party financial institutions such as government authorities, lenders, creditors, and bankers aimed at obtaining loans and/or capital investment. As a rule, bankers make loans to meet specific business needs. Requesting a bank loan without a well-defined purpose almost always guarantees a negative response.
- Provide a basis for comparison and measure achievements after the plan is put into implementation.

#### **A business plan should also include the following:**

- An analysis of the current market trends and competitiveness
- An analysis of the enterprise's market position and possibilities
- An analysis of the enterprise's operational performance
- Objectives for better performance, customer satisfaction and higher income rates, and
- Resource planning and utilization for exploiting market opportunities and for maximizing return on investment.

The business plan is confidential information and the entrepreneur has to indicate in a clear way that this document is not to be shared, copied, disclosed or otherwise compromised without the consent of the owner /Entrepreneur/company.

## The Management Team

The core team consists of individuals essential at the outset: They are: -

- Technology specialist.
- Execution specialist.
- Chief operating officer
- VP of marketing & sales
- Strategic Advisors & Partners
- Sales and marketing specialist
- Extended management team - as-needed:
- Chief financial officer
- VP of business development

## SOME ENTREPRENEURIAL OPENINGS IN THE SERVICE SECTOR

### 1. Hospitality Services:

- a) Hotels & Restaurants
- b) Resorts
- c) Tourist Complexes
- d) Outdoor Catering /Corporate/Events
- e) Home Delivery

### 2. Transportation Services:

- a) Local Passenger Transportation
- b) Water Transportation/ Cruise Lines
- c) Helicopter Services
- d) Private Aircraft Services
- e) Car Rentals

### 3. Communications:

- a) Telephone Services
- b) Mobile Phone Services
- c) Postal & Courier Services
- d) Radio & TV Broadcasting
- e) Telex Services
- f) STD Booths
- g) Business Centres

### 4. Call Centers/BPOs/ITES/MNCs

### 5. Head Hunting /Placement Services

### 6. Travel Agencies

### 7. Tour Operations

### 8. Beauty, Health Care & Fitness Centres

### 9. Education / Training Services

### 10. Hospitals / Nursing Homes / Medical Establishments

### 11. Old Age Homes

### 12. Photography Services

### 13. Packaging Services

### 14. Consultancy Services

### 15. Counseling Services

### 16. Planning, Organizing, & Coordinating Events

### 17. Recreational, Cultural, & Sporting Services

### 18. Architectural Services

### 19. Translation Services

### 20. Social Services

### 21. Printing & Publishing Services

### 22. Media & Entertainment Services:

- a) Theme Parks
- b) Pool Parlors
- c) Video Parlors
- d) Discotheques
- e) Clubs/Health Resorts/Event Venues
- f) Bowling Alleys

### 23. Computer Services:

- a) Consultancy Services related to Installation of Computer Hardware
- b) Software Implementation Services
- c) Data Processing Services
- d) Web Designing and Hosting Services
- e) Database Services etc.

### 24. Accounting, Auditing, & Book-keeping Services

### 25. Taxation Services

### 26. Health Related Services

### 27. Medical & Dental Services

### 28. Legal Services

### 29. Research & Development Related Services

### 30. Real Estate Services:

- a) Renting
- b) Investment Consultants
- c) Property Consultants
- d) Building & Real Estate Management

### 31. Investigation & Security Services

### 32. Marketing Related Services:

- a) Marketing Consultancy
- b) Tele-Marketing
- c) Sales Promotions
- d) New Product Development
- e) Market Research etc.

### 33. Advertising

### 34. Public Relations

### 35. Tourist Guide Services

### 36. Media Services

### 37. Interior Designing

### 38. Fashion Designing

### 39. Business & Professional Services:

- a) Records Management
- b) Management Consultancy
- c) Meeting Facilities
- d) Office Management
- e) Secretarial etc.

### 40. Construction Services:

- a) General Construction Work
- b) Installation & Assembly Work
- c) Building Completion & Finishing Work

### 41. Distribution Services:

- a) Service Charges related Services
- b) Wholesale Trader Services
- c) Retailing Services
- d) Franchising

## COUNTRY ANALYSIS: ENTREPRENEURSHIP IN INDIA AS SEEN BY TOP INDIAN EXECUTIVES

Entrepreneurship in India seems to be associated above all with leadership. Although the country as a whole does not consider itself very entrepreneurial, India's top executives, more so than in other countries, see entrepreneurial organizations as those driven by strong leaders with a propensity for risk taking. The employees in entrepreneurial organizations are also believed to be team players that inspire others. However, it is very necessary for the country to take on entrepreneurship since this is the key to the future prosperity of their country. In line with their counterparts abroad, all see entrepreneurship as a positive force for society and a generator of employment.

Bureaucratic problems are seen by three-quarters of Indian executives as one of the main impediments to progress, with 78 per cent citing lack of incentives. Lack of entrepreneurial role models also appears to be distinctive barrier to entrepreneurship. However, acting creatively is thought to be a strong trait among the Indian entrepreneurs.

Source: Accenture Survey Jan. 2000-June 2001

## Becoming an Event, Planner & Manager

Event managers are the people behind the show in the glamorous world of event management, a place where every single day is a "happening day". Those who enjoy the Hrithik Roshan Nite, A. R. Rehman live show, Lata Mangeshkar live, the deep purple concert, rolling stones live must have wondered about the dream weavers- the people behind the show-the event managers. From fashion shows to beauty pageants like Femina Miss India, Grasim Mr India, glittering award nites under banner of Filmfare, Sansui, Zee cinema and lot of others, these event managers are weaving success stories almost every evening.

Lot of hard work, total dedication, immense power of imagination is required to be in event management. It's a field of go-getters. If you already have those skills, you can earn well. Event management is all about organizing skill and fortunately, this field is quite lucrative as well as providing immense job satisfaction due to variety in work. So to grow, join the game.

Be it a big-time rock shows, ballets and sports events or live shows such as Adnan Sami and Asha Bhonsle concerts, cricket events and Film star nights, the amount of revenue generated thereof is a great source of motivation for those who wish to take up events business as an enterprise. According to FICCI report on Indian entertainment industry, "the live entertainment & event management segment has grown from a minuscule size of about Rs. 20 million a decade ago to the present size (year 2005) of Rs. 2 billion. With corporates increasingly using events to communicate with their target consumers and the rising popularity of live entertainment events, the segment is poised to grow rapidly. According to industry sources, the segment is expected to reach a size

of about Rs. 11 bn by financial year 2005, which translates to a growth rate of about 50% per annum”.

The recent KPMG report on the Indian entertainment sector, indicates similar success rate, the rationalisation of entertainment taxes could further boost the sector's growth and push revenues from Rs. 330 crore in 2002 to Rs. 1160 crore by 2007.

“There are no event managers we can hire, we create them” is the statement of one of the leading event professionals from Wizcraft Institute of Event Management, Mumbai.

### **How to open a travel agency as a business?**

The Travel and Tourism Industry is among the world's largest, employing more than 200 million people. Career opportunities in this rapidly expanding Industry have never been greater, but only for those with the knowledge to be successful.

There is no generic approach to opening a travel agency. This is in part due to the fact that the laws or regulations can vary from country to country. Further research into opening a business is recommended and additional information may be obtained from the Department of Tourism, Govt. of India.

However, setting up and running a successful and profitable travel agency is more challenging these days than it has been in the past. Many travel agencies have been forced to downsize or close altogether, because of competition from on-line booking sites, as well as a slump in the economy, and constant fears of terrorism. Most major airlines have heavily reduced, or eliminated altogether their commission to agencies, which at one time was a huge source of agency revenue. Companies too have felt the economic pinch and cut back on expense account travel for their employees.

### **TRAINING, OTHER QUALIFICATIONS AND ADVANCEMENT**

The minimum requirement for those interested in becoming a travel agent is a high school diploma or equivalent. Technology and computerization are having a profound effect on the work of travel agents, however, and formal or specialized training is increasingly important. A few colleges offer bachelor's or master's degrees in Travel and Tourism. Although few college courses relate directly to the travel industry, a college education sometimes is desired by employers to establish a background in fields such as computer science, geography, communication, foreign languages, and world history. Courses in accounting and business management also are important, especially for those who expect to manage or start their own travel agencies.

The IATA/UFTAA International Travel and Tourism Training Programme is designed by experts to specifically respond to the expressed need to develop the professional skills of entry-level staff, managers and executives in the travel industry. The four-level Career Path concept is designed to develop and

maintain the highest level of professionalism in the industry. Each course may be taken on its own, and leads to an IATA / UFTAA Diploma or Certificate.

With more than 25 years of experience and over 250,000 successful students, the IATA/UFTAA International Travel and Tourism Training Programme is globally recognised as the best international Travel and Tourism qualification and the most comprehensive training available today.

Travel agents must be well-organized, accurate, and meticulous to compile information from various sources and plan and organize their clients' travel itineraries. As the Internet has become an important tool for making travel arrangements, more travel agencies are using Web sites to provide their services to clients. This trend has increased the importance of computer skills in this occupation. Other desirable qualifications include good writing, interpersonal, and sales skills.

Some employees start as reservation clerks or receptionists in travel agencies. With experience and some formal training, they can take on greater responsibilities and eventually assume travel agent duties. In agencies with many offices, travel agents may advance to office manager or to other managerial positions.

### **Tour Manager as an Entrepreneur**

Tour Manager develop and oversee activities for groups of tourists or visitors. Executives are in charge of outdoor activities. They may lead camping, biking, hiking, fishing, or rafting trips. Executives and their parties may go on long hikes, paddle or carry canoes or boats or backpacks and go sight seeing depending on the type and age group of the tourists. Some executives use large inflatable rafts filled with people down rapidly flowing rivers. Others operate aircraft, fishing boats, or snowmobiles. Yet others lead hunting parties or executives skiers or mountain climbers.

Before a trip, executives may send a letter to clients, or hold a meeting where they discuss the travel arrangements and answer questions. Executives arrange the transportation, equipment, and supplies to be used on outings.

Executives sell, rent, or provide their clients with supplies, clothing, and equipment as per the activity and weather. They adjust and demonstrate equipment. They teach clients techniques used in the sport. They also explain any rules and regulations that must be followed. They interpret the natural and cultural history of the area for their guests. They may provide entertainment or organize games following the evening meal.

### **Tourist Transporter Business**

There are three common ways to get into the tourist transport business. One may wish to start the business as a new enterprise, could buy an existing business, or may decide to purchase a franchise. Regardless of which type of ownership one is thinking about, there are some basic questions that should be

asked to assess whether one is ready or not.

Many people start a small tourist transport business in order to enjoy the perceived rewards of freedom and independence. The reality of this can be quite different. Many small transport business will tell that they work more hours than when they worked for someone else.

Some of the more demanding can be the regulations imposed by state and the central governments. Some of the other regulations that must be adhered to are: licensing; local safety and health regulations; environmental protection rules and employee deductions.

Then there are the significant others, who impact the bottom line- the customer. Customer satisfaction is a must, for customers are the people who will ultimately decide whether or not the business will succeed. Transporters will be successful only if they provide them with the goods and/or services that they want or need badly enough to pay for.

### Here are some of the Entrepreneurial Ventures which could be taken up by Defence Officers

- Travel Agency
- Tour Operation
- Tourist Transport Business/ Car Rentals
- Event Management
- Bed & breakfast joints/Huts/Lodges/ Camping Sites
- Restaurant
- Musical Group & Amusement activities
- Mobile Repair/Sale-purchase business Shop
- Insurance Advisor
- Loan Facilitator from the Banks
- General Utility/Item Shop
- Souvenir/ Handicraft Shop
- Placement Agency/Consultancy
- Basic Training Institute for Employability Skills
- Advertising Agency
- Career Counselling
- Immigration Consultancy
- Herbal Garden for Ayurvedic Services
- Adventure / Rural Tourism Business
- Property Consultants
- Consultancy Services
- Franchisee-Oriflame, Avon, Music World
- Floriculture
- Epiculture (Honey Bee)
- Cultural Activities
- Florist
- Stationary Shop
- Tentage Services

- Outdoor Catering Services
- Courier Service
- Health Spa /Fitness Centre/ Gymnasium
- Fast Food Joint
- Free Lance Journalist
- Export/ Import Businesses
- Bakery Shop
- Juice Bars
- STD Booths/ Fax service
- Photography Services
- Amusement Park
- Commission Agents Service
- Gardening Services
- Laundry Services
- Discotheques/ Bowling Alleys
- Interior Designing
- Computer Hardware Outlet/ Service
- Motor Garage

Cyber Café/ Video Gaming Café/Computer Training Centre/ Data entry work.

**Add some more activities keeping in view your hobbies:**

- 
- 

### WEB DIRECTORY FOR SERVICE INDUSTRY E-RESOURCE FOR INDUSTRY RESEARCH

#### DEFENCE SERVICES

<a href="http://www.idsa-india.org">www.idsa-india.org</a>	<a href="http://www.ofbindia.nic.in">www.ofbindia.nic.in</a>	<a href="http://www.mod.nic.in">www.mod.nic.in</a>
<a href="http://www.dgqadefence.nic.in">www.dgqadefence.nic.in</a>	<a href="http://www.dgrindia.com">www.dgrindia.com</a>	<a href="http://www.defstand.gov.in">www.defstand.gov.in</a>
<a href="http://www.cgda.nic.in">www.cgda.nic.in</a>	<a href="http://www.drdo.org">www.drdo.org</a>	<a href="http://www.armedforces.nic.in">www.armedforces.nic.in</a>
<a href="http://www.ids.nic.in">www.ids.nic.in</a>	<a href="http://www.cgda.nic.in">www.cgda.nic.in</a>	<a href="http://www.aifdonline.com">www.aifdonline.com</a>
<a href="http://www.cdm.nic.in">www.cdm.nic.in</a>	<a href="http://www.dgmap.nic.in">www.dgmap.nic.in</a>	<a href="http://www.hydrobharat.org">www.hydrobharat.org</a>
<a href="http://www.eroindia.gov.in">www.eroindia.gov.in</a>	<a href="http://www.mes.gov.in">www.mes.gov.in</a>	<a href="http://www.ndc.nic.in">www.ndc.nic.in</a>
<a href="http://www.cdaopune.org">www.cdaopune.org</a>	<a href="http://www.cdabr.org">www.cdabr.org</a>	<a href="http://www.indiainage.nic.in">www.indiainage.nic.in</a>
<a href="http://www.cdachennai.nic.in">www.cdachennai.nic.in</a>	<a href="http://www.pcdapension.nic.in">www.pcdapension.nic.in</a>	<a href="http://www.cdanavy.com">www.cdanavy.com</a>
<a href="http://www.navy.com">www.navy.com</a>	<a href="http://www.military.com">www.military.com</a>	<a href="http://www.soldiercity.com">www.soldiercity.com</a>
<a href="http://www.indianarmy.nic.in">www.indianarmy.nic.in</a>	<a href="http://www.apa.co.in">www.apa.co.in</a>	<a href="http://www.joinindianarmy.nic.in">www.joinindianarmy.nic.in</a>
<a href="http://www.awhosena.org">www.awhosena.org</a>	<a href="http://www.rimc.org">www.rimc.org</a>	<a href="http://www.defenceindia.com">www.defenceindia.com</a>
<a href="http://www.ids.nic.in">www.ids.nic.in</a>	<a href="http://www.awwaindia.org">www.awwaindia.org</a>	<a href="http://www.ndc.nic.in">www.ndc.nic.in</a>
<a href="http://www.nccindia.nic.in">www.nccindia.nic.in</a>	<a href="http://www.nda.nic.in">www.nda.nic.in</a>	<a href="http://www.indiannavy.nic.in">www.indiannavy.nic.in</a>
<a href="http://www.nda.ie">www.nda.ie</a>	<a href="http://www.afmcites.com">www.afmcites.com</a>	<a href="http://www.winentrance.com">www.winentrance.com</a>
<a href="http://www.dgrindia.com">www.dgrindia.com</a>	<a href="http://www.dgrindia.com">www.dgrindia.com</a>	<a href="http://www.indianairforce.nic.in">www.indianairforce.nic.in</a>
<a href="http://www.ncdcnagpur.nic.in/faculty.htm">www.ncdcnagpur.nic.in/faculty.htm</a>		
<a href="http://www.humanlinks.com/defence.htm">www.humanlinks.com/defence.htm</a>		
<a href="http://www.armedforces.nic.in/interservice/isafmc.htm">www.armedforces.nic.in/interservice/isafmc.htm</a>		

**RANGE OF COURSES CONDUCTED BY ITFT GROUP-CHANDIGARH:  
AVAILABLE FOR YOU AND YOUR KIN**

<b>S. No.</b>	<b>Designation of Course</b>	<b>Eligibility</b>	<b>Duration</b>	<b>Remarks(if any)</b>
<b>For Serving Officers</b>				
1.	Master's Degree in Airlines, Tourism & Hospitality Management	Defence Officers still in Service during 2 years Study Leave. Should be graduate	2 years	Allotted by ArmyHQ Dte Gen Mil Trg(MT-9)
2.	Master's Degree in Service Industry Management	--do--	2 years	Allotted by ArmyHQ Dte Gen Mil Trg(MT-9)
<b>For Retiring/Retired Officers</b>				
3.	Multi-skilled Resettlement Course	Defence Officers	3 months	Applied through & Allotted by Dte Gen Resettlement as per dates notified each year
<b>For Defence Personnel Ladies</b>				
4.	Capsule Course on Conference & Event Management (CCEM)	Ladies belonging to families of Defence Personnel. Minimum Qualification +2 in any stream	3 months	By correspondence (including 1 week contact programme)
<b>For Retired Officers, Ladies &amp; Grown up Children</b>				
5.	Bachelor's Degree in Airlines, Tourism & Hospitality Management	+2 in any stream	3 years	Degree awarded by Punjab Technical University(PTU)
6.	Courses listed at S. Nos. 1 & 2 above	Graduation (any stream)	2 years	Degree awarded by PTU
7.	Airlines Management Programme (Cabin Crew/CityOffice/ Airport Ground Staff)	+2 and above (any stream)	2 months (1 month during summer vacation)	With Placement Assistance
8.	Personality Development & Communicative English	+2 and above (any stream)	2 months (1 month during summer vacation)	With Placement Assistance