



Department of Tourism, Hospitality & Leisure Studies
University of Kashmir
Hazratbal Srinagar-190006
www.thls.uok.edu.in www.kashmiruniversity.net

Admission Notice
For Seven Week “Entrepreneurship Development Training Program”

Online applications are invited by Department of Tourism Hospitality & Leisure Studies (DTHLS), University of Kashmir from the MTTM pass out students of this Department for Entrepreneurship Development Training Program (EDTP) in Tourism & Hospitality. This training program is being organized in collaboration with Tata Consultancy Services (TCS). The programme comprises of core courses, skill certification and active learning segment (Learn by adapting business idea/enterprise), with an objective to connecting theory of innovation and entrepreneurship with practice and enabling students to acquire relevant entrepreneurial skills. This outcome oriented program will be residential program for 07 weeks that will facilitate learning on management of innovation, entrepreneurship and venture development from foundations to start up stages and simultaneously enable students to apply their entrepreneurial skills in real life situations, validate ideas, build innovations, test market and build a successful venture out of it.

i. Important Dates

Submission of Online Application Forms	20-07-2022
Last date for submission of Online Application Forms	31-07-2022

ii. Eligibility:

Should have passed Masters in Tourism and Travel Management (MTTM) from University of Kashmir with at least 60 % marks in aggregate.

iii. Selection Criteria:

The selection criteria of the candidates for the program shall comprise of two components carrying a total of 100 marks: merit in Masters Program (MTTM) and performance in the interview.

iv. Submission of Online Application Forms:

The candidates are advised to follow below mentioned link for filling their Online Application Form
https://docs.google.com/forms/d/e/1FAIpQLSeG12RB69P1jkQkmWQ7sgihFfvacPNUWgYs1SHQm_tsttGNpw/viewform?usp=sf_link

OR

<https://forms.gle/V3hmk7bYktFpDem69>

Highlights of the Program Include

1. Program content and structure designed by Tata Consultancy Services (TCS) in collaboration with DTHLS.
2. Learn from visiting mentors of TCS, Taj Group, Thomas Cook, Ashok Group of Hotels, IRCTC, Make my Trip, Booking.com, Hotels.com, etc.
3. Lectures imparted by faculty members from academia, mentors of entrepreneurship development centres (EDC's) and start-up experts, networked nationwide, trainers of multinational tourism and hospitality organizations.
4. Opportunity to interact with practicing entrepreneurs
5. To gain a deeper understanding of practical opportunities and challenges

6. Exclusive opportunity to present and discuss your business ideas in mentoring sessions with members of investor community and financial institutions.

Duration of Program	7 weeks
Class	Contact classes + field visits
Intake Capacity	24
Last Date for submission	31 st July, 2022

Coordinator

No: F(Bhuswarg-Pilot Proj-TCS)/UK/2022

Dated: 20.07.2022

Copy for information to:

1. Registrar, University of Kashmir.
2. Dean, School of Business Studies, University of Kashmir.
3. Director, IT&SS, University of Kashmir for uploading on the official website of University of Kashmir.
4. Public relations officer, University of Kashmir, with a request to have the Brief Advertisement Notice published in Greater Kashmir newspapers for wide publicity.
5. Project file