



**G.C. Bilaspur H.P.**



# **BACHELOR'S OF VOCATION**

**Two Industries, One  
Degree - Retail &  
Hospitality Success.**

**Courses:**

## **Retail Management Hospitality & Tourism**

- Unlock a World of Opportunities
- The Future of Customer Experience - Retail & Hospitality.



**Contact Us:**

- 7018320991, 8894349327
- <https://gcbilaspur.in/>
- Kosrian Sector, Bilaspur, Himachal Pradesh 174001

# BACHELOR'S OF VOCATION

Himachal's Affordable Professional Programs: 3-Year Professional Degrees: Same Cost as Regular Degrees

## 01. Get job-ready faster with a B.Voc. program.

Want a career with guaranteed placement opportunities? Consider a B.Voc. program!



## 03. College + Work = B.Voc.!

Get ready for your dream job, while you study!



## 05. Government Facilitate, You Gain!

Free Training & Books!



## 02. Pick Your Path! B.Voc.

Change Courses Mid-Way!

Multiple Entry- Multiple Exits During Entire Three Your Degree.



## 04. Graduate with Experience! B.Voc.

6 to 8 Months On-the-Job Training opportunities!



## From Principal's Desk

**“The highest education is that which does not merely give us information but makes our life in harmony with all existence” Gurudev Rabindranath Tagore**

Greetings to all!



An educational institution has immense responsibility of shaping the future citizens of the world. It plays a key role in the overall development of the society. The role of education is definitely not limited to giving and grasping knowledge and theory. The true goal of education transcends much beyond just awarding degree and certificate to the students. As Mahatma Gandhi said, "By Education, I mean an all-round drawing out of the best in child and man-body mind and spirit". The ultimate goal of education is the discovery of the meaning of life and the fulfillment of life and all mankind as well as for oneself.

The quest for education is knowledge, humanity, culture, wisdom and sharpness but it should be noted that knowledge is not given but earned and character is not granted but cultivated. Government Post Graduate College Bilaspur not only focuses on the theoretical curriculum, but also help in the development of a students' personality, extra-curricular activities and over all perspective. Everything that makes a good institution are - a highly trained faculty, rich library, placement division, teaching methods, liberty to think and express themselves - we have it here. The objective of higher education in rural area is associated with employment - as it ensures a positive attitude to see the universe from better angle and to analyze, determine and apply an individual's idea in a constructive development of society

I firmly believe that Government Post Graduate College Bilaspur is more than just a place to learn. It gives you a chance to grow by equipping with everything you need to achieve excellence. We ensure that students get the best start to their future career to become smart and responsible citizens of the country. Post COVID world is a different world and at Government Post Graduate College Bilaspur, we are ready to face every challenge to adapt into this new world. I wish all the students a grand success in their career and prosperity in future life.

**Prof. Neena Vasudeva.**

**Vocational education programs have made a real difference in the lives of countless young people nationwide; they build self-confidence and leadership skills by allowing students to utilize their unique gifts and talents. –Conrad Buras**

## **FROM THE DESK OF NODAL OFFICER**



Vocational courses provide a golden opportunity for the students to pursue job oriented higher education and cater to the needs of business industry with the tremendous growth of economy. Vocational individuals can best be thought of as creators, innovators, problem solvers, managers and leaders. Through B.Voc.programs, we strive to prepare our college students to become contributors to society in all respect. Students enrolled in these courses will learn how to think logically, deal with uncertainty, apply technology in a socially and environmentally responsible manner, communicate effectively and collaborate with others and deliver desired results. The programs of Bachelor of Vocation (B.Voc.) degrees in Retail Management and Hospitality & Tourism are the gateway for the upward growth of our young persons, desirous to pursue their career objectives with the Retail, Hospitality & Tourism Industry.

The need for these programs was felt long ago, as in retail, hospitality & tourism sectors, the students at all levels who wanted to learn and develop their career in these sectors, did not have any options of structured learning/training, while continuing with their studies.

Today, with offer of these programs, such aspirants can overcome this impediment. I wish them success. For those, who are yet to enter the Retail, Hospitality & Tourism Industry and joining these courses, I would like to welcome them to the B. Voc. courses which has many exciting career growth opportunities. To reach out to all corners of the state. Vocational Degree/Diploma courses are being offered in Himachal Pradesh from 2017 through 20 college.

B.Voc. courses focuses on comprehensive growth of the students, working on their hearts and minds by addressing to their academic, cultural, physical and social needs in an environment of continuous education by investing all its skills and knowledge. The University Grants Commission (UGC) has launched this scheme on skills development based higher education as part of college/university education, leading to Bachelor of Vocation (B.Voc.) Degree with multiple exits such as Certificate/Diploma/Advanced Diploma under the NSQF.The B.Voc. programme is focused on colleges providing undergraduate studies which would also incorporate specific job roles and their NOSs along with broad based general education. This would enable the graduates completing B.Voc. to make a meaningful participation in accelerating India's economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge.

With these words I welcome you to the fascinating world of Retail, Hospitality & Tourism sector and wish you al the best in all your future endeavours.

The more we give importance to skill development, the more competent will be our youth. -Narendra Modi

**Prof. Ranjeet Singh  
Nodal Officer B.Voc.  
GOVT. COLLEGE BILASPUR**

**Faculty Profile**

| Sr. No. | Name            | Designation                                   | Photo  | Specialization                                 |
|---------|-----------------|---|--|--|
| 1       | Amit Chandel    | Vocational Trainer<br>(Retail Management)     |    | MBA, SSC Certified RASCI                       |
| 2       | Karam Chand     | Vocational Trainer<br>(Hospitality & Tourism) |    | MTA, MBA, SSC Certified by THSC                |
| 3       | Kishore Kumar   | Vocational Trainer<br>(Retail Management)     |   | MBA, SSC Certified RASCI                       |
| 4       | Poorvesh Pandit | Vocational Trainer<br>(Hospitality & Tourism) |  | MBA, MTM, SSC Certified By THSC                |
| 5       | Vinod Kumar     | Vocational Trainer<br>(Hospitality & Tourism) |  | B. Sc. , B.Ed., MBA, and SSC Certified by THSC |

|   |            |   |  |                             |
|---|------------|---|--|-----------------------------|
| 6 | Prem Chand | Vocational Trainer<br>(Retail Management) |  | MBA, SSC Certified by RASCI |
|---|------------|---|--|-----------------------------|

**Non-Teaching Staff**

| Sr. No. | Name           | Designation   | Photo  | Specialization        |
|---------|----------------|---------------|--|-----------------------|
| 1       | Gautam Dutt    | Lab Assistant |    | B.Com, M.Com, Acharya |
| 2       | Santosh Kumari | Lab Assistant |   | MA, PGDCA             |
| 3       | Monika Devi    | MIS           |  | MBA                   |

**CONGRATULATIONS**

**Your hard work paid off!**

We are proud to announce the

**PLACEMENTS**

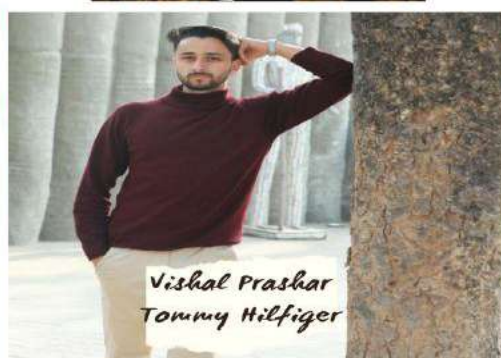
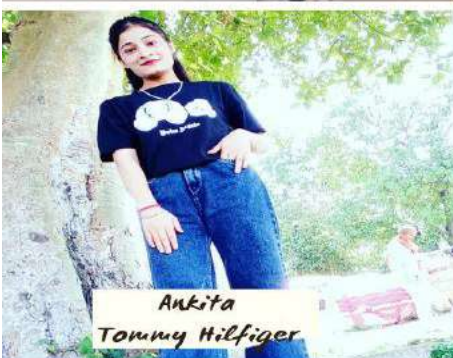
**OF**

**B.Voc.**

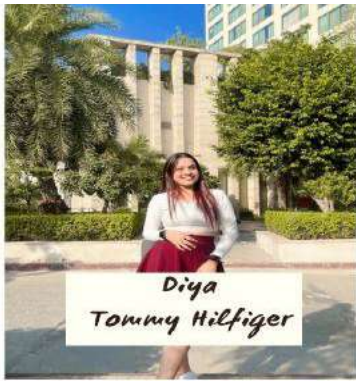


We're proud to witness your growth and excited to see you excel in your career.

# Retail Management







Diya  
Tommy Hilfiger



Meeku  
Vera Moda



Rishabh  
Jack and Jones



Sonali  
Tommy Hilfiger



Deepak  
Lacoste



Aarti  
Tommy Hilfiger



Bandna  
Kapsons



Pawan  
Under Armour



Shivani  
Rare Rabbit



Priyanka  
U.S. Polo Assn.



Vishal Kawndal  
Kapsons



Diksha  
Kapsons



Shailja  
Kapsons

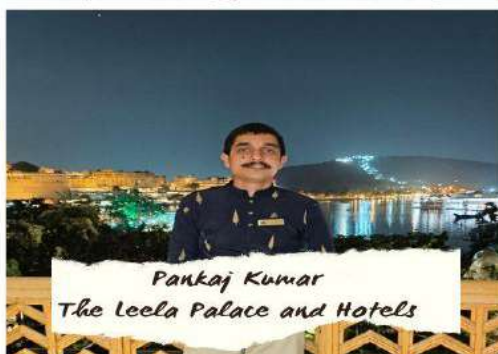
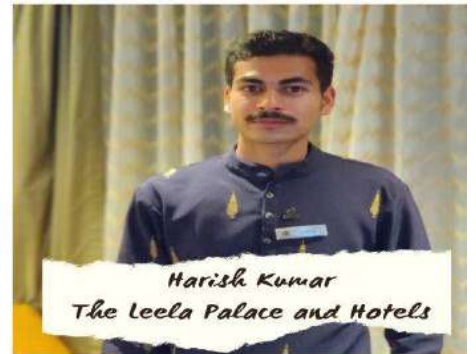
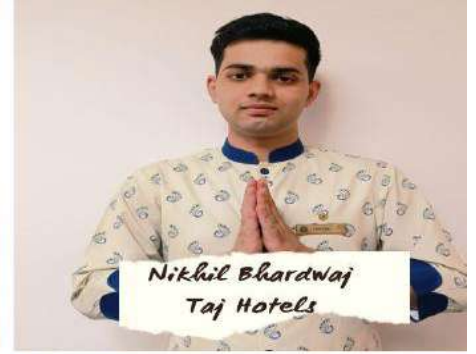


Mahender  
G.A.P.



Bhawna  
Kapsons

# Hospitality and Tourism





Anu Mohammad  
The Leela Palace and Hotels



Ankit  
Hyatt Hotels



Ankit Sharma  
Radisson Group



Vishal  
Hyatt Hotels



Bhupender Sharma  
Hyatt Hotels



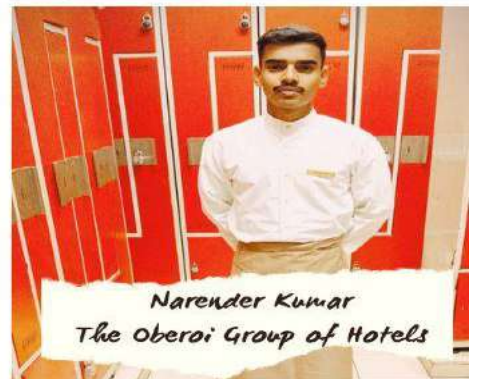
Jitender Kumar  
Radisson Group



Saurabh  
Radisson Group



Balmukund  
Marriott Hotels



Narender Kumar  
The Oberoi Group of Hotels



Rahul Sharma  
Marriott Hotels



Naina  
Hyatt Hotels



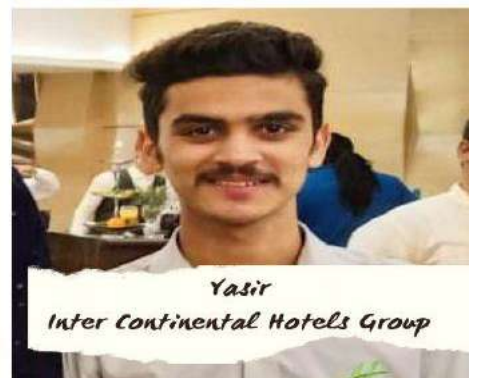
Pooja Sharma  
Marriott Hotels



Avinash Kumar  
Marriott Hotels



Lalit Kumar  
Hyatt Hotels



Yasir  
Inter Continental Hotels Group



Vinita  
Fairmount Hotels & Resort



Karan  
Mariott Hotels



Bandana  
Fairmount Hotels & Resorts



Dheeraj  
Intercontinental Hotels Group



Kanu  
Hyatt Hotels



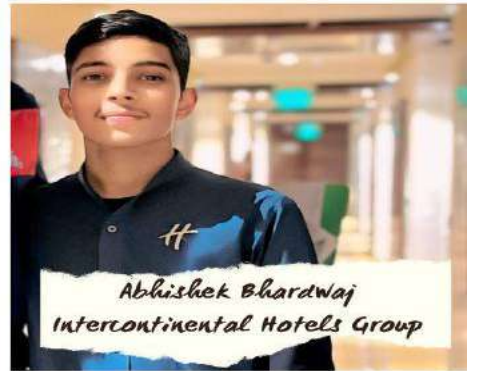
Sahil  
Marriott Hotels



Sanjeev Kumar  
Radisson Group



Shivani  
The Debuture Group of Hotels



Abhishek Bhardwaj  
Intercontinental Hotels Group



Bittu Kumar  
Hyatt Hotels



Arvish Kumar  
Hyatt Hotels



Shalini  
Hyatt Hotels



Saurabh Kumar  
Intercontinental Hotels Group



Anjali  
Mariott Hotels



Vijay Kumar  
Hyatt Hotels

## Introduction

Since its establishment in 1952, **Government Post Graduate College Bilaspur** has been upholding its motto the pursuit of education and, thus, proudly “relksekj T;ksfrxZe;” to contribute to society through the pursuit of education and thus, proudly maintaining its reputation as one of the oldest and amongst the most prestigious colleges of Himachal Pradesh.



Nestled below the magnificent Bandla hills on the arresting bank of famous Govind Sagar Lake, the college campus provides ideal surroundings for the quest of knowledge. Past 70 years have witnessed the dedication and firmness with which the college has established a glorious record of academic excellence and has also made remarkable achievements in various fields such as sports, culture and extracurricular activities.



existing facilities.

The college is affiliated to the Himachal Pradesh University and has been accredited B rating by National Accreditation and Assessment Council (NAAC). The college is also covered under “Utkrisht Mahavidyalya Yojna” under which 1 crore has been provided to college for development of new infrastructure and improvement of

The institution offers various undergraduate and post graduate programmes in Arts, Science, Commerce and Vocational streams. Under self-financing scheme, the college is running Bachelor of Computer Application (BCA), POST Graduate Diploma in Computer Application (PGDCA) and B.Sc. in Biotechnology (Honours). For the development of the professional skills and for connecting education to the needs of a developing nation, the college also offers BBA, B. Voc. and BTTM.



The college achieved academic excellence when PG classes in English, Economics and Commerce were started. It is a matter of pride that the college has created opportunities for the pursuit of higher studies in science stream by introducing PG programmes in Physics, Chemistry and Mathematics in 2021. This initiative attempts to bridge the

gap between rural area students and their urban area counterparts in the context of higher education. In addition, the institution is also providing distant education through IGNOU Study Centre.

The college possesses well equipped and spacious labs in various departments to combine classroom teaching with laboratory experiments. The college library is equipped with INFLIBNET facility and maintains a convenient access to print and electronic sources. Regular activities related to sports, NCC, NSS and Rover & Rangers enhance the vibrancy of the institution. Hostel facilities for students and residential quarters for its teaching and non-teaching members are also available in the college.

Eco club and Red Ribbon Club are active for the integrated development of students. The college hosts a number of inter-college sports and cultural events to provide variant opportunities to students for sharpening their talent and skills in different fields. The college also has Environment Club, Energy Club, Gender Equity Club, different cultural societies and subject related societies to celebrate various notified days and events to educate students throughout the year.



## About

The University Grants Commission (UGC) has launched a scheme on skill development based job oriented program as a part of College/University education, leading to Bachelor of Vocation (B. Voc.) degree. This degree Program is unique with the provision of multiple entry and exist at different levels of NSQF from level 5 to 7, viz. Diploma/Advance Diploma and Degree in compliance to the National Skills Qualification Framework (NSQF). Multiple entry and exit will allow students the flexibility to earn and study as per their convenience.

Government Degree College under jurisdiction of Himachal Pradesh University (HPU) proudly offers the Bachelor of Vocation (B.Voc) degree program, equipping students with industry-relevant skills and a competitive edge in diverse sectors. This three-year undergraduate program focuses on practical training and skill development, making graduates job-ready upon completion.

Currently, HPU offers B.Voc programs in Retail Management and Tourism & Hospitality, both crucial sectors within the state's economy. The curriculum seamlessly blends theoretical knowledge with practical sessions and internships, ensuring students gain hands-on experience and industry exposure. This unique blend empowers graduates to navigate the job market confidently, aiming for roles like Duty Manager (Hospitality and Tourism) or Front Office Manager, Departmental Manager (Retail) or Store Manager.

The B.Voc program boasts several advantages for potential applicants. The duration is shorter compared to traditional bachelor's degrees, allowing faster entry into the workforce. Additionally, the curriculum's strong industry focus makes graduates highly sought-after by employers, enhancing their employability chances. With multiple exit points after obtaining diplomas or advanced diplomas, the program caters to diverse learning needs and aspirations.

Whether you dream of contributing to the state's thriving retail industry or envision a career in the captivating in Hospitality and tourism sector, HPU's B.Voc program provides the perfect Launchpad. If you're passionate about acquiring practical skills and securing a promising future, consider embarking on this enriching journey towards professional success.

## Vision

To forge an unparalleled vocational pathway for future leaders in Himachal Pradesh's burgeoning Hospitality, Tourism, and Retail landscapes. Recognized by industry giants for its cutting-edge curriculum, rigorous skill development, and exceptional graduate talent.

## Mission

1. Impart industry-oriented knowledge, skills, and values through a dynamic curriculum, equipping students to excel in diverse hospitality, tourism, and retail management domains.
2. Forge strong alliances with industry leaders to facilitate experiential learning via interactive guest lectures, and mandatory On Job Trainings, ensuring graduates are industry-ready from day one.
3. Foster a spirit of innovation and entrepreneurship, motivating students to develop sustainable and responsible business practices within the dynamic hospitality and retail sectors.

4. Incubate future leaders with strong ethical and social consciousness, who contribute positively to the economic and cultural landscape of Himachal Pradesh and beyond.
5. Maintain a stellar 100% placement record, enabling graduates to secure their dream careers and contribute meaningfully to the workforce.
6. Embrace continuous improvement through faculty development initiatives, and collaborations with industry experts, ensuring our programs remain at the forefront of vocational education.
7. This department, under the esteemed umbrella of Himachal Pradesh University, is committed to nurturing skilled professionals who not only drive economic growth but also uphold the rich cultural heritage and sustainable practices of the state.

### Objectives

1. To provide multiple entry and exit options at various levels through program design in conformation to the skill eco system.
2. To create requisite job specific skilled manpower for industry at various NSQF levels as per NOS's (National Occupational Standards).
3. To empower the youth leads to employment and income generating opportunities.
4. To provide judicious mix of skills relating to a profession and appropriate content of general education.
5. To integrate skill based NSQF vocational studies with the undergraduate level of higher education in order to enhance employability of the graduates and meet the industry requirements. Such graduates apart from meeting the needs of local and national industry are also expected to be competent to become part of the global workforce.

### Course structure

B. Voc. programme is designed with the provision for multiple exit levels. All the candidates enrolled for diploma courses or further will be treated at par from the second semester onwards. Students may exit after six months with the certificate (NSQF Level 4) or they may continue for diploma or advance diploma level courses leading to B. Voc. Degree

### Various certificates and their duration

| NSQF Level | Skill Component Credits | General Education Credits | Total Credits for Award | Normal Duration | Exit Points/Awards |
|------------|-------------------------|---------------------------|-------------------------|-----------------|--------------------|
| 4          | 18                      | 12                        | 30                      | One Semester    | Certificate        |
| 5          | 36                      | 24                        | 60                      | Two Semester    | Diploma            |
| 6          | 72                      | 48                        | 120                     | Four Semester   | Advanced Diploma   |
| 7          | 108                     | 72                        | 180                     | Six Semester    | B. Voc. Degree     |

### Multiple entry and exit options:

1. After the completion of semester I, the candidate will get a certificate, and she/he may go for a job or continue studying.



2. The candidate may rejoin semester II. After the completion of semester II, the candidate will get a Diploma, and she/he may go for a job or continue studying.
3. The candidate may rejoin semester III. After the completion of semesters III and IV, the candidate will get an Advanced Diploma, and she/he may go for a job or continue studying.
4. The candidate may rejoin semester V. After the completion of semesters V and VI, the candidate will be awarded a B. Voc. degree, and she/he may go for a job or become an entrepreneur, or continue studying for the M. Voc. Degree (NSQF Level 8 onwards). Candidate can register for Ph.D. degree (NSQF Level 10) after it in Vocational studies, or they can take admission in any other masters' programme after completion of required bridge course, or appear in any competitive exams conducted by State Public Service Commission and Union Public Service Commission.

### **On Job Training Programme**

1. In every level there will be internship at the end of the semester / Year. Internship is an integral /essential component of B. Voc. degree.
2. The Internship shall also carry credits to be added in the final evaluation of skill components.
3. Candidates enrolled for this programme are entitled for ' Kaushal Vikas Bhatta' of Rs. 1000/- per month as per state Government guidelines.

### **Eligibility conditions**

1. Admission to the B. Voc. Programme will be as per the rules and regulations of the Himachal Pradesh University Shimla.
2. The eligibility criteria for admission to the B. Voc. degree Programme shall be 10+2 in all streams from a recognized board; 10+2 examination or an examination equivalent thereof from a Board/University established by law in India with English as a compulsory subject with 45 marks in aggregate, OR any examination of a University/ Board/ College or School in a foreign country recognized as equivalent for the above purpose by the Vice-Chancellor/Equivalence Committee on its own, OR on the recommendation of Association of India Universities with 45 marks OR as per eligibility norms of the college for admission to undergraduate courses in case of center of excellence.
3. Vocational subjects under NSQF will be given weightage, equivalent to any other general education subject while considering admission to students to the undergraduate courses as per reference no. DDNo. 1- 52/2013(CC/NSQF) dated 30.04.2014 of UGC.
4. Maximum age limit for admission to B. Voc. courses is 23 years for general category, 25 years for SC/ST category and 25 years for girl candidates, as on July 1 of the admission year. The Vice Chancellor may permit age relaxation as per norms.
5. Reservation rules are applicable as per the rules or guidelines of the Himachal Pradesh Government.
6. Students belongs to SC/ST category shall be given a relaxation in marks for admission purpose,



|                                    |     |     |     |     |   |   |     |     |   |    |     |     |     |
|------------------------------------|-----|-----|-----|-----|---|---|-----|-----|---|----|-----|-----|-----|
| Admission Fee                      | 25  | 25  | 25  | 25  | 0 | 0 | 25  | 25  | 0 | 0  | 25  | 25  | 0   |
| Tuition Fees                       | 300 | 0   | 300 | 300 | 0 | 0 | 300 | 300 | 0 | 0  | 300 | 0   | 300 |
| Tuition Fee non HP Girl            | 0   | 0   | 0   | 0   | 0 | 0 | 0   | 0   | 0 | 0  | 0   | 0   | 0   |
| Registration Fee                   | 0   | 0   | 0   | 0   | 0 | 0 | 0   | 0   | 0 | 0  | 0   | 0   | 0   |
| Registration Fee non HP Board/Uni. | 0   | 0   | 0   | 0   | 0 | 0 | 0   | 0   | 0 | 0  | 0   | 0   | 0   |
| HPU Sports Fee                     | 15  | 15  | 15  | 15  | 0 | 0 | 15  | 15  | 0 | 0  | 15  | 15  | 0   |
| HPU Youth Welfare Fund             | 15  | 15  | 15  | 15  | 0 | 0 | 15  | 15  | 0 | 0  | 15  | 15  | 0   |
| HPU Dev. Fund                      | 250 | 250 | 250 | 250 | 0 | 0 | 250 | 250 | 0 | 0  | 250 | 250 | 0   |
| HPU Holiday Home Fee               | 1   | 1   | 1   | 1   | 0 | 0 | 1   | 1   | 0 | 0  | 1   | 1   | 0   |
| Migration Fee                      | 0   | 0   | 0   | 0   | 0 | 0 | 0   | 0   | 0 | 0  | 0   | 0   | 0   |
| Continuation Fee                   | 0   | 0   | 0   | 0   | 1 | 1 | 1   | 1   | 1 | 10 | 10  | 10  | 10  |
| Sports Fee                         | 240 | 240 | 240 | 240 | 0 | 0 | 240 | 240 | 0 | 0  | 240 | 240 | 0   |
| Amalgamated Fund                   | 300 | 300 | 300 | 300 | 0 | 0 | 300 | 300 | 0 | 0  | 300 | 300 | 0   |
| Annual function                    | 2   | 2   | 2   | 2   | 2 | 2 | 2   | 2   | 2 | 2  | 2   | 2   | 2   |
| Book Replacement                   | 25  | 25  | 25  | 25  | 0 | 0 | 25  | 25  | 0 | 0  | 25  | 25  | 0   |
| Building Fund                      | 120 | 120 | 120 | 120 | 0 | 0 | 120 | 120 | 0 | 0  | 120 | 120 | 0   |
| Campus Dev. Fund Upkeep            | 10  | 10  | 10  | 10  | 0 | 0 | 10  | 10  | 0 | 0  | 10  | 10  | 0   |



|                                    |             |             |             |             |             |             |             |             |            |            |             |             |            |  |
|------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------|------------|-------------|-------------|------------|--|
| Fee                                |             |             |             |             |             |             |             |             |            |            |             |             |            |  |
| Society/Club Fund                  | 5           | 5           | 5           | 5           | 0           | 0           | 5           | 5           | 0          | 0          | 5           | 5           | 0          |  |
| Student Aid Fund                   | 2           | 2           | 2           | 2           | 0           | 0           | 2           | 2           | 0          | 0          | 2           | 2           | 0          |  |
| Youth Red Cross Membership Fee     | 40          | 40          | 40          | 40          | 0           | 0           | 40          | 40          | 0          | 0          | 40          | 40          | 0          |  |
| Comp & Internet                    | 20          | 20          | 20          | 20          | 0           | 0           | 20          | 20          | 0          | 0          | 20          | 20          | 0          |  |
| Rover & Ranger                     | 60          | 60          | 60          | 60          | 0           | 0           | 60          | 60          | 0          | 0          | 60          | 60          | 0          |  |
| Wi-Fi Fee                          | 120         | 120         | 120         | 120         | 0           | 0           | 120         | 120         | 0          | 0          | 120         | 120         | 0          |  |
| PTA Fund                           | 300         | 300         | 300         | 300         | 0           | 0           | 300         | 300         | 0          | 0          | 300         | 300         | 0          |  |
| Skill component Charge Practical-1 | 240         | 240         | 240         | 240         | 240         | 240         | 240         | 240         | 240        | 240        | 240         | 240         | 240        |  |
| Skill component Charge Practical-2 | 0           | 0           | 0           | 0           | 0           | 0           | 0           | 0           | 0          | 0          | 0           | 0           | 0          |  |
| Assessment cum Certification Fee*  | 800         | 800         | 800         | 800         | 800         | 800         | 800         | 800         | 0          | 0          | 800         | 800         | 0          |  |
| Registration Form                  | 0           | 0           | 0           | 0           | 0           | 0           | 0           | 0           | 0          | 0          | 0           | 0           | 0          |  |
| Subsidized/ Non-Subsidized         | 0           | 0           | 0           | 0           | 0           | 0           | 0           | 0           | 0          | 0          | 0           | 0           | 0          |  |
| Late Fees                          | 0           | 0           | 0           | 0           | 0           | 0           | 0           | 0           | 0          | 0          | 0           | 0           | 0          |  |
| <b>Total Fee</b>                   | <b>3196</b> | <b>2896</b> | <b>3046</b> | <b>2746</b> | <b>1352</b> | <b>1052</b> | <b>2856</b> | <b>2556</b> | <b>552</b> | <b>252</b> | <b>2856</b> | <b>2556</b> | <b>552</b> |  |

Tuition Fees will be charged 300 per semester from the girls students belong to other than HP State.

### **Executive summary**

The National Skills Qualifications Framework (NSQF) is a competency-based framework that organizes qualifications according to a series of knowledge, skills and aptitude. The NSQF levels, graded

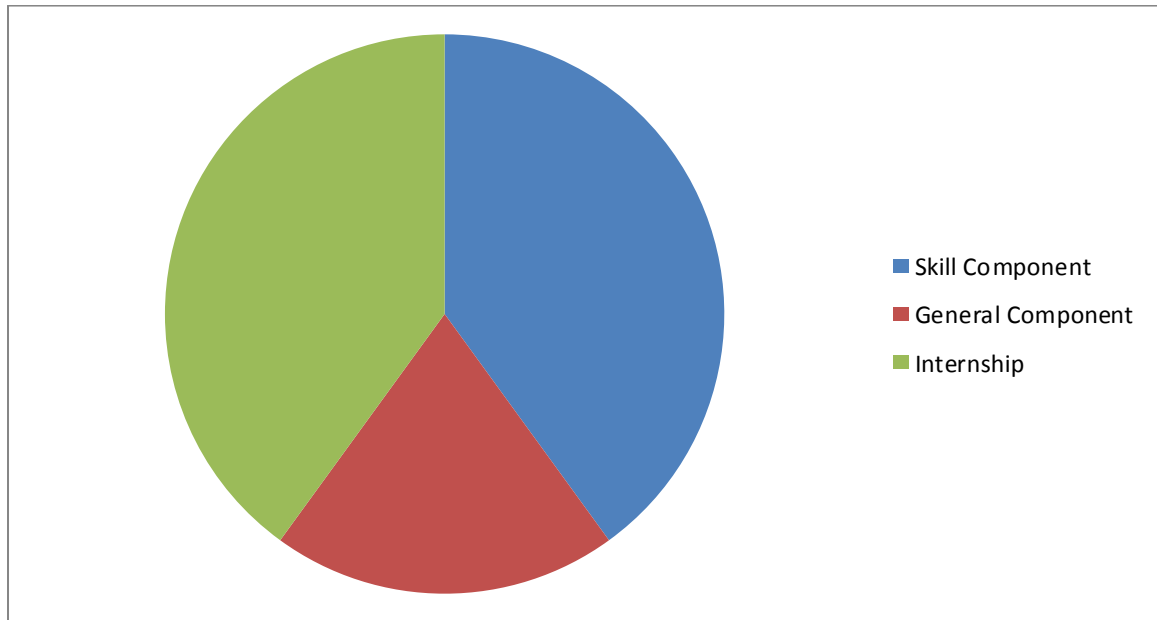
from one to ten, are defined in terms of learning outcomes which the learner must possess regardless of whether they are obtained through formal, non-formal or informal learning. National Occupational Standards (NOS) are statements of the skills, knowledge and understanding needed for effective performance in a job role and are expressed as outcomes of competent performance. They list down what an individual performing that task should know and also are able to do. These standards can form the benchmarks for various education and training programs to match with the job requirements. Just as each job role may require the performance of a number of tasks, the combination of NOSs corresponding to these tasks form the Qualification Pack (QP) for that job role. The NOSs and QPs for each job role corresponding to each level of the NSQF are being formulated by the respective Sector Skill Councils (SSCs) set up by National Skill Development Corporation (NSDC) with industry leadership. The curriculum which is based on NOSs and QPs would thus automatically comply with NSQF. There are multiple options in a B.Voc. Degree programme. If you take a break in your first year, you still get a Diploma; if you take a break in the second year, you will get an Advanced diploma and if you complete a three-year course, you will be handed a degree certificate.

### **Programme Brief:**

- The University Grants Commission (UGC) had launched a scheme in February 2014 (revised in 2015) for skill development based higher education to enable the graduates completing B.Voc. degree to contribute significantly to India's accelerating economy by gaining employment, entrepreneurship opportunity and creating relevant knowledge.
- In 2017, Govt. of Himachal Pradesh has started the B.Voc program in 12 colleges with financial support from HPKVN under ADB's HP Skill Development Project.
- In 2021 Department of higher education decided to carry on this project in 6 more colleges viz. Sarkaghat, Shimla(RKMV), Kangra (Dhaliyara), Rohru (Seema) Ghumarwin, Kullu (Haripur)
- In 2023 Department of higher education decided to carry on this project in 2 more colleges viz Lal Bhadrur Shastri Govt. College Saraswati Nagar, Shimla and Sidharth Govt. College Nadaun, Hamirpur
- There are 84 B. Voc trainers, 36 Lab Assistants non-teaching staff and 18 MIS Clerk working 18 respective colleges in this program.

Estd. 1952

### **Programme Structure**



### **On completion of B.VOC. DEGREE PROGRAMME the students are able to:**

- It helps students to have adequate skills, make them work ready and enhance the employability of the graduate students.
- On completion of Bvoc Degree programme the students get NSDC (National Skill Development Corporation) certification.
- Students completing the first year get a Diploma certificate, after the second year they get the Advanced Diploma certificate and after completion of three years, the B.Voc. Degree is awarded.
- Sufficient knowledge to establish themselves in any industry or to start their own entrepreneurship.

### **Stake holders:**

- 1) HPKVN: Himachal Pradesh Kaushal Vikas Nigam
- 2) DOHE: Directorate of Higher Education
- 3) TSP : Training Service Provider
- 4) NSDC: National Skill Development Corporation
- 5) HPU and SPU: Himachal Pradesh University, Shimla and Sardar Patel University Mandi

### **Project Design and objective:**

- 1) OJT (On-the-Job Training).
- 2) Academic Flexibility
- 3) Skill Development Allowance: 'Kaushal Vikas Bhatta' of INR 1000/ per month for 2 years. For eligible students only

4) Internship: -Under the Guidance of HP Directorate of Higher Education / Concerned TSP with OJT related expenses incurred by all the above stakeholders.

### **Objectives of B.Voc Project:-**

The skill-based education system aims to achieve several objectives to prepare individuals for the rapidly evolving job market and empower them with relevant skills. Here are some common objectives of a skill-based education system:

**1. Develop Industry-Relevant Skills:** The primary objective is to equip individuals with the skills required by industries and employers. This involves identifying the skills in demand and designing curricula that align with those needs. The focus is on practical, hands-on learning experiences that bridge the gap between classroom knowledge and real-world application.

**2. Enhance Employability:** The skill-based education system aims to enhance individuals' employability by providing them with a diverse range of skills that are valued in the job market. This includes technical skills specific to certain occupations and transferable skills such as critical thinking, problem-solving, communication, and teamwork.

**3. Foster Entrepreneurship and Innovation:** The education system should encourage entrepreneurship and foster a spirit of innovation. It should provide individuals with the knowledge and skills needed to start their own businesses or contribute to the growth of existing enterprises. This objective promotes creativity, risk-taking, and an entrepreneurial mindset.

**4. Collaboration with Industry and Stakeholders:** The education system should establish strong partnerships and collaborations with industries, employers, and other stakeholders. This objective ensures that the curriculum is aligned with current and future industry needs, and provides opportunities for internships, apprenticeships, and work-based learning experiences.

**5. Personal and Professional Development:** The skill-based education system aims to foster holistic development by focusing on not only technical skills but also personal and professional growth. It includes building character, ethics, leadership qualities, and a sense of social responsibility among learners.

### **Training Methodologies and Tools**

#### **Retail Management Lab**

Has training equipment's used for practical Knowledge like Gun Tag, LCD, Amplifier With Speakers Projector, Manniquis Display Racks (Different type), Pallets Hanger Stands, Demo Counter Loading Trolley, Standes, Shopping Carts, Gondolas Steel, Display Racks, Ladder (Aluminum) POS Machine, UV Face Light Machine Billing, Bar Code Printer.

#### **Hospitality & Tourism Lab**

Has training equipment's used for practical Knowledge like White Board 6 FTX 4FT, Training Reservation Software, Credit/Debit Card Training Machine, Telephones, Language Software for Selected Language, Wall



Clock Of Different Time Zones Set of 5, Printer , LCD TV, Different Map of Political Maps of India World Tourist Map of India, LCD Projector With Speakers &Screen , Headphones With Microphones , Fire Extinguisher 1kg And 4 kg, UV Fake Light Note Detecting Machine , First Aid Box, Public Address System Amplifier, Speakers, MIC, magazine and newspaper rack , Form , Formats ,Log Books, Different brochures for Tourist Importance and city Guides, Guest Feedback Form .

### **Guest Lecture: -**

Guest lectures are often organized for trainees so that guest from the respective industries can share in /depth knowledge of specific topics. Guest lectures help trainees to get acquainted to current business situation and challenges trainees get to know about existing problems from industry professionals.

### **Role Plays:-**

Role-playing or roleplaying is the creative drama method enables students preparing to work in the Hospitality and tourism sector and Retail Management to internalize behavior that they are required to exhibit in the job environment, such as improved decision-making abilities in the case of problems and awareness of behavior toward different tourist types. Furthermore, students will be able to assume roles in fictional worlds based on real experiences with various skills, such as solving problems, settling conflicts, and improving communication abilities with their colleagues and guests

**Presentation:-** Student presentations offer valuable learning opportunities, fostering research, communication, and critical thinking skills across subjects and grade levels. To understand your specific needs, please provide the subject, grade level, presentation context, and your area of interest (e.g., student tips, topic ideas, examples). With more details, I can craft a tailored response within one paragraph, maximizing clarity and helpfulness.

### **OJT (On-Job-Training):-**

On-the-job training (OJT) isn't just classroom lectures – it's diving headfirst into the real world of work. Forget abstract theories; OJT lets you learn by doing, gaining practical experience under the watchful eyes of seasoned professionals. Imagine this: shadowing an expert, absorbing their knowledge, and receiving immediate feedback to refine your skills. That's the magic of OJT. Not only do you learn the ropes, but you also gain priceless insights into the company's culture, practices, and tools. Confidence blooms as you master new abilities and navigate the workplace with ease. Whether you're a wide-eyed newbie, a seasoned pro seeking new horizons, or an aspiring career changer, OJT empowers you to excel. So, take the plunge and unlock your potential through the power of on-the-job training.

### **Campus Placement: -**

B.Voc department organises campus placement drives in which placement committees are responsible for the companies on campus. These companies have their own processes, most of which have basic steps pre placement talks, group discussion and personal interviews.

### Enrollment Data

| Sr<br>·<br>No | Name of College        | Sector | Academic Session | Total Enrolment Seats | Level 4            | Level 5            | Level 6            | Level 7            |
|---------------|------------------------|--------|------------------|-----------------------|--------------------|--------------------|--------------------|--------------------|
|               |                        |        |                  |                       | Students Enrolment | Students Enrolment | Students Enrolment | Students Enrolment |
| 1             | Govt. College Bilaspur | Retail | 2017-18          | 40                    | 37                 | 37                 | 34                 | 34                 |
|               |                        |        | 2018-19          | 45                    | 45                 | 36                 | 31                 | 28                 |
|               |                        |        | 2019-20          | 45                    | 45                 | 42                 | 38                 | 32                 |
|               |                        |        | 2020-21          | 40                    | 33                 | 28                 | 27                 | 28                 |
|               |                        |        | 2021-22          | 40                    | 40                 | 35                 | 33                 | 32                 |
|               |                        |        | 2022-23          | 40                    | 44                 | 36                 | 35                 |                    |
|               |                        | H&T    | 2017-18          | 40                    | 40                 | 35                 | 26                 | 24                 |
|               |                        |        | 2018-19          | 40                    | 44                 | 35                 | 33                 | 31                 |
|               |                        |        | 2019-20          | 45                    | 45                 | 36                 | 34                 | 33                 |
|               |                        |        | 2020-21          | 40                    | 30                 | 29                 | 23                 | 23                 |
|               |                        |        | 2021-22          | 40                    | 40                 | 26                 | 27                 | 27                 |
|               |                        |        | 2022-23          | 40                    | 40                 | 33                 | 29                 | 23                 |

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#### OJT, Assessment, Certified, Placement (Hospitality & Tourism):-

Placement: -

| Academic Batch | Retail Management | Hospitality & Tourism |
|----------------|-------------------|-----------------------|
| 2017-2020      | 37                | 24                    |

|           |    |    |
|-----------|----|----|
| 2018-2021 | 28 | 31 |
| 2019-2022 | 32 | 33 |
| 2020-2023 | 28 | 23 |

### **10) Conclusion: -**

B.Voc or Bachelor of Vocation has become one of the most popular courses in India as vocational or skill-based education is more significant in the current times. One of the biggest advantages of pursuing B.Voc against common degree courses is that a candidate has multiple exit points during the programme and continued industry exposure. This means that if a candidate is unable to complete his/ her B.Voc course, s/he is still awarded a diploma after successful completion of first year or advanced diploma after successful completion of second year. B.Voc can be pursued by candidates who have passed Class 12th or equivalent in any stream. They must have the zeal to develop skills through practical work, job training and project work.

### **Syllabus of Retail Management and Hospitality & Tourism**

| <b>B. Voc. (Retail Management) 1<sup>st</sup> Semester</b> |                   |                       |  |
|--|-------------------|-----------------------|--|
| <b>Sr. No.</b>   | <b>GC/SC</b>      | <b>Course Code</b>    | <b>Title of the Course</b>   |
| 1.   | General Component | RA111/RA114           | Business Communication & Personality Development   |
| 2.   | General Component | RA112/RA113           | Fundamentals in Accounting & Technology (Computer Skills)  |
| 3.   | Skill Component   | RA121/RA125/<br>RA125 | Introduction to Retail Store Operations, Health Safety & Security and Team and Organizational Dynamics |
| 4.   | Skill Component   | RA122                 | Consumer Buying Behavior and Retail Sales  |
| 5.   | Skill Component   | RA123                 | Consumer Service and Customer Relationship Management  |

| <b>B. Voc. (Retail Management) 2<sup>nd</sup> Semester</b> |                   |                    |  |
|--|-------------------|--------------------|--|
| <b>Sr. No.</b>   | <b>GC/SC</b>      | <b>Course Code</b> | <b>Title of the Course</b>                                     |
| 1.   | General Component | RA211/RA214        | Business Communication & Personality Development - II          |
| 2.   | General Component | RA112/RA113        | Fundamentals in Accounting & Technology (Computer Skills) - II |
| 3.   | Skill Component   | RA221              | Store Display and Visual Merchandising                         |

| <b>B. Voc. (Retail Management) 3<sup>rd</sup> Semester</b> |  |  |  |
|--|--|--|--|
|--|--|--|--|

| Sr. No. | GC/SC             | Course Code | Title of the Course                         |
|---------|-------------------|-------------|---|
| 1.      | General Component | RA311       | Communicative English                       |
| 2.      | General Component | RA312       | Store Operation and Supply Chain Management |
| 3.      | Skill Component   | RA322       | Customer Exercise Management                |
| 4.      | Skill Component   | RA323       | Retail Store Operation & Profit Management  |

**B. Voc. (Retail Management) 4<sup>th</sup> Semester**

| Sr. No. | GC/SC             | Course Code | Title of the Course              |
|---------|-------------------|-------------|----------------------------------|
| 1.      | General Component | RA411       | Environment Science              |
| 2.      | General Component | RA412       | Human-Resource Management        |
| 3.      | Skill Component   | RA424       | Understanding leadership         |
| 4.      | Skill Component   | RA425       | Team and Organizational Dynamics |

**B. Voc. (Retail Management) 5<sup>th</sup> Semester**

| Sr. No. | GC/SC             | Course Code           | Title of the Course                    |
|---------|-------------------|-----------------------|--|
| 1.      | General Component | RA511                 | Marketing Management                   |
| 2.      | General Component | RA512                 | Business Statistics                    |
| 3.      | Skill Component   | RA552/555/<br>557/559 | Retail Store Operations and Sales      |
| 4.      | Skill Component   | RA553/556             | Process compliance Safety and security |

**B. Voc. (Retail Management) 6<sup>th</sup> Semester**

| Sr. No. | GC/SC             | Course Code | Title of the Course                          |
|---------|-------------------|-------------|--|
| 1.      | General Component | RA611       | Ethics and Corporate Social Responsibility   |
| 2.      | General Component | RA612       | Retail Environment                           |
| 3.      | Skill Component   | RA658/654   | People ,Process and profitability Management |

**B. Voc. (Hospitality &Tourism) 1<sup>st</sup> Semester**

| Sr. No. | GC/SC             | Course Code | Title of the Course                                    |
|---------|-------------------|-------------|--|
| 1.      | General Component | EN111       | Learning a Foreign or English                          |
| 2.      | General Component | TH111       | Introduction to Tourism Aviation, Hospitality Industry |
| 3.      | Skill Component   | TH121       | Front Desk Operation                                   |
| 4.      | Skill Component   | TH122       | Basics of Hospitality service                          |
| 5.      | Skill Component   | TH123       | Consumer Query and Complaint Management                |

**B. Voc. (Hospitality &Tourism) 2<sup>nd</sup> Semester**

| Sr. No. | GC/SC             | Course Code | Title of the Course                               |
|---------|-------------------|-------------|---|
| 1.      | General Component | EN211       | Tourism Product                                   |
| 2.      | General Component | TH211       | Communicative English for Tourism and Hospitality |
| .       | Skill Component   | TH221       | Hospitality and Tourism products                  |
| 4.      | Skill Component   | TH222       | Guest Handling and Team Management                |
| 5.      | Skill Component   | TH223       | Hospitality Supervisory Skills                    |

**B. Voc. (Hospitality & Tourism) 3<sup>rd</sup> Semester**

| Sr. No. | GC/SC             | Course Code | Title of the Course                                 |
|---------|-------------------|-------------|---|
| 1.      | General Component | TH311       | Basic of Tourism Research                           |
| 2.      | General Component | TH312       | Basic of Tourism Management                         |
| 3.      | General Component | TH313       | Travel Agency Management Operations                 |
| 4.      | General Component | TH314       | Environment Science                                 |
| 5.      | Skill Component   | TH321       | Facilitate a smooth stay for the guest at the hotel |
| 6.      | Skill Component   | TH322       | Train and Supervise front Office staff              |
| 7.      | Skill Component   | TH323       | Follow gender and age sensitive service practices   |

**B. Voc. (Hospitality & Tourism) 4<sup>th</sup> Semester**

**Internship and Report four months 740 hours 24 credits**

**B. Voc. (Hospitality & Tourism) 5<sup>th</sup> Semester**

| Sr. No. | GC/SC             | Course Code | Title of the Course                                  |
|---------|-------------------|-------------|--|
| 1.      | General Component | TH511       | Tourism Geography                                    |
| 2.      | General Component | TH512       | Itinerary preparation                                |
| 3.      | General Component | TH513       | Entrepreneurship in Tourism and Hospitality Industry |
| 4.      | General Component | TH514       | Introduction to Tourism Marketing                    |
| 5.      | Skill Component   | TH521       | Hotel Reservation System                             |
|         |                   |             | Theory 20  |
| 6.      | Skill Component   | TH522       | Front Office Management                              |
|         |                   |             | Theory 37  |
| 7.      | Skill Component   | TH523       | Hospitality Management                               |
|         |                   |             | Theory 37  |

**B. Voc. (Hospitality & Tourism) 6<sup>th</sup> Semester**

|   |  |         |   |
|---|--|---------|---|
| 1.  |  | TH-621- | <b>On Job Practical Training Report</b> |
| <b>Internship and Report four months 740 hours 24 credits</b> |  |         |   |



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