

## Bird Academy launches state-of-the-art training centre in Mumbai

*The institute aims to meet the demand for internationally competent human resource in the travel and tourism industry*

**Mumbai, May 25, 2009:** Bird Group, one of India's largest diversified groups in the aviation, travel and information technology arena, today inaugurated its first training centre in Mumbai for specialized aviation and hospitality courses. The courses offered by the academy are accredited by global bodies thus ensuring high standards of education at par with world-renowned training institutions.

The courses have been conceptualized with a view to provide in-depth understanding and technical skills in the fields of Aviation, Travel & Tourism, Information Technology and Hospitality Management involving Soft Skill Training. The other important courses are IATA Consultant and Foundation Course, Airport Handling and IATA Cargo Courses, Computerized Reservation System, Automated Ticketing and GDS Fares & Ticketing and Tally Financial Accounting Programme. Aviation Law and Dangerous Goods Regulation are the courses in demand among professionals.

After having trained nearly 20,000 travel and IT professionals across India, these programs and activities are aimed at providing not only technical education but also for promoting intercultural interaction. With a well-established BIRD ACADEMY located in the heart of New Delhi, the Bird Group will now offer its training program in Mumbai.

Proficient trainers will conduct the courses at the world-class facility. All courses are accredited and the affiliations include IATA (International Air Transport Association), UFTAA (United Federation of Travel Agents' Associations), FIATA (Federation of Freight Forwarders Associations), Directorate General of Civil Aviation (DGCA) and Amadeus.

The Bird Academy has a long-standing relationship with the likes of Miranda House (Delhi University), YMCA and UPES (University of Petroleum and Energy Services) for offering training.

**According to Mrs. Radha Bhatia, Chairperson, Bird Group,** "At Bird Academy, our vision has been to provide world-class training to aspirants through focused and industry oriented courses so as to open newer avenues for them in the Indian travel and tourism industry. Despite the current economic scenario, we believe the travel and tourism sector has potential for employment generation provided the right talent can be brought to the sector through well-equipped institutes and trained faculty. In this context, our academy is fully geared to create a skilled resource pool for the industry."

The Bird Group believes this to be just the beginning of a long, illustrious journey further.

### **About Bird Academy (BESTT)**

The Bird group established its educational arm in 1998 to meet the growing demand for internationally competent human resource.

The courses have been conceptualized with a view to provide an in-depth understanding and technical skills in the field of Aviation, Travel & Tourism, Information Technology and Hospitality Management involving Soft Skill Training, IATA Consultant and Foundation Course, Airport Handling and IATA Cargo Courses, Computerized Reservation System, Automated Ticketing and GDS Fares & Ticketing and Tally Financial Accounting Programme. And the latest in this field is Aviation Law and Dangerous Goods Regulation courses.

The Academy is promoted and managed by the Bird Group, one of the largest and most diversified groups in the Travel and Information Technology arena.

More information about Bird Academy is available at: [www.birdacademy.in](http://www.birdacademy.in)

## About The Bird Group

As one of the largest diversified groups in the travel and information technology arena, The Bird Group, a conglomerate of independent companies is committed to the cause of automation of the travel industry. It seeks to provide solutions to the Bird Group upcoming challenges in today's competitive business environment.

Breaking away from the constraints of a traditional travel agency set up, the Bird Group assigned itself to the task of ushering in an era of automation in the travel sector. From its initial launch of Reservation Data Maintenance to provide round the clock remote IT services to major airlines and GDS systems as well as representation of Amadeus India a leading global distribution system and technology provider serving the marketing, sales and distribution needs of the Indian subcontinent's travel and tourism industry the Bird Group has come a long way.

Today, the Bird Group is actively involved in promoting diversified facilities such as specialized services in the areas of loyalty programs, call center services, data maintenance, online transaction support services, provision of ground handling services, passenger handling, aviation security, marketing and support of software applications, automation of civil airports, and comprehensive solutions in the field of satellite communications.

With a workforce of 5000 employees and 50 fully automated offices across the Indian subcontinent, the group continues to grow and strengthen its network of services.

More information about Bird Group is available at: [www.bird.in](http://www.bird.in)

### For media queries, please contact:

#### **Bird Group**

**Ritu Bararia**

**Head- Corporate Communication**

T: +91 11 30613300

E mail: [rib@bird.in](mailto:rib@bird.in)

#### **Rafi Qadar Khan/ Tarun D. Nagrani**

**Text100 Public Relations**

Tel: 9910049840/ 9810118234

Email: [rafi.khan@text100.co.in](mailto:rafi.khan@text100.co.in) / [tarunn@text100.co.in](mailto:tarunn@text100.co.in)