

IATA acknowledges Bird Academy as one of the top three IATA authorised training centres in India

Bird Academy bags a 'Certificate of Recognition' from IATA for its high graduate success rate

New Delhi, March 29, 2010: Bird Academy, the educational arm of the Bird Group, has received a 'Certificate of Recognition' from IATA for its high success graduate rate in 2009 for the IATA International Travel and Tourism program in India. The award ceremony took place in Kochi and Bird group was represented by Mrs Radha Bhatia- Chairperson, Dr P K Ray- Legal advisor and Nitika Parashar- IATA course coordinator. The certificate was presented by Mr Guido Gianasso, Vice President Human Capital, IATA and was received by Nitika Parashar on behalf of Bird Group. Bird Academy falls in the category of top three institutes, amongst the 59 IATA authorized training centers in India.

"The tourism industry in India is growing exponentially with an estimated over 6% share in the GDP. The industry, today, offers a gamut of job opportunities to aspirants and is not just restricted to the hospitality and aviation sectors alone. As a result of these, the travel professionals are in great demand across levels in the industry. At Bird Academy, it is our constant endeavor to provide high quality learning along with an excellent environment to our students, in turn offering quality professionals to the industry. It is humbling to know that our efforts in the field are being recognized by organizations like IATA, which helps us to perform and deliver better products." **said Mrs Radha Bhatia, Chairperson, Bird Group.**

Talking about the job opportunities and future of the tourism industry on the sidelines of IATA meet, **Mr Amitabh Khosla, Country Director, IATA said**, "The job scenario in India has improved, companies are responding well and there is a surge of job opportunities in the Indian market. The pall of gloom caused by recession is behind us and the future of the tourism industry looks extremely positive."

"Our facilities, study environment and the faculty are very well coordinated and we have channelized every possible source available with us to part best of the training to the students. We feel committed towards the industry to provide them with the best possible products. We also feel responsible to provide good opportunities and platform to our students where they can excel after passing out from our institute", added **Mrs Bhatia.**

The Bird Academy (BESTT) is designed on a pattern to help young entrants in not only specializing in chosen areas of the industry, but also acquiring comprehensive knowledge in all segments of Civil Aviation, Hospitality, Travel and Tourism. The curriculum offers students a distinct advantage of integrated knowledge and subsequent experience towards cost effective and successful planning, marketing and administrative sections in the times to come. The Academy has been consistently conceptualizing versatile programs and activities aimed at providing technical education as well as promoting intercultural interaction among the students. The programs on offer at the Academy are customized to one year or shorter duration aimed at providing techno-managerial skills, personality development programs and cross cultural orientation.

The Bird Academy boasts of an exhaustive alumnus, spanning 20,000 students at senior positions in highly reputed organizations in India and overseas. With training facilities at Mumbai and Chandigarh, the Academy is planning to expand its presence across India with centers in Jaipur, Kolkata, Nagpur and Bangalore.

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

About Bird Academy

The Bird Group was founded in 1971 with the incorporation of Bird Travels. Today, with over 40 years of experience and more than 40 offices supported by over 3500 well trained staff and an impressive clientele of over 500 top corporates, Bird Group can claim to be one of the largest and most diversified entities within the industry in the Indian subcontinent. With businesses as diverse as pioneering back-office processing to being the representative for many of the world's leading airlines; from managing the backbone of the technological framework for airline IT and distribution to managing crucial relationships of international service providers, Bird Group has ensured that a comprehensive portfolio of service offering has been created to add value to an extensive client base and add new potential customers. And in recent months, Bird Group has taken bold steps to increasing the value offering while broadening business horizons with new ventures. Today Bird Group's core business includes Travel Technology, Comprehensive Airline Representation & Management, Hospitality, Passenger Aviation Services & Ground Handling, Cargo Management, Education & Training, Business Consultancy & Luxury Retail. Together, the various companies within these verticals generate direct revenue in excess of USD 100 Million.

For more details, please visit: <http://www.birdacademy.in>

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