

BIRD ACADEMY IMPARTS TRAINING TO THE VOLUNTEERS FOR COMMONWEALTH GAMES 2010

Getting ready a fleet of volunteers on various aspects of travel and hospitality

New Delhi, June 08, 2010: As India gears up for the Commonwealth Games, besides the infrastructure readiness involving stadiums and transportation, a critical element is the training of on ground volunteers on diverse aspects of rich cultural heritage and tradition of hospitality.

Bird Academy, the educational arm of the Bird Group, member of CII National Committee on tourism has been entrusted by CII with the task of training volunteers under the scheme of Capacity Building for Service Providers on the topics related to CWG, soft skills, guest relations, effective communication and cross cultural communication, first aid, situation handling, tourism concepts and life skills.

CII appreciates the training imparted by the Bird Academy to the volunteers in the past three months. A recap of these trainings will be done nearer to the Commonwealth Games. The participants will be awarded a certificate for the same post the conclusion of the training.

Thanking the Ministry of Tourism, Government of India and CII for choosing Bird Academy, Mrs. Radha Bhatia, Chairperson, Bird Group said, "We are honoured that they have selected us to assist them in training volunteers for a significant event like Commonwealth Games. The Academy has always been committed to preparing and nurturing the talent pool available in the country. We will channelize every possible resource available with us to part best of the training to the volunteers for the forthcoming Commonwealth Games 2010."

She further added, "We are sure that our well trained volunteers would create tremendous global goodwill which in due course of time will promote travel and tourism to India. We wish good luck to all the participants."

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.

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 5500 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>

For media queries, please contact:

Bird Group

Ritu Bararia

Head- Corporate Communication

T: +91 11 30613300

E mail: rib@bird.in

Six Degrees Public Relation

Gayatri Doda/Meghna Prabhu

Tel: +91 11 26911440 – 42/+91 11 26911440 – 42

Mobile: +91 9654333030/+91 9910 05 0066

Email: rishabhk@sixdegreespr.co.in / stutis@sixdegreespr.co.in