



School of
**Hospitality &
Tourism Management**
UNIVERSITY OF JAMMU
(NAAC A++ University)



TRAVANAMA

ANNUAL NEWSLETTER



Issue 02
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MBA (TTM) BATCH 2023-25

SEATING (L TO R)

Ms. Taniya, Dr. Priyanka Sharma, Dr. Poonam Sharma, Prof. Anil Gupta, Dr. Suvidha Khanna,
Dr. Nikita Dogra, Dr. Honeyka Mahajan, Mr. Tapas Tandon

STANDING (L TO R)

Row1: Tannu, Muskan Gupta, Shipali, Mahek Chaudhary, Bhavya Gupta, Tanishka S. Kotwal, Aryanka Sharma, Japnoor Kour, Anchal rani, Bhavna Gupta, Muskan Sudan, Isha Sharma, Navneet Kour, Ayesha Chaudhary, Tavanjot Kaur, Shubra Dutta

Row2: Himanshu Sharma, Ritvik Verma, Arinut Sharma, Naman Pandoh, Satinder Singh, Aditya Verma, Shoaib Akhter, Ahsan-ul-Haq, Samanjeet Singh, Bashart Ahmed, Heemanshu Tickoo



Dean's Message

It is with great pride and pleasure that I extend my warm greetings to all readers of the second edition of the annual newsletter of the School of Hospitality and Tourism Management (SHTM).

This publication is more than a compilation of events—it is a reflection of the energy, innovation, and academic spirit that defines the school and its vibrant community.

SHTM continues to be a vital pillar of the Faculty of Business Studies, consistently setting benchmarks in experiential learning, academic rigor, and industry integration. Over the past year, the school has further strengthened its commitment to nurturing globally competent professionals equipped with the knowledge, skills, and values essential to succeed in the dynamic hospitality and tourism landscape.

This edition beautifully captures the achievements, insights, and initiatives that have shaped the academic year. Each contribution speaks to the dedication and enthusiasm that drive the SHTM team forward.

I commend the leadership of the School, the faculty, staff, and students for their tireless efforts and achievements. I also appreciate the editorial team for curating this enriching issue that serves as both a record of accomplishments and a source of inspiration.

As you turn through the pages, I hope you feel the same sense of pride and optimism that I do. Let us continue to support and celebrate the journey of SHTM as it grows in strength, relevance, and impact.

Prof. Alka Sharma

Dean, Faculty of Business Studies
University of Jammu



Director's Message

It gives me immense pleasure to present to you the second edition of the annual newsletter of the School of Hospitality and Tourism Management (SHTM). This publication reflects our continued journey of growth, innovation, and excellence in the dynamic world of hospitality and tourism education.

Over the past year, SHTM has made significant strides in academic development, industry engagement, and student success. Our students have excelled not only in academics but in internships, competitions, and community outreach, showcasing the spirit and potential of future hospitality leaders.

This edition highlights key milestones, success stories, academic events, and experiential learning initiatives that defined the year. From insightful guest lectures to cultural events and outreach programmes, each page captures the vibrant life and evolving vision of our school.

We are proud of our achievements but remain focused on our goals which foster a learning environment that is inclusive, innovative, and aligned with global standards. As we move forward, we reaffirm our commitment to nurturing professionals who not only meet industry demands but also bring integrity, creativity, and empathy to everything they do.

I extend my heartfelt gratitude to all faculty members, staff, students, alumni, and industry partners for their unwavering support. Special thanks to the editorial team for their hard work in bringing this edition to life.

Happy reading, and here's to another year of excellence and collaboration!

Prof. Anil Gupta

Director, SHTM
University of Jammu

Goonj-2025

The School of Hospitality and Tourism Management (SHTM) was awarded First Prize in the 'Best Practices' category among various Departments at the prestigious youth festival Goonj-2025, organized by the University of Jammu on March 19-20, 2025. The event highlighted the innovative initiatives and exemplary practices demonstrated by participating departments.

The prize distribution ceremony was graced by Vice Chancellor Prof. Umesh Rai, Sh. B.R. Sharma, IAS (Retd.), Former Election Commissioner & Chief Secretary (J&K) and Dr. S.P. Vaid, IPS (Retd.), former Director General of Police, Jammu and Kashmir.



Goonj At a Glance



FICCI - THE GREAT INDIAN TRAVEL BAZAAR 2025

The School of Hospitality and Tourism Management (SHTM) organized an enriching educational tour to Jaipur for second-semester students of MBA (TTM) as part of their course on Experiential Field-Based Learning during April 29 to May 7, 2025.

During the visit, the students had the distinguished opportunity to serve as volunteers at the Great Indian Travel Bazaar (GITB) – 2025, one of the country's most prominent travel trade events. This hands-on experience offered valuable insights into the functioning of the tourism and hospitality industry, allowing students to observe and engage with real-world operations while networking with leading industry professionals. In addition to their professional engagement at GITB, the students also had the opportunity to explore Jaipur's rich cultural and heritage attractions. Visits to iconic sites such as Amber Fort, City Palace, Chowki Dhani, Hawa Mahal, and local markets provided them with firsthand insights into Rajasthan's vibrant history, architecture, and traditions—further enriching their experiential learning journey. The tour proved instrumental in bridging academic learning with industry practice, equipping students with enhanced professional competencies and preparing them for dynamic careers in the tourism and hospitality sectors.



FICCI-THE GREAT INDIAN TRAVEL BAZAAR 2025



INDUSTRY ACADEMIA INTERACTION SERIES



Aug 7, 2024: Prof. Deepak Raj Gupta, Founding Director, SHTM addressed the first-semester students of MBA (TTM) during their induction program at SHTM, offering insightful perspectives on the tourism industry and enriching the session with his extensive professional experience.



Aug 8, 2024: Ms Neetu Dhar, Chairperson, Jammu Pariyatan Vikas Cooperative Limited (JPVCL) and alumna of SHTM shared valuable insights from her entrepreneurial journey in the cooperative tourism sector with the newly inducted students of MBA (TTM), batch 2024-26.



Aug 8, 2024: Mr. Gourav Sharma, the co-founder of Dara Singh's Kulchas in Jammu and alumnus of SHTM engaged with first-semester MBA (TTM) students during their induction program. He shared his entrepreneurial journey, discussed how he launched his venture and highlighted key considerations for starting a business and achieving success as an entrepreneur.



Sep 19, 2024: Mr. Ujjwal Bhimwal, General Manager, Hotel Vivanta, Jammu, interacted with the students of BBA (HM) and shared expert insights into emerging trends and promising career opportunities within the rapidly evolving hotel industry.



Oct 15, 2024: Dr. Manjeet Singh, Head of Alliances and Business Development at Triumphh Group, New Delhi, and a distinguished alumnus of SHTM, interacted with students as part of the 'Ideas Unplugged' series, shared his professional insights and experiences.



Nov 25, 2024: Shri Vijay Yamla, celebrated singer, actor and folk instrument player shared his insightful perspectives on traditional music and its cultural significance in the tourism industry.

INDUSTRY ACADEMIA INTERACTION SERIES



Dec 2, 2025: Prof Sandeep Kulshreshtha, Director, Ecological Adventure, Health and Culture Tourism, Central University of Himachal Pradesh visited SHTM and interacted with the students of MBA (TTM) and BBA (HM). During his session, he shared his valuable insights on the emerging trends of tourism, and the increasing demand for personalized, experiential travel and discussed with the students about the future directions in the tourism sector.



Dec 11, 2024: Prof. Parikshat Singh Manhas, Chairperson, JKBOSE and Director of SCERT-JK (UT) visited the department and interacted with the scholars of SHTM.



Dec 16, 2024: Monika Mitter, Founder and Director, Wild Sapiens visited SHTM and shared her experience and perspective on adventure tourism in Jammu region with the students of MBA (TTM). She motivated the students to explore entrepreneurial opportunities for promotion of tourism in Jammu and Kashmir.



Dec 18, 2024: A group of enthusiastic third-semester students of MTTM, University of Kashmir, accompanied by the esteemed Mr. Manzoor Ahmad Khan, Assistant Professor visited the Department. They interacted with the faculty and students. The exchange of experiences and insights made the visit truly memorable and inspiring for all involved.



Jan 17, 2025: Preety Agrawal, CEO of Mural India and the visionary of brands like KesarCo and Tea Better, interacted with the students of MBA (TTM). Her inspiring journey motivated students to explore the limitless potential of the digital world.



May 23, 2025: Dr. Sonia Sharma, Director SOTHSM, IGNOU and an alumna of the department visited the department and interacted with the scholars and students of MBA (TTM).

EXPERIENTIAL LEARNING SERIES



Aug 30, 2024: Students of MBA (TTM) visited Amantran Farms in Jammu as part of a field-based learning initiative to explore and understand the key aspects of event management in a real-world setting.



Sep 9, 2024: First-semester students of MBA (TTM) visited Hotel Holiday Inn, Katra (an IHG property), to gain firsthand exposure to the backend operations and management practices of an international hotel.



Sep 27, 2024: On the occasion of World Tourism Day, SHTM organized an educational and cultural visit to Suchetgarh, R.S. Pura, Jammu. The celebration featured vibrant cultural performances, nukkad natak, and regional songs, aligning with the global theme 'Tourism and Peace'. Students and faculty had the opportunity to witness the Beating Retreat ceremony conducted by the Border Security Force (BSF), making the visit both insightful and memorable.



Oct 19, 2024: To gain practical exposure and a deeper understanding of railway operations and the central reservation system, first-semester MBA (TTM) students visited the Jammu Tawi Railway Station as part of their experiential learning initiative.



Oct 29, 2024: Students and staff came together to celebrate the joyous festival of Deepavali with great enthusiasm. The celebrations featured a variety of creative competitions, including fireless cooking, vibrant rangoli designs, and beautifully decorated pooja thalis, reflecting the festive spirit and cultural richness of the occasion.

EXPERIENTIAL LEARNING SERIES



Nov 9, 2024: As part of their experiential learning, first-semester students of MBA (TTM) visited the Mubarak Mandi Palace, a heritage site of Dogra dynasty in Jammu. The visit offered students valuable firsthand insights into heritage tourism and the role of heritage assets in enhancing tourism experiences.



Nov 14, 2024: Students of MBA (TTM) enthusiastically presented Sanskriti Mahotsav—a vibrant cultural extravaganza that celebrated the India's regional diversity, traditional cuisines, and artistic heritage. The event served as an immersive platform for students to creatively express the cultural uniqueness of different states through performances, traditional attire, regional delicacies and artistic displays.



Jan 31, 2025: First semester students of BBA (HM) embarked on an educational visit to Skyview by Emyrean, Patnitop, where they gained valuable insights into hotel operations and enriched their practical understanding of the hospitality sector.



Mar 27, 2025: Students of MBA (TTM) participated in the NITI-state workshop series at IIM Jammu. This initiative under the State Support Mission focuses on promoting innovation, investment, and industry in the MSME sector, with a special emphasis on tourism, food processing, and textiles in Jammu & Kashmir. The students gained valuable insights through engaging panel discussions and brainstorming sessions led by industry experts.



Jan 24, 2025 : SHTM in collaboration with Heritage & Tourism Club-UTSAH organised “ Dogra Fusion Fiesta” on the occasion of National Tourism Day featuring “The Exotic Food Mélanga Competition” where students from various departments of university showcased their culinary talents by creatively blending dogri cuisine with innovative twists.

CAPACITY BUILDING WORKSHOPS



Jan 8-10, 2025: A three-day workshop on Career Launch Pad: Entrepreneurial and Professional Self Development was organized for the fourth-semester students of MBA (TTM). The focus areas of the workshop were resume writing and interview skills so that students confidently present themselves to the industry. Ms. Neetu Dhar, Soft Skill Trainer and Chairperson of Jammu Pariyatan Vikas Cooperative Limited was the resource person.



Jan 27-31, 2025: SHTM organized a five-day workshop on 'Travel Journalism' for MBA (TTM) and BBA (HM) students. The workshop aimed to provide students with a deep understanding of the key components of travel journalism, focusing on essential skills such as visual communication, photography, and narrative storytelling. Under the expert guidance of Mr. Yogesh Manhas, a renowned Brand Building Advisor and Art Director, participants learned the art of crafting compelling travel stories, enhancing their ability to capture the essence of destinations through photography and written content.



Feb 25, 2025: BBA (HM) students had the exciting opportunity to acquire hands-on experience in the art of baking during an exclusive workshop organized by SHTM. Under the expert guidance of chefs Mr. Kunal Manhas and Mrs. Reema, students delved into the intricacies of baking, learning the essential techniques and skills required to create a variety of delectable dry cakes. The workshop not only provided students with practical, step-by-step knowledge of baking but also offered them a deeper understanding of the bakery industry's operations, from ingredient selection to final presentation.



Mar 7, 2025: SHTM organized a workshop cum exhibition on the occasion of International Women's Day under the theme "She Shines: Rural Women's Brilliance in Entrepreneurship" dedicated to empowering rural women in business. A special calico workshop was also conducted, shedding light on its relevance in today's sustainable world. From learning about eco-friendly fabrics to witnessing the resilience and creativity of rural women, the event was a true celebration of empowerment and innovation.

CAPACITY BUILDING WORKSHOPS



Mar 17-18, 2025: SHTM organized an intensive two-day workshop on Marketing and Branding for the second-semester students of MBA (TTM). The workshop aimed to deepen students' understanding of strategic branding principles, evolving market dynamics, and practical marketing techniques relevant to the tourism and hospitality industry. The sessions were led by Ms. Jasleen Kaur, CEO of Branding Elves, a distinguished branding strategist and industry expert. Drawing from her extensive professional experience, Ms. Kaur provided valuable insights into current industry trends, effective brand positioning, and the importance of building strong brand identities in competitive markets.



Apr 8, 2025: A fun-filled and interactive Bakery Workshop was organized for BBA (HM) students by MBA (TTM) students. From mixing batter to baking mouth-watering cookies, dry cakes, and brownies, the workshop offered students valuable hands-on experience while mastering essential baking techniques. The engaging session blended learning with creativity, leaving students with enhanced skills and plenty of sweet memories.



Apr 2, 2025: SHTM organized a workshop on Tourism Resources, Itinerary Designing & Entrepreneurship for the second-semester students of MBA (TTM). The resource persons were Mr. Kripal Singh, Conservationist - Dogra Art Museum, Jammu, Mr. Vishal Ray, Head, Centre for Innovation, Incubation and Business Modelling (CIIBM) and Faculty at JKEDI and Mr. Vaibhav Sharma, Entrepreneur and Founder of Travel Dost. They shared their valuable insights with the students of MBA (TTM).

COMMUNITY ENGAGEMENT AND EXTENSION ACTIVITIES



Sep 27, 2024: Students of MBA (TTM) and BBA (HM) presented a Nukkad Natak at Suchetgarh, R.S. Pura, to engage the local community and raise awareness about the importance of Jammu's heritage and cultural sites in promoting tourism and preserving regional identity.



Oct 26, 2024: Third semester students of MBA (TTM) organized an outreach program titled "Ek Pyari Mulakat Baachon Ke Saath" at Ved Mandir Bal Niketan, Amphalla. The initiative aimed to provide students with an opportunity to engage with the children through interactive activities, sharing moments of joy and contributing positively to the community.



Dec 7, 2024: Prof. Anil Gupta, Director, SHTM, along with faculty members and students, participated in the "Kisaan Meri Jaan" oath-taking ceremony and actively contributed to spreading awareness on the critical issue of food wastage.



Mar 12, 2025: An engaging outreach program "पर्यटन संवाद" organized by 2nd semester students of MBA (TTM) featured thought-provoking discussions on emerging trends in tourism and the critical role played by stakeholders in the industry. Special guest Mr. Vaibhav Sharma, Founder of Travel Dost, shared valuable insights into the evolving tourism industry and his inspiring journey.

'EARN WHILE YOU LEARN' INITIATIVE



Nov 28, 2024: First-semester BBA (HM) students are enhancing their practical learning through the innovative 'Cookie Craft' initiative. As part of the Earn While You Learn program, students are not only honing their culinary skills but also gaining hands-on experience in hospitality operations and developing essential entrepreneurial competencies.



Jan 10, 2025: Students of MBA (TTM) and BBA (HM) participated in Lohri celebrations organized by the Department of Dean Students Welfare, University of Jammu. The students presented a variety of delicious food stalls and demonstrated their entrepreneurial skills.

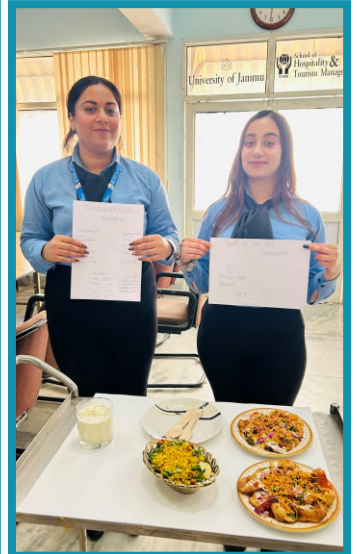


Mar 19, 2025: Students of MBA (TTM) and BBA (HM) participated in Goonj-2025 and showcase their entrepreneurial skills by selling variety of cookies which were baked by them. They also introduced a unique Kimb Tea to the guests.



APPLIED CULINARY ART

Throughout the academic session, the students of BBA (HM) actively applied and enhanced their culinary skills through a variety of hands-on learning experiences. These included course-based assignments, engaging workshops, practical training sessions, and participation in culinary competitions. Each activity provided them with valuable exposure to real-world culinary practices and helped them strengthen their foundation in hospitality and food production.



DISCUSSIONS & TALKS

JAMMU UNIVERSITY COMMUNITY RADIO 91.2 FM DHWANI JU
**NATIONAL TOURISM DAY'2025:
 A RENDEZVOUS WITH SH. S.M SAHNI**



IN CONVERSATION WITH
 Guest Speaker
SH. S.M. SAHNI
 KAS (Retd.) Former Director, Tourism, J&K Govt. Convener, INTACH, Jammu Chapter
Host :- Dr. Suvidha Khanna
 Associate Professor, SHTM, University of Jammu

22 JAN, 2024
WEDNESDAY
10 AM ONWARDS

PROF. MONIKA CHADHA
 Convenor, CRS JU

Jan 22, 2025: Dr. Suvidha Khanna, Associate Professor, SHTM in conversation with guest speaker Sh. S. M. Sahni, KAS (Retd.) Former Director Tourism, J&K Govt., Convener, INTACH, Jammu Chapter on the occasion of National Tourism Day 2025 at Community Radio 91.2 FM Dhwani JU.

JAMMU UNIVERSITY COMMUNITY RADIO 91.2 FM DHWANI JU
TOURISM ENTREPRENEURSHIP: POTENTIAL CAREER



In Conversation with
 Guest Speaker
MR. VAIBHAV SHARMA
 Founder Travelers Dost and The Himalayas 360
Host :- Dr. Suvidha Khanna
 Associate Professor, SHTM, University of Jammu

24 JAN, 2025
FRIDAY
10 AM ONWARDS

PROF. MONIKA CHADHA
 Convenor, CRS JU

Jan 24, 2025: On the occasion of National Tourism Day, Dr. Suvidha Khanna, Associate Professor, SHTM in conversation with guest speaker Mr. Vaibhav Sharma, Founder Travelers Dost on the topic Tourism Entrepreneurship: A Potential Career at Community Radio 91.2 FM Dhwani JU.

JAMMU UNIVERSITY COMMUNITY RADIO 91.2 FM DHWANI JU
VOICE OF STUDENTS
**NATIONAL TOURISM DAY:
 CELEBRATING THE SPIRIT OF EXPLORATION**



Presenters

- Anchal Rani
- Arinut Sharma
- Aryanka Sharma
- Aryan Anthal
- Manjot Singh
- Rakshan Sharma
- Sakshi Sharma

STUDENTS, SHTM, MBA (TTM) 2nd Semester

24 JAN, 2024
FRIDAY
10 AM ONWARDS

PROF. MONIKA CHADHA
 Convenor, CRS JU

Jan 24, 2025: The students of second and fourth semester of MBA (TTM) shared their views on the topic National Tourism Day: Celebrating the Spirit of Exploration at Community Radio 91.2 FM Dhwani JU.

JAMMU UNIVERSITY COMMUNITY RADIO 91.2 FM DHWANI JU
**Shutterbug Travels:
 Adventures of A Travel Photographer**



In Conversation with
 Guest Speaker
Vikas Sodhi
 Renowned Travel Photographer
Host:- Aryanka Sharma
 Student, SHTM, MBA (TTM)

3 FEB, 2025
MONDAY
10 AM ONWARDS

PROF. MONIKA CHADHA
 Convenor, CRS JU

Feb 3, 2025: Aryanka Sharma, a fourth-semester student of MBA (TTM) hosted an interaction with a renowned travel photographer Mr. Vikas Sodhi on the topic 'Shutterbug Travels- Adventures of a Travel Photographer' at Community Radio 91.2 FM Dhwani JU.

ACHIEVEMENTS



Oct 18-19, 2024: Bhavna Gupta, Tanishka Singh Kotwal and Arinut Sharma, third-semester students of MBA (TTM) participated and won First Prize and cash prize worth Rs. 25000, at Venture Voice - Tourism Entrepreneurship Development at Chandigarh University.



Nov 8, 2024, Arinut Sharma, Bhavna Gupta and Tanishka Singh Kotwal, third-semester students of MBA (TTM) participated and presented their idea 'Duggar Darshan' at Elevator Pitch Award under Jammu & Kashmir Start Up Conclave 2024 organized by MIET and FICCI Flo.



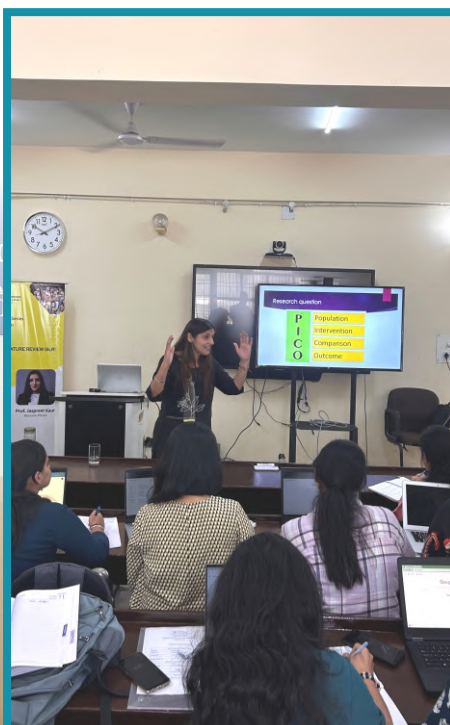
Mahek Chaudhary, third-semester student of MBA (TTM) secured Gold medal in team event and Silver in individual event at Inter collegiate Fencing Tournament from 4 to 6 Oct, 2024. Also won Bronze medal in for All India Inter University Championship from 6 to 10 Nov, 2024.



Feb 5, 2025, Bhavna Gupta and Tanishka Singh Kotwal fourth-semester students of MBA (TTM) had participated and secured third position in 'Everest Better Kitchen Culinary Challenge - Season 6' held at Food Craft Institute, Jammu.

RESEARCH KNOWLEDGE SERIES

A research workshop was conducted on the topic Systematic literature Review (SLR) and Meta Analysis on April 25-26, 2025 at SHTM. The purpose of the workshop is to provide comprehensive introduction to SLR and Meta-Analysis techniques, heterogeneity and sensitivity analysis. The resource person was Dr. Jaspreet Kaur, Professor at Delhi School of Business, currently pursuing EFPM at IIM Lucknow, specialized in qualitative research and meta-analysis. The scholars from the various departments of University of Jammu and other Universities participated.



RESEARCH AND PUBLICATIONS

- ✓ Kour, A., Gupta A., & Arora, N. (2025). Constraint-Effects-Mitigation Model: A Systematic Literature Review. *Journal of Hospitality and Tourism Insights*.
- ✓ Singh, V., & Gupta, A. (2025). Investigating the psychological mechanisms that drive tourists' citizenship behaviour at the destination. *Journal of Hospitality and Tourism Horizons*.
- ✓ Manhas, P. S., Sharma, P., & Quintela, J. A. (2025). Wellness tourism in the Himalayas: A structural analysis of motivation, experience, and satisfaction in spa resorts. *Tourism and Hospitality*. <https://doi.org/10.3390/tourhosp3531968>
- ✓ Raina, A., (2025). Investigating the impact of tourism as a subject on primary educational curriculum. *Wisdom Management Journal*, 1 (1), 7-14.
- ✓ Sharma, A., Gupta, A., & Mahajan, H. (2024). Governance and Service Quality in Reorganised Jammu and Kashmir: A Case of Urban and Rural Consumers. *Nagarlok-Quarterly Journal of Urban Affairs*, 56(3).
- ✓ Manhas, P. S., Sharma, P., & Quintela, J. A. (2024). Product innovation and customer experience: Catalysts for enhancing satisfaction in quick service restaurants. *Tourism and Hospitality*, 5(3), 559–576. <https://doi.org/10.3390/tourhosp5030034>
- ✓ Bhagat, S., Khanna, S., Sharma, P., & Bhat, D. A. R. (2024). Street food in the digital era: Unraveling the influence of food vloggers' credibility and information quality on consumer intentions. *International Journal of Social Economics*. Advance online publication. <https://doi.org/10.1108/IJSE-02-2024-0158>

Research Scholar: Vattan Singh attended One Week Capacity Building Program on Research Methodology in Social Sciences in Maharaja Ranjit Singh Punjab Technical University, Bathinda, organised by ICSSR from 24-29 March 2025.



January 23, 2025 : SHTM bid a heartfelt farewell to Mr. Pawan Sharma, Senior Assistant, on his transfer to the Department of Geography, University of Jammu.

INDUSTRY ENGAGEMENT AT SHTM

Industry Training and Internship (PSMTPC301), June-July, 2025

MBA (TTM) 2nd Semester

Batch 2024-26

Roll No.	Name of the Students	Organization
0001MBTT24	AGREEMA SHARMA	FICCI, Delhi
0002MBTT24	ANSHIKA SHARMA	FICCI, Delhi
0003MBTT24	ARYAN ANTHAL	Airport Authority of India, Jammu
0004MBTT24	AYAZ AHMED	Market Leaders, Chandigarh
0005MBTT24	BHARATI SHARMA	Airport Authority of India, Jammu
0006MBTT24	BHAWNA	Gala Glitz, Jammu
0007MBTT24	DANISH KANGOTRA	Earthern Experience, Jammu
0008MBTT24	FARISHTA AL SANA KHAN	Wild Sapiens, Jammu
0009MBTT24	HARSH DEV JAMWAL	The Haven International Coffee House, Noida
0010MBTT24	JANVI MAHAJAN	FICCI, Delhi
0011MBTT24	KARTIKA MANHAS	Hotel Anutham, Jammu
0012MBTT24	MANJOT SINGH	Airport Authority of India, Jammu
0013MBTT24	MAQSOOD AHMED	Pir Panjal, Jammu
0014MBTT24	MEHAK GUPTA	Folk Experience LLP, Jammu
0015MBTT24	MOHIT SINGH	Hotel Lords Inn, Jammu
0016MBTT24	MONIKA DEVI	Airport Authority of India, Jammu
0017MBTT24	RAKSHAN SHARMA	Hotel Ramada, Katra
0018MBTT24	SACHIN SINGH	Market Leaders, Chandigarh
0019MBTT24	SAKSHI SHARMA	Wild Sapiens, Jammu
0020MBTT24	SAMPADA SHARMA	FICCI, Delhi
0021MBTT24	SANDEEP SHARMA	In & Get World Pvt. Ltd., Gurugram
0022MBTT24	SHADAB AHMED	Earthen Experience, Delhi
0023MBTT24	SUNIDHI MAHAJAN	Duniya Dekho Travels, Jammu
0024MBTT24	VIDUSHI DOGRA	Xtreme Adventures, Jammu

INDUSTRY ENGAGEMENT AT SHTM

On The Job Training (PSMTTC401), Feb - April, 2025

MBA (TTM) 4th Semester

Batch 2023-2025

Roll No.	Name of the Students	Organization
0001MBTT23	ADITYA VERMA	Khyaath Design Holidays, Gurgaon
0002MBTT23	AHSAN-UL-HAQ	The Jammu and Kashmir Bank, Jammu
0003MBTT23	ANCHAL RANI	Admission Experts, Jammu
0004MBTT23	ARINUT SHARMA	Wild Sapiens, Jammu
0005MBTT23	ARYANKA SHARMA	Admission Experts, Jammu
0006MBTT23	AYESHA CHOUDHARY	Welcome to Wed in Kashmir by Zool Production
0007MBTT23	BASHART AHMED	Laksat Journeys Pvt Ltd, Gurgaon
0009MBTT23	BHAVYA GUPTA	The Jammu and Kashmir Bank, Jammu
0010MBTT23	FAHIM AKTHER	Pir Panjal Adventures, Jammu
0011MBTT23	HEEMANSHU TICKOO	Pir Panjal Adventures, Jammu
0012MBTT23	HIMANSHU SHARMA	AVM Travel Designers Pvt Ltd, New Delhi
0013MBTT23	ISHA SHARMA	Radisson Hotel, Srinagar
0014MBTT23	JAPNOOR KOUR	Buzz Planners, Chandigarh
0015MBTT23	MAHEK CHOUDHARY	Buzz Planners, Chandigarh
0016MBTT23	MUSKAN GUPTA	Buzz Planners, Chandigarh
0017MBTT23	MUSKAN SUDAN	Airport Authority of India, Jammu
0018MBTT23	NAMAN PANDOH	London Market Exhibitions, New Delhi
0019MBTT23	NAVNEET KOUR	Airport Authority of India, Jammu
0020MBTT23	NOVJOT SINGH	The Jammu and Kashmir Bank, Jammu
0021MBTT23	RITVIK VERMA	Hotel Asian Residency
0022MBTT23	REHAN RASOOL	Hotel Asian Residency
0023MBTT23	SAMAN JEET SINGH	Airport Authority of India, Jammu
0024MBTT23	SATINDER SINGH	Witrex – Digital Marketing Agency
0025MBTT23	SHIPALI	Radisson Hotel, Srinagar
0026MBTT23	SHOAIB AKHTER	Lemon Tree Hotel, Srinagar
0027MBTT23	SHUBRA DUTTA	Welcome to Wed In Kashmir by Zool Production
0028MBTT23	TANISHKA SINGH KOTWAL	Khyaath Design Holidays, Gurgaon
0029MBTT23	TANNU	The Jammu and Kashmir Bank, Jammu
0030MBTT23	TAVANJOT KAUR	Airport Authority of India, Jammu

INDUSTRY ENGAGEMENT AT SHTM

Industrial Training (UBHTD505), May - July, 2025

BBA (HM) 4TH SEMESTER

Batch 2023-26

Roll No.	Name of the student	Hotel name
0001BBHM23	ADNAN YASEEN MIR	Lemon Tree Hotel, Jammu
0003BBHM23	ANU LAKHOTRA	The Surya New Delhi
0004BBHM23	ARNAV SHARMA	Fern Hotel, Pune
0005BBHM23	ARPIT SHARMA	Sarovar Portico, Jammu
0006BBHM23	ARSHUMAN KAPAHI	Hotel K.C Residency
0007BBHM23	ATISH KUMAR	Sarovar Portico, Jammu
0008BBHM23	DIVYANI	Lemon Tree Hotel, Jammu
0009BBHM23	GAURAV JIT SINGH BEDI	Zone by the Park, Jammu
0010BBHM23	GOURI SHARMA	The Surya New Delhi
0012BBHM23	ISHA CHOUDHARY	Radisson Hotel, Jammu
0013BBHM23	JASMEET KOUR	Radisson Hotel, Jammu
0014BBHM23	KHUSHAL SHARMA	Vivanta Jammu, City Centre
0015BBHM23	LAKSHITA JAMWAL	The Surya New Delhi
0018BBHM23	MOHD ARMAN KHAN	One Earth Shraddhaa, Katra
0019BBHM23	MOHD ZAID	Vivanta Jammu, City Centre
0020BBHM23	NIKHIL DOGRA	Fern Hotel, Pune
0021BBHM23	NITTEN SHARMA	Zone by the park, Jammu
0022BBHM23	PRABLEEN KAUR	Radisson hotel, Jammu
0023BBHM23	ROHNIT HEERA	Zone by the park, Jammu
0024BBHM23	SADAF FATIMA	Radisson hotel, Jammu
0025BBHM23	SYED DANISH ABBAS	Hotel Forest View, Patnitop
0026BBHM23	TANVI SHARMA	One Earth Shraddhaa, Katra
0027BBHM23	VANSH VARDHAN SINGH	Amritara Hotel, Katra
0028BBHM23	VISHAV DEV SINGH	Sarovar Portico, Jammu

INDUSTRY ENGAGEMENT AT SHTM

Industrial Training (UBHTE603), Jan- May, 2025

BBA (HM) 6th Semester

Batch 2022-2025

Roll NO	STUDENT NAME	Organization
0001BBHM22	ABILASH SINGH	33 Hotels, Katra
0002BBHM22	ADARSH CHOUDHARY	RAAS Chhatrasagar
0003BBHM22	ANUBHAV MAHAJAN	Radisson Blu Jammu
0004BBHM22	ASHISH SHARMA	RAAS Chhatrasagar
0005BBHM22	CHARANPREET SINGH	Grand Taj Resort Jammu
0006BBHM22	GARGI BALI	Radisson Blu, Jammu
0009BBHM22	KANHAIYA SOHAM JAIN	33 Hotels, Katra
0010BBHM22	KARTIK SHARMA	Hotel Mahadev Hills, Katra
0011BBHM22	KESHAV KUMAR	FCI, Jammu
0012BBHM22	KHUSHI KUMARI	Hotel Mahadev Hills, Katra
0013BBHM22	KHUSHI SINGH	Sarovar Portico, Amritsar
0014BBHM22	NATISHVER SINGH	33 Hotels, Katra
0015BBHM22	NIKUNJ LANGER	Hotel Ginger, Katra
0016BBHM22	RAHUL SHAN	33 Hotels, Katra
0017BBHM22	RAMESHWAR SINGH JAMWAL	Hotel Mahadev Hills, Katra
0018BBHM22	RONIT KUMAR	Hotel Mahadev Hills, Katra
0019BBHM22	SANDEEP KUMAR	33 Hotels, Katra
0020BBHM22	SHEERIN KHAN	Radisson, Srinagar
0022BBHM22	SHRIYASI GUPTA	Ramada, Katra
0023BBHM22	SHUJAT ALI	33 Hotels, Katra
0024BBHM22	VANSH SINGH	33 Hotels, Katra
0025BBHM22	VIMARSH RAJ	Hotel Ginger, Katra
0026BBHM22	PRAKRITI GUPTA	Karan Resort Patnitop
0019BBHM21	SAYED AATIQ SHAH	Hotel Forest View, Patnitop

ALUMNI SPEAK



Jaskaran Singh
Entrepreneur & Owner
Bamboo Kitchen
Batch 2013-16

Being a part of SHTM was more than education—it was the launchpad for my entrepreneurial journey. The knowledge, guidance, and hands-on exposure I received laid a strong foundation for my ventures in the food and beverage industry. From managing a successful restaurant to running a cloud kitchen, SHTM's support and industry-driven approach helped shape my path. I'm deeply grateful to the faculty and the institute for nurturing my growth and inspiring me to chase my dreams with confidence.



Kunal Manhas
Entrepreneur & Owner
Miabiwi Cakes and Cafe
Batch 2010-13

As an alumnus of the School of Hospitality and Tourism Management, I'm proud to share that my entrepreneurial journey began here. The department provided countless opportunities to explore the dynamic world of hospitality — from insightful classroom learning to hands-on industrial and on-the-job training. These experiences sharpened my skills and shaped my mindset. Today, I run Mia Biwi Cakes, a successful homegrown business blending creativity with service excellence. I'm deeply grateful to SHTM for nurturing my growth and inspiring me to turn my passion into a profession.



Navjot Jamwal
Entrepreneur and Owner
Laksat Journeys
Batch 2006- 08

I feel proud to be an alumnus of the School of Hospitality and Tourism Management, University of Jammu. The foundation I received has played a key role in shaping my career in the travel industry. The faculty, curriculum and supportive environment gave me the confidence to grow personally and professionally and to follow my passion. The case studies, presentations and real-world exposure trainings were the icing on the cake. I'm truly grateful to the institute for its role in my journey.



Aryan Gupta
Assistant Operations Executive
Curating Experiences
Batch 2022-2025

Looking back on my time at the School of Hospitality and Tourism Management, I'm filled with gratitude for the lessons, friendships, and values that still guide me today. SHTM was more than academics — it was where I learned teamwork, resilience, and true hospitality. To students: embrace every opportunity. To alumni: let's keep inspiring and support each other. Wherever we go, let's carry forward the spirit that makes SHTM truly special.



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- Prof. Alka Sharma, Dean, Faculty of Business Studies.
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- Prof. Komal Nagar, Professor, The Business School.
- Prof. Garima Gupta, Head, Department of Journalism and Media Studies.
- Dr. Daud Iqbal Baba, Director, Directorate of Sports and Physical Education.
- Dr. Shallu Sehgal, Associate Professor, Department of Economics.
- Dr. Isha Sharma, Assistant Professor, ICccR & HRM.
- Dr. Farah S. Choudhary, Assistant Professor, The Business School.
- Dr. Harish Chander Dutt, Assistant Professor, Department of Botany.
- Dr. Sandeep Arya, Assistant Professor, Department of Physics.

EDITORIAL TEAM

- Prof. Anil Gupta, Director, SHTM
- Prof. Parikshat Singh Manhas, Professor, SHTM
- Dr. Suvidha Khanna, Associate Professor, SHTM
- Dr. Poonam Sharma
- Dr. Priyanka Sharma
- Dr. Nikita Dogra
- Dr. Honeyka Mahajan
- Mr. Tapas Tandon
- Ms. Taniya

RESEARCH SCHOLARS

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- Aseesdeep Kour
- Ranjeet Singh
- Vattan Singh
- Vishal Singh
- Sangeeta Chouhan
- Anirudh Raina

NON-TEACHING STAFF

- Charu Magotra- Assistant Librarian
- Richa Mahajan (Senior Assistant)
- Sachin Thapa (Junior Assistant)
- Dev Raj
- Parikshat Singh
- Sita Devi
- Girdhari Singh
- Bharti Devi
- Riyaz



BBA (HM) BATCH 2022-25

SEATING (L TO R)

Dr. Honeyka Mahajan, Ms. Taniya, Dr. Priyanka Sharma, Prof. Parikshat Singh Manhas, Prof. Anil Gupta, Dr. Suvidha Khanna, Dr. Poonam Sharma, Mr. Tapas Tandon

STANDING (L TO R)

1st Row: Keshav Kumar, Khushi Singh, Sheerin Khan, Prakriti Gupta, Shriyasi Gupta, Gargi Bali, Khushi kumari, Anubhav Mahajan, Nikunj Langer, Sandeep Kumar, Abilash Singh, Shujat Ali, Natishver Singh

2nd Row: Adarsh Choudhary, Ronit Kumar, Kanhaiya Soham Jain, Vansh Singh, Kartik Sharma, Charanpreet Singh, Rahul Shan, Vimarsh Raj, Rameshwar Singh Jamwal,



Best Practices at SHTM

#1 BEST PRACTICE ENTREPRENEURIAL ORIENTATION

OBJECTIVES

- ✓ Foster innovation and creativity among students
- ✓ Enhance students' understanding of entrepreneurship
- ✓ Provide practical experience in developing and managing business ventures
- ✓ Encourage risk-taking and resilience

METHODOLOGY

- ✓ Incorporation of entrepreneurship courses into the curriculum
- ✓ Hands-on experiential learning
- ✓ Networking and collaboration

OUTCOMES

- ✓ Development of entrepreneurial mindset
- ✓ First generation entrepreneurs
- ✓ Women micro entrepreneurs



#2 BEST PRACTICE EARN WHILE YOU LEARN

OBJECTIVES

- ✓ Gain practical kitchen experience
- ✓ Develop entrepreneurial & financial skills
- ✓ Earn while the students are still learning

METHODOLOGY

- ✓ Food stall operations
- ✓ Team formation
- ✓ Faculty mentorship
- ✓ Product development

OUTCOMES

- ✓ Hands-on industry training
- ✓ Business & marketing skills
- ✓ Time & resource management
- ✓ Networking opportunities
- ✓ Teamwork & leadership
- ✓ Enhanced employability



#3 BEST PRACTICE EXPERIENTIAL LEARNING

OBJECTIVES

- ✓ Bridge the gap between theoretical knowledge and practical application
- ✓ Acquire practical skills that contribute to professional growth and development

METHODOLOGY

- ✓ On the Job training
- ✓ Familiarisation visits to Destination/ Travel Agency/ Hotel/Airport / Railway Station/ Bus Stand
- ✓ Organising the events
- ✓ Visit to International/ National travel and trade fairs

OUTCOMES

- ✓ Acquire practical skills
- ✓ Acquaintance with the industry
- ✓ Confidence building/ Personality enhancement
- ✓ Stakeholder networking



#4 BEST PRACTICE BEYOND THE CURRICULUM INITIATIVES

OBJECTIVES

- ✓ Foster community engagement
- ✓ Develop communication and digital literacy
- ✓ Promote industry and public collaboration

METHODOLOGY

- ✓ Outreach/Community engagement projects
- ✓ Interactive digital platforms

OUTCOMES

- ✓ Greater awareness and participation in socially responsible tourism practices
- ✓ Holistic student development
- ✓ Stronger collaboration with local community



#5 BEST PRACTICE ALUMNI NETWORKING

OBJECTIVES

- ✓ Provide career insights and guidance to students
- ✓ Promote continuous learning
- ✓ Facilitate job opportunities, internships and professional growth

METHODOLOGY

- ✓ Periodic interactions with alumni
- ✓ Alumni visits
- ✓ Ideas unplugged series

OUTCOMES

- ✓ Career guidance
- ✓ Support for professional skill development
- ✓ Enhanced employability
- ✓ Long-term professional relationships/ networking



#6 BEST PRACTICE MENTORING AND COUNSELLING

OBJECTIVES

- ✓ Supportive network between students and the department
- ✓ Connect students with industry professionals
- ✓ Personal and professional development
- ✓ Conducive environment for the students

METHODOLOGY

- ✓ Maintaining mentoring and counselling record book
- ✓ Periodic mentoring sessions
- ✓ Interactive guest lectures and workshops

OUTCOMES

- ✓ Goal setting and accountability
- ✓ Building confidence
- ✓ Issues redressal
- ✓ Networking opportunities
- ✓ Career development

