

# **CV - MAJOR DR. GULSHAN SHARMA**

***Director General -Chamber for Service Industry (CSI)***

***Dedicated to MAKING EDUCATION & Skills RELEVANT with focus on NEP 2020 for Youth and Educators with global networking ( NRIs-Corporate-Academia- Govts.) while preserving environment and Sustainable Development through various Training Workshops/Seminars/MDPs/EDPs/Research & Innovation etc.***

***Inspirational & Motivational Speaker, Vocational Education Policy Maker & Strategist for Service Industry framework with focus on Youth & Educators – Education & Skills, Tourism, Hospitality, Aviation, Health & Wellness, HR-Consulting-Recruiting & Training, Expert in Setting up Finishing School- Digital Inspirational Labs for Students and Teachers in Schools/Colleges/Universities for Soft Skills, Hard Skills, Technical & Global skills, Environment Protection & Life Management Skills***

***Ph. D in Service Industry with Focus on Vocational Education, Skills -Tourism & Int. Business strategies ,***

## **PROFILE :**

- Have been involved in many initiatives Globally with ( Academia-Corporate & NRIs) for Service Industry Growth, Relevant Vocational Education & skills/competencies/capabilities , upgradation of Skills of Youth and Educators for mutual recognition by different countries .
- Conducting Inspirational, Motivational, Environment Protection and Career Orientation Training Programmes & Talks for Personal and Professional Development of Educators and Global Career opportunities for Youth, with special focus on Environment Protection & Sustainable Development under SDG 2030.
- Conducting Special training sessions/workshops for students & New Corporate/MSMEs on Emerging Trends in Service Industry and how to set up Startup or Entrepreneurship venture.
- During Deputation period with the Min of Tourism, Govt. of India ,pioneer in setting up India's first institute, IITTM (Indian Institute of Tourism and Travel Management) with team members, converted IHM (Institute of Hotel Management) Diploma of Hotel Management to degree course through IGNOU with team and developed India first MBA Tourism curriculum.
- Developed and Launched India's first MBA/MTA/MTM – Tourism in 1988-89 for Ministry of Tourism, Govt. of India in Indian Universities with Team members.
- Developed various innovative curriculums for Service Industry Bachelors and Master Degree courses in 2011-12 Airlines, Tourism & Hospital Management, Bachelor of Media Entertainment and Film Technology, Bachelor in Mobile Computing & Internet (BMCI), Bachelor of Health, Spa and Resort Mgt.
- Developed a Strategic Roadmap for Northeast India for Empowering Educators , Youth ,MSME and new Corporate with direct avenues in Local to Global market
- Worked on Service Industry Empowerment Programmes in ASEAN - Northeast India besides North India and other places for Making Education & Skills relevant for - Tourism Development (Medical Tourism (Health & Wellness Industry), Cinematic Tourism ( Entertainment Industry), Niche Tourism, Buddhist Tourism, Youth Tourism,

Rural Tourism), special project of MSME reforms for Service Industry while empowering Youth & channelizing Investments with focus on underprivileged section of society, Interiors & far flung regions for the Service Industry.

- 36+ years of organizational leadership experience in Service Industry with focus on Youth for Need based Education & Skills with Digital Technology
- Founder of India's First, Technology based Service Industry Finishing School – Digital Inspirational Lab in 1994 with focus on Curiosity, Creativity, Innovation, collaboration, Critical Thinking, Collaboration, Happiness & Joyful Learning, with Soft & Life Skills.
- Expertise in working with the state governments for HRD/ Education reforms- Skills Development and upliftment. The focus of the projects handled (4E's) was aligning Education with Empowerment with focus on Employment and Entrepreneurship.
- Specialist in developing Industry – Academia, Corporate & NRIs Interface.
- CSI (Chamber for Service Industry) is a Service Industry Strategist, Consultant and Staffing Expert having a Global network (NRIs -Indian Corporate-Educators & Trainers)/ Think Tank for Service Industry Research- Innovation-Technology & Future tactics. CSI organizes North India Pravasi Divas every year along with Investors meet in the second week of Jan. every year.
- Another initiative of CSI is FEAST HERE -Forum of Educators & Skill Providers for Tourism -Hospitality-Events-Research & Entrepreneurship, for brining Tourism-Hospitality- Aviation & MICE Educators & Skill Provider/Corporate/NRIs together for Innovation and Future Mapping. CSI strongly believes, that the Country specific Cultural, Social, Moral, Ethical and Spiritual factors are deeply considered as base for Education -Skills-Capabilities & Competencies.
- Presently CSI is focusing on preparing vision document for India @2047 with Focus on Need based Education with NEP 2020 , Future Skills, Indian Tourism & Entertainment industry ,MSME Services sector, Women & Child Development ,Climate Change, Water Mgt., Waste to Resource Mgt., Research Gaps, creating and enhancing culture of Services, Improving Existing Services, Innovative Services Marketing, Blue Print, Mapping & Technology adoption through AI in services coupled with Health & Wellness while giving rich Spiritual Journey Experience

## **ACADEMIC QUALIFICATION**

- HARVARD Business School Executive Dev. Programmes (Building a Global Enterprise- India)
- Ph. D. - Doctorate in Service Industry (Tourism-Hospitality- Aviation) with special emphasis in Asian Tourism as Business activity and Emerging Trends in Tourism & Service Industry in Asia. ( A chapter dedicated to HRD - Skills Development-Employment Generation & Entrepreneurship)
- Dissertation: Emerging Trends in Service Industry – An Economic Analysis, Business Opportunities & Future Trends, ( Focus Youth- Skills & Employment) India- ASEAN
- M.A. (Economics) - Silver Medal- Overall second position in the University. ( Special Case studies on Tourism & Service Industry)
- Research Work on Cinematic Tourism- through University of Calgary, Canada.

- Special Research Work on Life Management Skills & How to Communicate to your greatness. ( Soft Skills, Life Skills, Motivational Psychographic Analysis)
- Training Workshops and Technical Sessions- Unlocking Youth Potential/Unleashing the power with/ amazing yourself innovative ways

### **Research work, Scholarships and Awards:**

- Emerging Trends in Sustainable Tourism Development with focus on environment protection, cultural preservation, water and waste management through SDG 2030
- University of Vienna, Austria (European Tourism Industry – an Economic Analysis).
- US National Park Service, USA (Training on Eco-Tourism Management and setting up of Tourist Interpretation Centers).
- University of Purdue, USA Scholarship visit & HRD collaboration for Tourism & Hospitality Department,
- George Washington University, USA, Scholarship Visit (Tourism Education- A Community Approach). Special study on Eco-Tourism.
- Strathclyde University, Glasgow in U.K. (Holiday & Leisure Tourism- Golf Tourism).
- Visit to Paris on Scholarship by French Culture Centre, New Delhi (On Economic Impacts of Tourism).
- ACTE- WTO, Spain – Advance Course in Tourism Education (Training of Trainers, Advance Course on Tourism Education). (Human Resource Development & Future Trends).
- Three visits to Japan on Research work on Japanese Culture, Cuisine Art & Handicrafts at Sapporo, Tokyo, Yokohama, Kobe, & Kyoto. (Socio- Economic benefits of Tourism- A case study of Japan).

### **Achievements:**

- Developed and Launched India's first MBA Tourism in 1989 in Indian Universities /Colleges. Detailed Research, Perspective plan, formulation of curriculum, Syllabi and Modules for India's first MTA/MTM Tourism & Masters Academic programmes for Tourism & Hospitality Education Syllabi for Indian Universities from 1988-1993 and introduction of first MTA ( Masters of Tourism Administration ) Course in Indian Universities with personal visits, initial introduction programmes- Faculty Development to provide complete Administration inputs. Visits to Kurukshetra Univ, Himachal Pradesh Univ, Jodhpur Univ, Aligarh Muslim University, Pondicherry Univ., Devi Ahilya Vishwavidyalaya Indore, Jiwaji University Gwalior and many other institutions. Setting up KITTS (Kerala Institute of Travel & Tourism studies)
- Worked as the State consultant, Department of Higher Education (Office of RUSA), Govt. of Punjab. Responsible for initiation, implementation, handling and completion of RUSA project for Punjab.
- Served with Ministry of Tourism, Govt. of India on deputation; while setting up, development and running of IITTM (Institute of Tourism & Travel Management) as Professor Tourism and Executive Director Training Programmes from 1988 to 1993.
- Formulation & Developing India's first Postgraduate Programme in Events Management- Conference- Convention-Trade Fairs-Exhibitions-Marts etc.
- Have travelled extensively world over-toured entire South Asia & South East Asia besides Europe & U.S.

- A Concept Paper on Integrated Planning & Marketing of Tourism in North-East Region of India. ( Untapped Potential)
- Formulation of Perspective Plan for Eco Tourism projects in India with the help of Dr Donald Hawkins, Director Tourism studies, George Washington University, USA. Scholarship to travel to all the national parks of U.S through US embassy New Delhi.

**Milestones: Extensive work in the Education Sector:**

- Setting up IITTM- Indian Institute of Travel and Tourism, Ministry of Tourism, for Govt. of India at New Delhi and Gwalior with curriculum Development, EDPs and other programmes from 1988 to 1993 with dedicated Team.
- Setting up ITFT- Institute of Tourism & Future management Trends at Chandigarh for Training, Research & Consultancy services in April 1994.
- Researched and Published India's first tourism Quiz book.
- Researched and Produced India's first Tourism Song in 1995.
- Researched & Published Book " Vision Punjab" on Strategies in Human Resource Development for employment generation & entrepreneurship in Service Industry.
- Researched & Published Career Planning & Employment in Service Industry.
- Coordinator-Visit India Tourism Year 1990- Domestic & Overseas celebrations, Travelled entire Asian Region entire year for various events.
- Conceptualized, Planned & Executed India First Tourism Book and Quiz Contests throughout India as part of "Explore India in the Millennium Year" in year 2000 with three months continuous on the road journey.
- Director NRI (Non-Resident Indians) Liaison Cell, NRI Sabha- Govt. of Punjab to liaise with North Indians staying abroad.
- Have designed syllabi for International Business/ International Relations/Government & Economic impacts in South East Asia & South Asian Region. Also held more than 75 seminars/ workshops related to Asia on economic/social/cultural & environmental impacts of Tourism.

**HRD Planning, Research, Formulation and Teaching Experience:**

- Launched India's First MBA in Tourism and Bachelors in Tourism in 1990 In India at Kurukshetra University, Jodhpur University, Aligarh Muslim Univ, Pondicherry Univ., Jiwaji Univ. Gwalior, Devi Ahilya Univ. Indore, Himachal Pradesh Univ. and many other institutions through IITTM, Min. of Tourism, Govt. of India.
- Setup ITFT (Institute of Tourism & Future management trends) Chandigarh, 1994 and have been teaching Tourism, Hospitality, Aviation and Service Industry with other allied subjects at undergraduate and Post Graduate level University Programmes with special modules on Employment and Entrepreneurship through Finishing School.
- Conceptualized, initiated and implemented and managed Service Industry, short term and long term university programmes with direct employment & entrepreneurship.
- During overseas visits, especially to East Asian, Southeast & South Asian countries extensively covered topics and issues related to cross-cultural milieu, contemporary scenario, Tourism education and innovative Research .
- Since Tourism is a vast spectrum which encompasses subjects, like International Tourism which include study of contemporary and future Tourism Trends in East Asia, South & South East Asia, Australian and African continents and in other parts of the

globe. Teach all these at the ITFT- Chandigarh and other Universities and Colleges in India. The subjects covered are History, Culture, Anthropology, Civilizations, Art & Architecture, Political Economy, Policies & Plans of the governments Interpretation of the histories of the East Asian, south & Southeast Asian Countries in the light of the modern situations.

- An important subject of the studies is the Status of Women in these counties and how emerging trends are shaping not only the traditional values into new positions, but how these are bringing far reaching changes in the societies of these counties.
- Case study Preparations and discussions on:
  - a) Asia- India- NER- ASEAN- South Asia: Prospects and Challenges.
  - b) India- ASEAN: Partnership in the New Millennium
  - c) ASEAN-India Connectivity: Prospects and Challenges
  - d) ASEAN's Contribution to the Building of an Asian Economic Community
  - e) South Asia: Opportunities and Challenges
  - f) A Feasibility Study on Free Trade Agreement between India and ASEAN
  - g) Indian Foreign Policy: Challenges and Opportunities
  - h) SAPTA & SAFTA - Intra-Regional Trade Liberalization in South Asia
  - i) Towards A Free Trade Area in South Asia: Trade Liberalization with India's Role
  - j) ASEAN- Progress and Achievements
  - k) India's Role in South Asia: Integrating Investments and Trade
  - l) Transformation in SAARC economies: A Road Ahead
  - m) Financial Cooperation in South Asia: Prospects and Potentials
  - n) Services Marketing: Integrated Customer focus across NER- ASEAN – SAARC- SEA- Asia

### **Experience of Working in International Relations & Global Cultural Linkages :**

- Foreign Policies of the Countries, especially of the countries in the Asian Continent and how these affect the economies of the nations, Cultural Heritage which include study of epics, scriptures, customs and traditions, cuisine, folklore, theatre, dance, literature, monuments, religions (Including important religions like Buddhism, Taoism, Confucianism, Islam, other ancient cults), ethnicity, etc.
- Since India is an Asian Country, it looks towards East Asian and Southeast Countries, like Korea, Japan, China, Nepal Taiwan, Indonesia, Thailand, Cambodia, Understanding and harmony. For this an in- depth study of all these countries is taught.
- Being Director of the Non-resident Indians Liaison Cell at Chandigarh, I have been intimately connected with the problems Indian Diaspora face in foreign countries and the Immigration Processes and Procedures. Study of Immigration laws and the

problems, issues, which people from one country migrate to another country face, are part of our teaching.

- Joined Armed Forces in 1973 and moved on deputation on 01st May 1988 to Ministry of Tourism, Govt. of India as Army Officer Deputation assignment for Setting up Tourism Institutions and Developing Service Industry programmes.

**Author to:**

- India Service Industry Management & Exports - A Case study approach
- Teachers Training & Empowerment –Professional and Personal Growth
- Vocational Education- Preparing Global Youth as Master Trainers/Trainers/Teachers/Educators
- Relevant Education for Direct Employment & Entrepreneurship for Youth - A Strategic approach
- Life Management Skills- Unlock your Potential
- Innovative Skills for Youth towards Entrepreneurship & Employment opportunities in Service Industry- a Strategic approach
- Technology in Service Industry –Challenges & Prospects
- Tourism- Passport to socio-economic Development
- Cinematic Tourism- Destination India
- Cinematic Tourism- Focus Youth -Education-Skills-Technology & Career
- MICE for Service Industry- Planning, Marketing & Management
- College to Corporate – Unleash Your Potential
- Buddhist Pilgrimage Facilitation Executive Programme
- NRIs for Indian Education & Skills -Educators & Youth
- NRI contribution to India- Research, Innovation, Technology, Education, Skills & Exports
- Future Trends in Tourism, Hospitality and Aviation Industry

**Specialist to Deliver Inspirational & Motivational cum Career Orientation Talks /sessions on:**

- Making Education & Skills Relevant
- NEP 2020- Brining Vocational Education in system the most innovative way
- Role of NRIs in empowering Indian Education & Skills Eco System
- What Does Youth Want
- Unlock Your Potential /Unleash your Potential/Know Yourself
- Life Management Skills
- Soft and Inspirational Skills
- Roadmap to become Global Educator/Trainer/Master Trainer/Teacher/Counselor
- Today Matters
- Value Based Education- Education in Nation Building
- Innovative Sales and Marketing Techniques

- How to be Positive in life
- How to Perform to optimum
- How to Remain focused
- Communicate to your Greatness
- Communication to Connecting
- Career Orientation and Career mapping
- Innovative Customer Services Techniques
- Future Trends in Service Industry
- Future Trends in Management Techniques
- Developing Young Minds/energizing Young Minds
- How to Unleash the Power within- Asian Perspective
- Future Trends in Tourism, Hospitality and Aviation Industry
- How to prepare for exams- stress free and Tension free environment
- How to perform better in life – Home, office work and during leisure
- How to be an asset to organization you are associated with
- How to manage self and colleagues
- How to develop an art of remaining Happy in life
- Team work Techniques
- PR as part of Life
- Time Management – innovative Techniques
- You are born to Win and Succeed- Work to your Greatness.
- Empowering Teachers/Trainers/Educators/Counsellors and Youth with Innovative LMS.

### **PRESENT STATUS:**

Conducted Research & Preparing vision document Indian Service Industry 2047 . Invited Regularly by the Universities/Colleges/Schools and other Educational Institutions to organise week long Intensive Training Workshops/Programmes related to Emerging & Future Trends in Service Industry related Sectors/ Organizations, Customer Delight, Innovative Marketing Strategies, SDG 2030 , AI & technology inputs etc.

As DG-CSI- Chamber for Service Industry [www.csi.in.net](http://www.csi.in.net), ( NRIs-Corporate-Academia network) and Founder India's First Finishing School- Digital Inspirational Lab in 1994, organising Capacity Building Training Workshops for Students and Teachers the most innovative way for personal and professional growth .

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