

SDG 1 – No Poverty

Department: **SRM Institute of Hotel Management**

Convenor: **Dr. D. Antony Ashok Kumar**

Co-Convenor: **Ms. C. Harriet Sheeba Freddy**

Type of the Event: **Skill Development Program**

Place of the Out Reach: **IGM Children's Home, Guduvanchery.**

Sustainable Development Goal 1 (SDG 1) seeks to eradicate poverty in all its forms and dimensions by 2030. It emphasizes the need for inclusive economic growth, access to resources and services, and social protection systems for vulnerable groups. SDG 1 focuses on providing opportunities for self-reliance and breaking the cycle of poverty through education, skills development, and sustainable livelihoods. Recognizing the critical role of economic empowerment in reducing poverty, the Department of Hotel Management has initiated two transformative projects that directly contribute to these objectives.

Initiative 1: Skill Development Program

In collaboration with the Tamil Nadu Skill Development Corporation, the Department of Hotel Management has launched a free training program targeting individuals who have completed their 10th standard. This initiative is designed to provide technical and vocational skills to economically disadvantaged individuals, making them job-ready for the thriving hospitality sector.

Key Components of the Program

1. Comprehensive Skill Training:

Participants are trained in four core areas of the hospitality industry:

- **Kitchen Operations:** Learning culinary skills and food preparation techniques.

- **Bakery and Confectionery:** Developing expertise in baking and crafting desserts.
 - **Housekeeping:** Training in maintaining cleanliness and service excellence.
 - **Front Office Management:** Skills in guest handling, reservations, and customer service.
2. **Flexible Batch System:**

The program is conducted in three batches throughout the year, ensuring greater accessibility for individuals from different regions and backgrounds.

3. **Hands-On Learning:**

Participants undergo practical training in hotels, giving them real-world exposure to hospitality operations and building their confidence in professional environments.

4. **Job Placement Opportunities:**

Upon completion, participants are connected with job opportunities in the hospitality industry, enabling them to earn a stable income and support their families.

This initiative directly addresses poverty by empowering individuals with the skills required to secure sustainable employment, creating a pathway to economic independence and long-term growth.

Initiative 2: **Empowering IGM Girls**

In a separate initiative, the department has taken proactive steps to support young girls from IGM by fostering their entrepreneurial talents and providing them with a platform to market their handmade products.

Project Highlights

1. **Fragmented Candles:**

The girls craft beautifully designed fragmented candles that are purchased for the annual Christmas cake distribution event. These candles add a personal and meaningful touch to the festive celebrations, creating both income and recognition for their efforts.

2. **Jute Bags:**

Handcrafted jute bags made by the girls are used as souvenirs during the alumni meet.

These eco-friendly and stylish bags not only serve as practical gifts but also highlight the importance of sustainable practices.

3. **Market Support:**

By purchasing these products for prominent events, the department provides a stable market for the girls' creations, encouraging them to continue honing their skills and expanding their entrepreneurial ventures.

4. **Economic Empowerment:**

This initiative equips the girls with the confidence and resources to become financially self-reliant, contributing to poverty alleviation at the grassroots level.

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