



**INSTITUTE OF VOCATIONAL STUDIES**  
**NAAC ACCREDITED "A" GRADE UNIVERSITY**  
**HIMACHAL PRADESH UNIVERSITY, SHIMLA-171005**



## **REPORT**

### **One-Day Training Program for Unskilled Grassroot Tourism Stakeholders**

**(Extension / Outreach Activity under PM-USHA / MERU Initiative)**

#### **Organized by:**

Institute of Vocational Studies (Tourism)  
Himachal Pradesh University, Shimla-171005

**Date:** 11 March 2026

**Venue:** 5th Floor, Swami Vivekanand Bhawan, Himachal Pradesh University, Shimla

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## **1. Introduction**

The Institute of Vocational Studies (Tourism), Himachal Pradesh University, Shimla organized a **One-Day Training Program for Unskilled Grassroot Tourism Stakeholders on 11 March 2026** as part of its **Extension and Outreach activities under the PM-USHA / MERU initiative**. The program aimed to enhance awareness, skills, and knowledge among grassroots stakeholders involved in tourism-related activities such as local guides, small vendors, drivers, helpers, and other community members associated with tourism services.

Tourism is one of the most significant sectors contributing to the economic development of Himachal Pradesh. Grassroot stakeholders play an essential role in shaping tourists' experiences. Therefore, training and capacity-building programs are necessary to improve their service quality, communication skills, hospitality practices, and understanding of responsible tourism.

The program was designed to provide participants with practical insights into tourism service standards, visitor management, sustainable tourism practices, and the importance of local cultural representation in tourism promotion.

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## **2. Objectives of the Program**

The main objectives of the training program were:

- To provide **basic training and awareness to unskilled tourism stakeholders**.
- To improve **hospitality and service skills** among grassroots tourism workers.
- To promote **responsible and sustainable tourism practices**.

- To enhance **local community participation in tourism development**.
  - To strengthen the **extension and outreach initiatives of the Institute of Vocational Studies (Tourism)**.
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### **3. Inaugural Session**

The program commenced at **11:00 AM** with the arrival of distinguished guests and participants. The dignitaries were warmly welcomed and felicitated by the organizing team.

The session began with the **formal introduction and felicitation of the guests**, followed by the **Lighting of the Lamp**, symbolizing the beginning of the program and the spread of knowledge. The university **Kulgeet** was presented to mark the ceremonial opening of the event.

Mr. **Surinder Singh**, Assistant Professor at IVS and Programme Coordinator, delivered the **Welcome Address**, highlighting the significance of skill development programs for grassroots tourism stakeholders. He emphasized that improving service standards at the local level can greatly enhance tourists' satisfaction and contribute to the sustainable development of tourism in the region.

Prof. **Sonia Khan**, Director of the Institute of Vocational Studies, addressed the gathering and appreciated the initiative taken by the institute to empower local tourism stakeholders. She emphasized that skill-based training programs are essential for improving employment opportunities and strengthening the tourism ecosystem of Himachal Pradesh.

The **Chief Guest**, Prof. **Rajinder Verma**, Pro-Vice Chancellor of Himachal Pradesh University, delivered an insightful address. He highlighted the importance of community participation in tourism development and encouraged participants to adopt professional attitudes and responsible tourism practices.

The inaugural session concluded with a **Vote of Thanks** presented by Prof. **Nitin Vyas**, Programme Convenor, who expressed gratitude to the dignitaries, participants, and organizing team for their valuable support and presence.

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#### 4. Technical Session

The **Technical Session** began at **12:05 PM** with the arrival and felicitation of the keynote speaker.

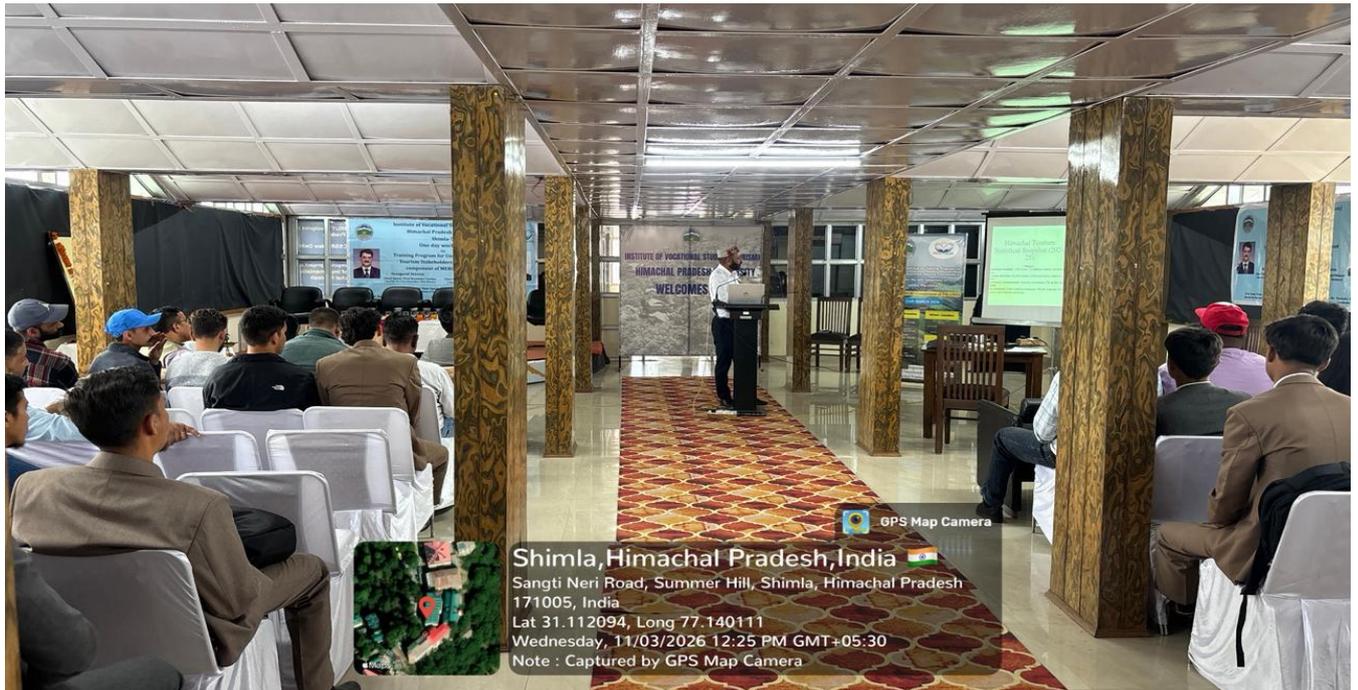
The keynote address was delivered by **Dr. Harish Gautam**, who shared valuable insights on the development of tourism and the role of grassroots stakeholders in enhancing the visitor experience. During his session, he discussed important aspects such as:

- The role of local communities in tourism promotion
- Hospitality and customer service skills
- Communication with tourists
- Maintaining cleanliness and hygiene at tourist destinations
- Promoting local culture and traditions

The keynote session was highly interactive, allowing participants to ask questions and share their experiences related to tourism activities. The session helped participants understand how their work contributes to the overall image and development of tourism in Himachal Pradesh.

The participants actively engaged in discussions and gained practical knowledge about improving their services and interactions with tourists.

Lunch was served to all participants and guests from **1:00 PM to 1:55 PM**.



## 5. Valedictory Session

The **Valedictory Session** commenced at **2:00 PM** with the arrival and felicitation of the dignitaries.

Prof. **Sonia Khan**, Director of IVS, addressed the participants and appreciated their enthusiastic participation in the training program. She emphasized the importance of continuous learning and encouraged participants to implement the knowledge gained during the program in their daily work.

A special address was delivered by **Prof. Joginder Singh Dhiman**, Dean Planning and Teachers' Matters. In his remarks, he highlighted the importance of strengthening grassroots tourism initiatives and emphasized that trained stakeholders can significantly improve the quality of tourism services in the state.

One of the key highlights of the session was the **distribution of certificates** to all participants who successfully attended the training program. The certificates recognized their participation and encouraged them to continue improving their skills in the tourism sector.

The program concluded with a **Vote of Thanks** delivered by **Mr. Surinder Singh**, Programme Coordinator. He expressed sincere gratitude to all dignitaries, keynote speakers, participants, and organizing members who contributed to the successful organization of the event.

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## 6. Outcome of the Program

The training program proved to be highly beneficial for the participating grassroots tourism stakeholders. The participants gained valuable knowledge regarding hospitality practices, communication skills, and responsible tourism behavior.

The program also helped strengthen the relationship between the university and the local community by providing practical training and awareness programs. Such initiatives contribute significantly to the sustainable development of tourism and enhance the employability and professionalism of local tourism stakeholders.

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## **7. Conclusion**

The **One-Day Training Program for Unskilled Grassroot Tourism Stakeholders** successfully achieved its objectives by providing practical knowledge and awareness to the participants. The program served as an important outreach initiative under the **PM–USHA / MERU framework**, reflecting the commitment of the Institute of Vocational Studies (Tourism), Himachal Pradesh University, towards community engagement and skill development.

The institute looks forward to organizing more such training programs in the future to empower local communities and strengthen the tourism sector of Himachal Pradesh.

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### **Report Prepared By:**

**Mr. Surinder Singh**

Programme Coordinator

Assistant Professor

Institute of Vocational Studies (Tourism)

Himachal Pradesh University, Shimla