

Industry's responsible side

When it comes to giving back to the society by humane practices, the travel industry is not far behind. TRAVTALK asked some of the key players of the industry about the CSR initiatives they are involved in and the answers might just give many others some goals.



NISHA VERMA

The many travel and tourism related organisations in the ATE group offer various social responsibility services. KIMS Healthcare is pioneering medical value travel on a large scale. It offers schemes like *Hridayaspanandanam* (Heartbeat) which extends free heart surgeries to poor heart patients. We started *Guruvandhanam* (honouring the teachers) in 2011, which offers better quality of life, and free knee replacement surgery to retired teachers. A total of ₹150 lakhs each was earmarked under these two schemes.



EM Najeem
Chairman & Managing Director, Air Travel Enterprises Group of Companies (ATE)

In a bid to play its role as a responsible corporate, Nijhawan Group manages CKRDT foundation from its New Delhi office. The foundation works for uplifting the underprivileged, and is involved in the betterment of down-trodden women and children in different parts of the country. In addition, Nijhawan Group runs a home for orphan girls and provides shelter to 79 girls. CKRDT foundation also helps to perform marriages of many poor girls, annually.



Ankush Nijhawan
Managing Director Nijhawan Group of Companies

At present, we have a class of about 300 students in five different locations in India who are being trained by professionals to join the travel industry. Besides this, we have sponsored many programs for the existing employees who are working in travel agencies and need further skill development. We are also looking at a post-graduate program specifically for girls to instil managerial and leadership skills. I think CSR is a must for every organisation as it should be our duty to repay the trade for what we have gained.



Anil Parashar
President & CEO InterGlobe Technology Quotient (ITQ)

I've helped out with cash donations and a computer for the village school near my farm in Raigad district. Similarly, when I used to organise international kite festivals until 2015, I would support traditional kite makers. For two years I organised an event called Kites for Peace at the Priyadarshini Park in Mumbai where we would teach street children to make white kites, which they would paint with their own images or slogans for peace and we would all fly together.



Ajay Prakash
Chief Executive Nomad Travels

Bird Group's social initiatives touch every level of society that needs help. Through *Parvarish*, the down-trodden and underprivileged children of the society are taken care of. Sukarya aims at making modest steps towards assisting women of marginalised communities in generating additional income.




Radha Bhatia
Chairperson Bird Group

The Bird Foundation also organises the 'We' conference to bring eminent female achievers together on a common platform to discuss how their achievements can guide and influence the women of today.

Sita is the first Indian Destination Management Company to have received a CSR Tourism certification from a private German, not-for-profit organisation. Sita is a signatory to The Code for Protection of Children from Sexual Exploitation in Travel and Tourism. Sita works with Literacy India, to empower underprivileged children and women by making them self-sufficient. The company also supports *Swati*, a project that aims to reach out to children and women in two slums of New Delhi and offers them education, self-help & motivation.



Dipak Deva
Managing Director Travel Corporation India (TCI)




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