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BALCO TODAY



PROJECT CONNECT Empowering Minds with Science Exhibition





Anil Agarwal ✓
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Tourism can be the leading sector for job creation in Bharat. As Ayodhya gets ready to attract visitors from all over India and the world, the travel and hospitality sector alone has added 20,000 jobs in the last 6 months. And estimates suggest that 25,000 jobs will be created every year in travel and hospitality in Ayodhya. Then there will be positive spillover effects to the rest of the city's economy.

Every district in India has the potential to become a tourism hub. We have history, culture, nature, experiences to offer the world.

Every district can come up with its plan for tourism and then work with state government, central government and private sector to convert potential to reality.

India should be the number 1 tourism destination in the world.

As Temple Opens Doors, Jobs Come Rushing In

Hospitality, travel have already created 20k more jobs in Ayodhya

Rica Bhattacharyya & Lijee Phillip

Mumbai: The hospitality, travel and tourism industry has created up to 20,000 additional jobs solely to cater to the anticipated inflow of lakhs of tourists to Ayodhya after the inauguration of the Ram Mandir on January 22.

Staffing companies expect the numbers to go up in the coming months as lakhs of devotees are expected to visit the temple every day.

"Ayodhya is poised to transform into a global tourism hub over the next couple of years with an anticipated 3-4 lakh daily visitors," said Yeshab Giri, chief commercial officer, staffing and Randstad technologies, at Randstad India.

A surge in tourist inflows has already increased demand for accommodation and travel, "leading to a significant upswing in Ayodhya's hospitality sector, with a particular focus on the establishment of adequate infrastructure to host travellers", he said.

Randstad anticipates 20,000-25,000 permanent and temporary jobs to be created with the numbers increasing every year, Giri said.

In-demand roles include hotel staff, housekeeping, front-desk management, chefs, and multilingual tour guides.

"At least 10,000 jobs and up to about 20,000 positions were created in various roles related to hospitality, travel and tourism - including hotel staff, cooks, servers, drivers, etc. in the last six months," said Balasubramanian A, vice president and head, consumer & e-commerce at TeamLease.

According to several officials in the hospitality sector, thousands of jobs in areas such as hospitality managers, restaurant and hotel staff, logistics managers, drivers, etc are likely to open up towards the end of this year or the first half of 2025 - not just in Ayodhya but in neighbouring cities

In Good Faith

10-20K temp jobs added in hospitality, travel, and tourism in the last 5-6 months

20-25K permanent/temp jobs expected annually



Hotel staff, housekeeping, front desk, chefs, multilingual guides roles in-demand

Daily 2-3L Ayodhya temple visitors creating job opportunities

Hotel companies are watching how the demand-supply situation pans out. Currently Ayodhya is short in supply with only two big, branded hotels - Park Inn by Radisson and Cygnus.

"While we are sure there is demand in Ayodhya... we are not sure of the supply situation," said Patu Keswani, chairman and managing director of Lemon Tree Hotels. "Many hotel companies are taking a wait and watch approach," he said.

the stay, logistics and food of the devotees, experts said.

The typical ratio of manpower demand in the hospitality industry is between 1-2 staff for every 100 customers, which means more jobs may be up for grabs down the year, Balasubramanian said.

However, most of these jobs are temporary in nature and the count may go up or down, depending on how the demand pans out and the number of devotees that visit the temple, industry experts said.

Typically, a hotel from construction stage to getting operational takes 3-4 years, said Nandivardhan Jain, CEO of Noesis Capital Advisors. However, in the case of Ayodhya, various permissions could be fast-tracked and, so, the demand for manpower is expected to pour in within 18 to 24 months, he added.

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Rajeev Kale, president and country head, holidays, MICE, visa, at Thomas Cook (India), said the excitement over the Ram Temple inauguration has boosted temple tourism across consumer segments - "from our business travellers (corporates and SMEs), families, couples to young India".

"Temple tourism has received an exponential boost with the upcoming inauguration, and we have already witnessed a jump of over 100% in searches versus last year," he said.

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Anil Agarwal
Chairman
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Project Conect's Science Exhibition was a resounding success, seamlessly merging the brilliance of government school students with the expertise of BALCO employees. The event showcased innovative models and experiments, reflecting the dedication and passion of the students. In line with our commitment to knowledge exchange, 21 employees served as science mitras, actively contributing to the design of innovative science models. The exhibition, engaging over 200 government school students has fostered the spirit of innovation among students.

















































Team BALCO Today

Conveys Heartiest Greetings To

20th
JANUARY
2024

Praful Kumar Verma
Pankaj
Pushpendra Singh Thakur
Pramod Kumar
Mukesh Kumar Thakur
Purshottm Lal Sahu
Anil Kumar

BBU
Medical
Pot Room
Pot Room
Foundry
Pot Room
QA & Tech

21st
JANUARY
2024

Amit Kumar
Pushpendra Kumar Jaiswal
Puranjay Kumar Singh
Bhavna Sahu

Procurement
Pot Room
Power-3
QA & Tech

22nd
JANUARY
2024

Ashish Kumbhakar
Depankar Makwana

Stores
Security

cele

HAPPY

cele

Birthday

TO YOU!



MEDIA CORNER



Bharat Aluminium Company Ltd



Join us on a journey of transformation! ✨ Explore the impactful stories crafted by our CSR projects, narrating tales of empowerment and positive change. Each story is a testament to the lives transformed, dreams realized, and communities empowered.

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“Stories of Change”

Rajnandini Sidar

Project:
Vedanta Skill School

“From Fields to Fortune”

In Mohandi Khurd village in Korba district, Rajnandini Sidar's life changed after discovering Vedanta Skill School (VSS) through a friend. Coming from a struggling farming family, Rajnandini faced a dim educational future for herself and her siblings.

Embracing the opportunity, she completed the 45-day training in F&B, securing a job at Sodexo in BALCO Guesthouse. With an annual salary of Rs. 1.4 lakh, Rajnandini not only relieved her father's financial burden but also supported her siblings' education.

Her journey showcases the transformative power of skill training. Vedanta Skill School's commitment to empowerment serves as a beacon of hope for the communities.



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- ◆ Achievements etc.

We will try to capture them in
BALCO TODAY

YOU CAN REACH OUT TO US -

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