



Department of Tourism and Travel Management

"TRAVELISM-2023"

26th-27th September 2023

To mark the celebration of World Tourism Day 2023
on the theme

"Tourism and Green Investment"

Switch your clothing to your traditional attire to embrace the ethnicity !!

Important Dates!

- Last Date for Registration: 24/09/2023, Till 2 pm
- Event Dates: 26th-27th September' 2023

Registrations are invited for

- Plenary Discussion on the Theme of WTD 2023
- Startup Pitch
- Bharat Ka Swaad: A journey through culinary states
- Folk Dance Competition
- Fashion Show: Cultural Pride of Bharat
- Snapping through my phone
- Slogan Writing
- Documentary Making
- Collage Making
- Rangoli Making



Register through the mentioned QR Codes

Last Date for
Registration:
24/09/2023

CLICK HERE TO REGISTER



QR CODE



ANKIT DHIMAN



+91-8894574192



Click Here to Chat





Organizing Committee of TRAVELISM- 2023



Prof. Sanjeev Jain
Hon'ble Vice Chancellor
(Chief Patron)



Prof. Jaya Bhasin
(Patron)



Dr. Mahendra Singh
(Co-Convener)



Dr. Ranjeet Kumar Raman
(Convener)



Dr. Amit Gangotia
(Co-Convener)



Mr. Rahul Thakur
(Coordinator)



Dr. Bharti Gupta
(Organizing Secretary)



Dr. Rabinder Singh
(Coordinator)



Coordinating Committee of TRAVELISM- 2023

STARTUP PITCH

Organizer



Dr. Ranjeet Kumar Raman

Research Scholars' Coordinator



Ankit Dhiman

Rohit Sharma

Student Coordinator



Yograj Verma

Simranjeet Kaur

Sahil Singh

FASHION SHOW

Organiser



Dr. Bharti Gupta

Research Scholars' Coordinator



Rohit Sharma

Prachi Mahajan

Student Coordinator



Shridhi

Simranjeet

Isha Chandran



Rantidev

Shreenandh

PHONE PHOTOGRAPHY

Organizer



Mr. Rahul Thakur

Research Scholars' Coordinator



Biswa Pradhan

Ayush

Student Coordinator



Shridhi Sharma

Siddhant

COLLAGE MAKING

Organizer



Dr. Mahendra Singh

Research Scholars' Coordinator



Prachi Mahajan

Sachiv

Student Coordinator



Anish Kesar

Leena

Sandesh

FOLK DANCE

Organizer



Dr. Bharti Gupta

Research Scholars' Coordinator



Prachi Mahajan

Biswa Pardhan

Student Coordinator



Akshay

Srishti Bharti

Suhani

Gurpreet

SLOGAN WRITING

Organizer



Dr. Amit Gangotia

Research Scholars' Coordinator



Sachiv

Ayush

Student Coordinator



Ajay Kumar

Harish

Venkatesh

BHARAT KA SWAD

Organizer



Dr. Mahendra Singh

Research Scholar's Coordinator



Sumiran Maheshwari

Ankit Dhiman

Student Coordinator



Siddhant

Parmeshwar

Vishab

Ashish Baskotra

DOCUMENTARY MAKING

Organizer



Dr. Rabinder Singh

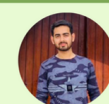
Research Scholars' Coordinator



Ayush

Sumiran Maheshwari

Student Coordinator



Mohit Pandoh

Devesh

RANGOLI

Organizer



Dr. Amit Gangotia

Research Scholars' Coordinator



Prachi Mahajan

Biswa Pardhan

Student Coordinator



Saloni Negi

Malvi

Mehroz

STAGE & VENUE MANAGEMENT

Organizer



Dr. Bharti Gupta

Research Scholars' Coordinator



Prachi Mahajan

Sumiran Maheshwari

Student Coordinator



Harleen kour

Parul Sharma

Ishika Dogra

Saloni



Sahmia

Rupashi

Harshi Jasrotia

TECHNICAL TEAM

Organizer



Mr. Rahul Thakur

Research Scholars' Coordinator

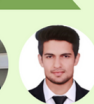


Ayush

Ankit Dhiman

Sachiv

Student Coordinator



Devesh

Parmeshwar

Sahil Singh

Antariksh

MARKETING & LOGISTIC TEAM



Harish

Sumiran

Shridhi



Sachiv

Sahil

Ishwar



Ayush

Rahul

Mohit



Parmeshwar

Biswa

Ankit

STARTUP PITCH



**WORLD
TOURISM
DAY 2023**

**TOURISM
& GREEN
INVESTMENTS**





CENTRAL UNIVERSITY OF JAMMU



Department of Tourism and Travel Management

STARTUP PITCH

TIME LIMIT :- 10 MIN

INSTRUCTIONS :

- Pitch may be submitted by team of 3 members
- Executive summary, containing the expansion of concepts outlined must be sent through email on or before 24/09/2023 & the selected plans will be intimated through e-mail (cujdttm@gmail.com) having subject of the e-mail "SPITCH".
- Teams should bring soft copy in pen-drive & hard copy while attending the competition.

JUDGING CRITERIA :

Final round submission will be judged according to the following criteria:-

- Is the business financially feasible?
- Quality of Product, services and/or solution.
- Market opportunities & competition.
- Overall attractiveness of the venture.

Winners will receive Awards and Certificates.

A Certificate of Appreciation will be provided to the remaining participant

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QR CODE



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Department of Tourism and Travel Management

STARTUP PITCH TEMPLATE

1. Executive Summary:

- Business Name: The name of your business or product.
- Business Concept: A brief overview of the product/service.
- Mission Statement: What your business aims to achieve.
- Vision: Long-term aspiration of your business.
- Objective: Specific, measurable goals for the near future.

2. Business Description:

- Type of Business: E.g., retail, service, manufacturing, etc.
- Business Model: How you plan to make money (e.g., subscription, one-time sale, advertising).

3. Market Analysis:

- Target Market: Define the specific group of customers you are targeting.
- Market Size: Estimated number of potential customers or sales volume.
- Market Trends: Current and future trends in the market.
- Competitive Analysis: Overview of main competitors and their strengths/weaknesses.

4. Marketing and Sales Strategy:

- Product/Service Offering: Describe what you're selling or offering.
- Pricing Strategy: How you will price your product/service.
- Promotion: How you will get the word out (e.g., social media, traditional advertising).
- Sales Channel: How customers will purchase (e.g., online, in-store, both).

5. Operations Plan:

- Location: Where the business will operate from.
- Suppliers: If any, who they are and their terms.
- Production: If producing a product, how it will be made.
- Technology: Any tech tools, platforms, or software that'll be crucial to your operations.

6. Management and Organization:

- Team: Overview of the key team members and their roles.
- Organizational Structure: How the business is structured (e.g., CEO, CFO, marketing, operations).

7. Financial Projections:

- Startup Costs: Initial costs to start the business.
- Profit and Loss Forecast: Expected income, expenses, and net profit for the first year.
- Break-even Analysis: When you expect the business to start making a profit.
- Funding Request: If seeking investment, specify how much you're asking for and what it will be used for.

8. Appendix (Optional):

- Any additional information, graphs, charts, or financial spreadsheets that support your plan.



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Department of Tourism & Travel



celebrates "Travelism' 23" on the occasion of World Tourism Day

Bharat Ka Swaad: A Journey Through Culinary State



☀️ Calling All Budding Entrepreneurs!



Are you an entrepreneur with a passion to cook and a taste for adventure? Do you dream of showcasing your culinary skills to a wide audience? If so, we have an exciting opportunity for you!



WORLD TOURISM DAY 2023

TOURISM & GREEN INVESTMENTS





CENTRAL UNIVERSITY OF JAMMU

Department of Tourism and Travel Management



Taste of Bharat (भारत का स्वाद)



INSTRUCTIONS:

The Central University of Jammu, Department of Tourism & Travel is thrilled to invite you to participate in our upcoming event that promises to be both a feast for the senses and a steppingstone towards your entrepreneurial dreams. At "Bharat Ka Swaad," we're not just celebrating food; we're nurturing the spirit of entrepreneurship among our talented university students.

Not only will you gain valuable experience but also make some extra money by selling your dishes to fellow students and visitors.

RULES & REGULATIONS:

- Team participation:** Teams comprising of 3 (Three) Participant are invited to participate in first ever culinary fest based on the theme "Bharat ka swaad" organizing by Department of Tourism. and Travel Management.
- Regional Representation:** As per the theme, each team has to represent a particular state or region of India of their choice. Selection of food items will strictly be from the same region or state, Decor and dressings should reflect the soul of the theme.
- Pre-Cooked Food:** Participants are advised to bring the precooked food items for display and to sell. Although, flameless cooking is allowed at the venue, participants may use Induction or Microwave for cooking. Kindly ensure to bring own equipments/utensils/tools required for cooking/preparation. Participants are also advised to bring Crockery, cutlery, glassware, paper napkins and disposables etc for service and sell of food items.
- Space for display (Table/counter) will only be provided by the organizers.

Note:

- Selection of Dishes:** Each team must prepare an authentic vegetarian cuisine representing any state of Bharat (Non Vegetarian Dishes/Ingredients are strictly prohibited)
- Presentation:** While culinary expertise isn't a requisite, presentation matters. Students are encouraged to present their dishes in a manner that reflects the culture and tradition of the region they've chosen.
- Storytelling:** Alongside the dish, teams should prepare a short 3-5 minute story explaining the cultural or historical significance of the dishes they've chosen.
- Ingredient List & Recipe:** Teams must provide a list of ingredients used and a brief recipe of the dishes before the event. This is to ensure that all dishes are safe for consumption and to share the recipe with interested attendees.
- No Use of Alcohol :** Use of Alcohol or any other intoxic agent is strictly prohibited.
- Hygiene Standards:** All food should be prepared maintaining the highest standards of hygiene. cleanliness of the area is the responsibility of the participants.
- Sustainable Practices:** Teams are encouraged to use sustainable and eco-friendly practices while preparing and presenting their food. Usage of single-use plastics should be minimized.

This is more than just a food stall; it's a platform to unleash your entrepreneurial potential, express your culinary artistry, and create memories that will last a lifetime. Don't miss out on this opportunity to be part of "Bharat ka Swaad." Join us as we cook up a storm of flavors, innovation, and entrepreneurship!

All participating teams will be awarded certificates of appreciation & mementos

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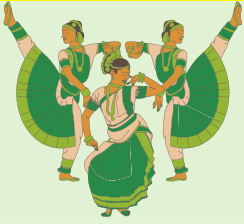
Mr. Rohit: +918492832226

Mr. Parmeshwar: +91 7006257397

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Department of Tourism and Travel Management

FOLK DANCE COMPETITION



Express the cultural steps



Bharatiya folk dances are simple dances and are performed to express joy and convey messages. Folk dances are performed for every possible occasion, to celebrate the arrival of seasons, the birth of a child, a wedding and festivals. The dances are extremely simple with minimum steps or movement.



**WORLD
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& GREEN
INVESTMENTS**

FOLK DANCE COMPETITION



Express the cultural steps



INSTRUCTIONS:

TIME LIMIT 3-5 MINUTES

- Should be a folk style dance of any Bharatiya state (Dancing to a folk film song is not permitted)
- Participants should wear proper costumes and make up.
- Props are allowed.
- Each contestant can perform only one dance under their category.

JUDGEMENT CRITERIA:

- The performance will be judged based on Abhinayam/Bhavam - facial expressions, enthusiasm conveyed, and eye contact (30 points).
- Choreography - variety in steps, visual effect, and precision (20 points).
- Technical skills - style, control, and body placement/posture (20 points).
- Costume (10 points).
- Adherence to Time (10 points).
- Overall impression (10 points).

Winners will receive Awards and Certificates.

A Certificate of Appreciation will be provided to the remaining participant

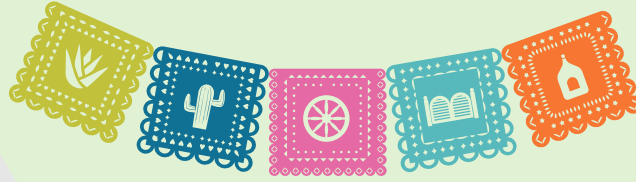
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Fashion Show on Cultural Pride of Bharat

"Glamour cum संस्कृति"



Glamming up in ethnic wear never goes out of fashion. Every other day the fashion world surprises us by bringing something edgier on the sartorial lines in ethnic wear and we are in awe of it.

Refreshing our ethnic wear collection is a must and we are all in for it. Spring-summer season calls for a whole new revamped closet and to get you started on with it, we are here to bring you all the new trends for this year in ethnic wear, which will make for statement-worthy pieces.

Be it a spring wedding or a mehendi function, you can easily swear by these ethnic wear trends.





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Department of Tourism and Travel Management

Fashion Show on Cultural Pride of Bharat

"Glamour cum संस्कृति"

INSTRUCTIONS:

- It can be both a solo/couple and a team event.
- Time limit for every team would be 3-5 minutes (Including setup and the performance both).
- Each group should have one tag line representing their group and the theme ("Glamour cum संस्कृति").
- Should carry their tracks in pen drive and should be submitted in advance.
- Vulgarity is strongly prohibited. Any form of obscenity will lead to debarring the team from the contest.
- No tube tops, no single strip tops, dress should be knee length, and no backless (unless traditional).
- All costumes are permitted, which maintain decency including original costumes & fashion designs.
- Purchased, professionally made, or rented costumes are permitted.

JUDGING CRITERIA:

- Negative marking if participants exceed the time limit.
- Solo/Couple/Team performances will be judged on costumes, theme, walking stance, attitude, and individual basis.
- Decision of the judges will be final and binding.

Winners will receive Awards and Certificates.

A Certificate of Appreciation will be provided to the remaining participant

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Miss Simranjeet : +91 9541287129



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Department of Tourism and Travel Management

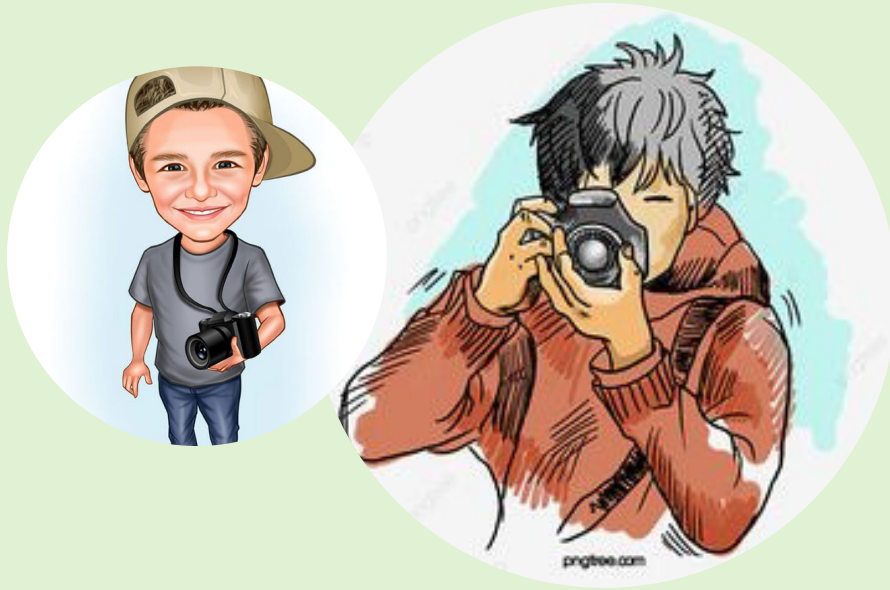
Snapping Through The My Phone

CAPTURE THE UNSEEN

Theme:

Bharat Darshan

(भारत दर्शन)





Snapping Through My Phone

CAPTURE THE UNSEEN

INSTRUCTIONS:

- Photos submitted must be at least 640 pixels on the shorter side, and no more than 2000 pixels on the longer side. Images should be no larger than 2MB. Photos must be in JPEG format.
- Participant will be able to submit only one image
- Participant are required to provide a unique title & description for each image submitted
- All submitted photos must contain no border(s), logo(s), copyright marks, identifying marks, or any other visible references and/or marks on the image.
- Basic editing, including color enhancement, the use of filters, and cropping of the photo(s) is acceptable, provided any such editing does not affect the authenticity and/or genuineness of the photo(s).
- Advanced editing used to create illusions, deceptions and/or manipulations, and the adding and removing of significant elements within the frame is prohibited.
- Submissions will not be accepted once the deadline lapses.

JUDGEMENT CRITERIA:

- The judges will be considering the authenticity, creativity and description of the image.
- The results and the winners will be announced on 27th September 2023.
- The decision of Better Photography's judging panel will be final and binding on all participants in respect to all matters relating to the contest.

Winners will receive Awards and Certificates.

A Certificate of Appreciation will be provided to the remaining participant

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Slogan Writing



It takes a powerful slogan to give voice to any powerful movement and with the right slogan, the voice can break records and bring about any change in the world.





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Slogan Writing

INSTRUCTIONS:

TIME LIMIT 3-5 MINUTES

- Register yourself through the given QR code.
- Only 1 (one) slogan per participant is allowed. Multiple Slogans if submitted by a single participant will be automatically rejected. Any type of gadget will not be allowed.
- Slogan should be within 15 words only. Slogan exceeding the permissible word count will be automatically rejected.
- Slogan can be submitted either in English OR हिंदी
- Slogan theme will be revealed on the spot.
- Slogan ideas should be original and creative
- Neat & Clean Hand Written Slogan should be submitted.

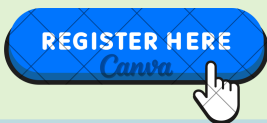
JUDGEMENT CRITERIA:

- Slogan Design: Relevance to the theme, creativity, originality, rhetoric and depth of meaning.
- The decision of judging panel will be final.

Winners will receive Awards and Certificates.

A Certificate of Appreciation will be provided to the remaining participant

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Mr. Venkatesh: +91 7288962124



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Documentary Making



Dekho Apna Desh



A concerted effort to preserve our heritage is a vital link to our cultural, educational, aesthetic – all these things makes us who we are





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Documentary Making



Dekho Apna Desh

INSTRUCTIONS:

- Each documentary must be based on the theme: 'Dekho Apna Desh' (Tourism in India or any relevant social issues in India).
- Each documentary must be no longer than 5-7 minutes. The documentary must be in English or Hindi language or have no dialogue at all.
- Ensure that all content in your documentary (including footage, music, images, props, etc.) is your own. If you include any copyrighted content, you must be able to provide written permission for its use. Entries containing any unauthorized content will be disqualified.
- Students may enter individually or in group.
- Entrants may submit only one documentary.
- Each documentary may only be submitted once
- Be creative with the theme, you can include it in your documentary as a spoken line, in the background, as a caption or in some other way..
- The judges may disqualify a documentary if they have reason to believe that it does not comply with the entry Terms and Conditions, so make sure you have read them thoroughly!
- The decision of the judge will be final.

Winners will receive Awards and Certificates.

A Certificate of Appreciation will be provided to the remaining participant

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Collage Making



Dekho Apna Desh



“Art Expression is a unique way of linking imagination and creativity with the shades and tints of colors and paints.”





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Collage Making



Dekho Apna Desh

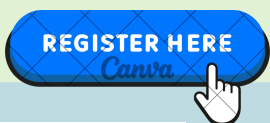
INSTRUCTIONS:

1. Teams should consist of at most 2 participants.
2. The theme for collage is "Incredible India".
3. The time limit for collage making competition is 45 minutes.
4. No mobile or internet means would be allowed to use at the time of competition.
5. One of the team members from the group will have to explain the theme of your respective collage to the Jury.
6. Participants are required to bring their own material for collage making competition.
7. A thick chart paper of A1 size should be carried along by the participants.

Winners will receive Awards and Certificates.

A Certificate of Appreciation will be provided to the remaining participants.

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Department of Tourism and Travel Management



आज़ादी का
अमृत महोत्सव



Rangoli Making Competition

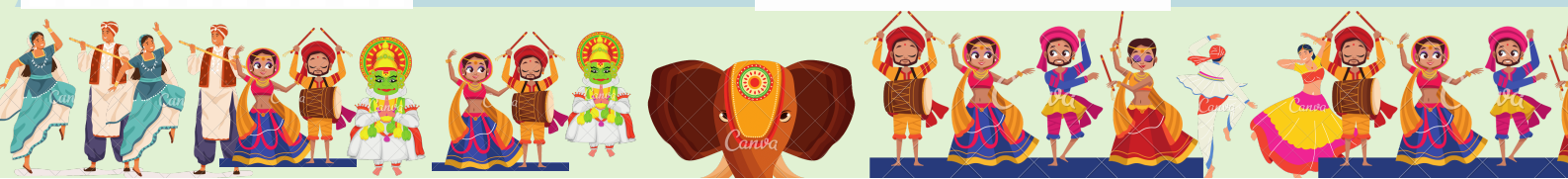


Incredible India

Rangotsav



Imagination is the spark that ignites the fire of creativity. Rangoli is a traditional form that brightens up an occasion and is believed to be harbinger of good luck. Beautiful patterns are created on the floor using coloured rice, flowers, coloured sand or paints.





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Department of Tourism and Travel Management



Rangoli Making Competition



Incredible India

INSTRUCTIONS:

1. Rangoli art should be of 2ftx2ft to 4ftx4ft.
2. Theme of rangoli is "Tourism and green investments".
3. There will be only one round of competition.
4. Maximum time to complete rangoli is 1 hour 30 minutes.
5. Teams will be responsible for the arrangement of the material required to prepare Rangoli. Only rangoli colours can be used for making rangoli.
6. The participants will not be allowed to refer to any printed material etc. for preparing rangoli.
7. A group may have at most 3 participants.

Winners will receive Awards and Certificates.

A Certificate of Appreciation will be provided to the remaining participants

JUDGING CRITERIA:

1. Overall appearance and appeal.
2. Details and clarity in Rangoli art.
3. Colour Combination.
4. Overall aesthetics and symbolic representation of the theme.
5. Creativity.

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