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NEPAL TOURISM AND HOTEL MANAGEMENT COLLEGE
CENTER FOR BUSINESS MANAGEMENT



◆ EDITORIAL ◆

ONLINE EDUCATION IN THE CRISIS OF COVID-19

In the midst of an unprecedented crisis, it can be hard to see more than a few days into the future. It's as if we were wandering around in a dense and deadly fog.

Some critics are predicting that this will change the way we live; one even predicts that it will "change us as a species." Perhaps, but in what way? We will certainly remember this time for the rest of our lives. At least briefly, we will appreciate the smaller things in life a bit more. But will it really change anything fundamentally, for the long-term? If so, how?

But when people suggest "things will never be the same," they're talking about something deeper, about how we live—about our habits, norms, and ways of living. For parents, teachers, and students, it's possible that some aspects of schooling might not go back to the way they were before.

With COVID-19, schools are rapidly changing the basic way they do their work. Some have become old-fashioned correspondence schools, with the vast majority of interaction happening by written mail. Others have tried to recreate the school setting online using digital tools like Zoom. Others are in-between, directing students to online tutoring and practice programs, and posting videos. Most people think that they just want to get things back to normal.

WHAT LESSONS CAN WE LEARN FROM THIS?

First, crisis force us to adapt. In the current crisis, COVID is forcing parents to be teachers and forcing everyone—students, parents, and teachers—to adapt to online learning tools.

Second, people get comfortable with some of these adaptations. Likewise, while families are now stressed out trying to educate their children, they are also experiencing educational methods and tools that they've never seen before. They are getting more accustomed to them.

Third, our adaptations have indirect effects that lead to other changes. The necessary shift to school choice has changed our neighborhoods in ways that were not intended. In the current crisis, the shift to online tools may also have indirect effects.

THE POTENTIAL LONG-TERM SHIFTS FROM COVID-19

USE OF ONLINE TOOLS

Most of the schools will make much greater use of online tools.

Most students in the country will soon have laptops and some type of internet access. Teachers are going to like many of the online tools out there, and they will have an easier time using them now that students have some experience with them.

A SHIFT TO HOMESCHOOLING AND FULLY VIRTUAL INSTRUCTION

There may be some shift in this direction. Families will get more accustomed to online learning. However, this approach has the significant disadvantage that families have to play the role of hall monitor and teacher. Few families want or can afford that, given their work schedules and other responsibilities. Moreover, research consistently suggests that students learn less in fully virtual environments. In-person, teacher-led instruction simply has too many advantages.

A SHIFT TO EFFECTIVE SCHOOLS

A key question is: Which schools will respond better to the current crisis? It could be that modern schools respond better, meaning they provide better educational services to children and their families. This is possible because they are designed to have greater capacity and have IT departments and directors facilitating special education, procurement, and more. If the school responds better, this will be a meaningful victory, and one that parents will no doubt notice. The schools that respond best can expect more parents to select them, and expect more political support.

SHIFTING ROLES OF STUDENTS, PARENTS, AND TEACHERS

A shift to some online tools could shift the role of teachers, making them more like coaches and mentors. They can point students to very good online lectures and then be there to provide guidance and feedback, and to make connections across topics. The roles of students and parents could also shift. Now that they have more places to look, they may be more likely to try and address learning needs on their own. When roles change, everything else can change with it—though in less predictable ways.

◆ INDUSTRIAL FIELD VISIT TO MINERAL WATER FACTORY ◆

Nepal Tourism and Hotel Management College – Centre for Business Management (CBM) organized an industrial field visit to mineral water factory – Penguin Aqua Mineral Pvt. Ltd. on 2nd February, 2020. The trip was led by faculty member Ms. Dikshya Rana Hamal along with 37 students of BBA 5th semester.

The objective of the visit was directed towards understanding "the prospects and challenges on establishing a manufacturing company". The students received the opportunity to witness the entire process of mineral water production and packaging. Mr. Tanka Adhikari, Manager of the industry, gave the details about

the nature, functions and process of various equipments used in the manufacturing the normal and RO mineral water. He further explained the local rules and regulation for establishing such industries as well as pre and post challenges that basically comes on but he advised students for never giving up in life.

After the visit student expressed their appreciation and thanked the Penguin Aqua Mineral Team for their cooperation, guidance and valuable time. It was an excellent opportunity for the students to experience and interact with industry experts.

WELCOME PROGRAM FOR BHM 1ST SEMESTER

Nepal Tourism and Hotel Management College organized 'Welcome Program' on 14th February, 2020 at the college premises. The ceremony was organized by BHM 3rd semester students with an objective to welcome the new students in NTHMC family with warm hospitality and love.

The program was inaugurated by the Chairman of College Management Committee, Mr. Ashok Palikhe and chaired by the Principal of the college, Mr. Prakash Regmi. The fresher's were offered Tika and Khada by the faculty members of the college.



Addressing to the college, the chairman, Mr. Palikhe suggested the young generation to be honest, sincere and enthusiastic toward their study and congratulated the new comers for being the part of the college and thanked the seniors for organizing such type of miraculous program. He put further words that NTHMC has become the centre for 'Study Hub' where we provide first rated

curriculum, teachers, teaching, facilities and services.

Third semester students performed different cultural dances, live musical shows and humorous caricatures during the program. The program was wrapped up with the few words from the Principal of the college, Mr. Prakash Regmi. The Principal of the college firstly welcomed the new batch i.e. 21st batch of BHM students to the college and thanked all students for being able to be selected. He added that hotel management at NTHMC is blend of hospitality



knowledge and skills required for hospitality professionals. He highlighted that hospitality industry needs positive attitude with professional skills and work area knowledge so, every student should start their career in the same way. At the end of the formal program, the Principal of the college delivered a vote of thanks to the students for organizing such a wonderful program.

SUSTAINABLE TOURISM GROWTH IN THE HIMALAYAS



NTHMC organized a session on 'Sustainable Tourism Growth in the Himalayas' for the hotel management students. The session was welcomed by Mr. Prakash Regmi, principal of the college and the session was taken by the invited guest Mr. Samrat Gauchan, chairperson of District Youth Committee, Mustang and Central Committee Member of National Youth Federation Nepal. He highlighted the potential tourism opportunities in the Himalayas in terms of investments, revenue, destination promotion, hygiene and sanitation, adventure, sports and nature & beauty.

Likewise, Mr. Nimesh Shretha, Official Travel Partner of Visit Nepal 2020 and Mr. Deepak Bhattarai, Paragliding Tendon Pilot added there experiences and motivated students to build their career in tourism industry.



"IT'S NOT A BOX OF TIFFIN, IT'S A BOX OF HAPPINESS"

BHM 1st semester (BHM 20th Batch) students of Nepal Tourism and Hotel Management College organized a campaign "Saath Sabaiko" with a slogan of "It's not a box of tiffin, it's a box of happiness" on March 8, 2020. The main objective of the campaign was to help the homeless people with some food and clothes. They were also told about the importance of hygiene and sanitation.

During the campaign, students were formed into several groups. First group went for market survey to know the status of street children. Likewise the second group collected the cloths for street children. Third group involved in organizing the raw materials for cooking lunch. Fourth group were involved in food preparation and packaging while the other group arranged the logistic as well as aware the street children about the importance of hygiene and sanitation in human life.



On the final day, the 3 places were selected i.e. Prithivi Chowk, Chipledhunga and Lakeside for distribution of food and cloths. The street children were taught about the appropriate way to wash hands with soap before and after the meal. Then the food in tiffin (Chicken Briyani) with juice and water was served for each of them. Nearly 200 street children were served on that day. Ms. Diksha Bhandari, NTHMC faculty assisted the students for the campaign.

ANNUAL SPORTS MEET, 2020

Nepal Tourism and Hotel Management College celebrates 'Annual Sports Meet' every year. Likewise previous years, this year it was organized by BHM, BBA, BBA-BI 5th semester students together. The sports week was held from 27th January to 1st February 2020. The sports week is organized each year for uplifting the well-being and overall development of students. This games included in this year's sport meet were Basketball, Volleyball, Marathon, Tug of War, Futsal, Table Tennis, Shot put, Chess, etc.

The college principal, Mr. Prakash Regmi, inaugurated the event by handing over the basketball to the players. The students of 10+2, BHM, BBA and BBA-BI participated in various games. The result of the sports meet is mentioned in the table below:

Games	Winner	First Runner-Up
Basket Ball (Boys)	BBA 5 th Sem	+2 HM
Basket Ball (Girls)	BHM 5 th Sem	BHM 1 st Sem
Volley Ball (Boys)	BHM 7 th Sem	+2 HM
Volley Ball (Girls)	BHM 1 st Sem	BHM 5 th Sem
Table Tennis (Single-Girls)	Dipika Gurung (BBA-BI 7 th Sem)	Menuka Shahi (BHM 1 st Sem)
Table Tennis (Single-Boys)	Susan Karki (BBA-BI 1 st Sem)	Ranjan Kumar Shrestha (BBA-BI 7 th Sem)
Table Tennis (Double-Girls)	Dipika Gurung & Srijana Poudel (BBA-BI 7 th Sem)	Khinu Gurung & Bimala Gurung (BBA-BI 7 th Sem)
Table Tennis (Double-Boys)	Susan Karki & Shikahar Jung Thapa (BBA-BI 1 st Sem)	Indrajit Singh & Sujan Gurung (BHM 5 th Sem)
Chess	Sujan Sharma (BBA-BI 7 th Sem)	Himesh Pun (BHM 5 th Sem)
Shot put (Boys)	Mausam Gurung (BHM 7 th Sem)	Pabin Gurung (BHM 7 th Sem)
Shot put (Girls)	Tsamehse Dolma (BHM 5 th Sem)	Sonika Shrish (BHM 1 st Sem)



On 3rd Feb, the principal, Mr. Prakash Regmi, +2 program coordinator, Mr. Dinesh Kumar Yadav and Examination Coordinator, Mr. Suresh Raj Adhikari jointly distributed the trophy, medals and certificates to the winner and first runner-up.

NTHMC STALL AT 21ST POKHARA STREET FESTIVAL

21st Pokhara Street Festival 2019-20 was held from 28th Dec 2019 to 1st Jan 2020 at Komangane Park, Baidam, Lakeside, Pokhara which was organized by Restaurant and Bar Association of Nepal (REBAN Pokhara). The theme of this festival was 'Lets Eat in Street, Enjoy in Street'. Like every year, BHM 3rd semester (BHM 19th Batch) students had a food and beverage stall to cater the food as well as beverage lovers. The students prepared various dishes and presented in the stall which was liked by thousands of visitors. The artistic cocktails and mocktails were also there to attract the visitors this year. This year nearly 2000 visitors visited NTHMC stall for dining and students claim that they made a profit of two hundred thousand.

"Students were seen busy in welcoming the guests, cooking, plating, serving, billing, cleaning, managing the stall. It was like a busy restaurant in Europe, I really appreciate NTHMC for grooming students in a professional way" Ms. Adriana Smith, Ireland.



15TH ANNUAL GENERAL MEETING AT NTHMC

NTHMC convened its Annual General Meeting (AGM) on 4th January, 2020, headed by the chairman of College Management Committee Mr. Ashok Palikhe. Mr. Palikhe welcomed all the board members, shareholders and the guests. There were more than 100 shareholders present on the meeting. During the meeting, Chairman Palikhe, presented all the activities held at college in the year 2019. Furthermore, he added the plans for next fiscal year. Finally the meeting was ended with elaborated luncheon menu with beverages. 28 students from different semesters of BHM volunteered on bar, food production, food and beverage service and bakery for making delicious delicacies.



NTHMC holds First Position on 'Product Design Competition at PU- Fest 2020'

Creative Group of Pokhara University organized PU-Fest 2020 for the first time in the history of Pokhara University from February 6th to 8th 2020 with a slogan of 'Dream, Innovate and Inspire' at its central college in Lekhnath. It included events like National Level Science and Technology Exhibition, National Level Social, Art and Health Exhibition, Musical Events, Photography Contest, Province 4 Level Quiz Competition, Motivational and Robotics Sessions, Career Fair, etc. All bachelor and masters level constituent and affiliated colleges of Pokhara University were invited for the participation during the fest.

NTHMC, Centre for Business Management students Mr. Milan Gurung and Mr. Sudip Jamarkattel from BBA 7th semester and Ms. Sabina Adhikari and Mr. Prateek Bhandari from BBA-BI 5th semester participated in the 'Product Design Competition' and were able to hold first position. As a winner of the product design competition they received cash prize of Rs. 10,000.



BBA AND BBA-BI STUDENT WELCOME PROGRAM

SMALL HOTEL & LODGE MANAGEMENT TRAINING

As a regular annual program of NTHMC, Grade 12th Hotel Management students were trained for 'Small Hotel & Lodge Management Training' at the college from 24th February to 6th March 2020. The objective of the training is to make students familiar on operation of small hotel and lodges so that they can build their skills towards being an entrepreneur. Furthermore, this training will help students know the local culture, tradition and use of local raw materials in the preparation of



various dishes.

There were 96 students participating in the training where students were trained in the different departments like food production, bakery, computer, housekeeping and front office. Mr. Prakash Regmi, principal of the college and Mr. Dinesh Kumar Yadav, coordinator of +2 collectively distributed the certificate to the students.

As continuity to the previous sagas of welcome and farewell, NTHMC, Centre for Business Management organized 'Welcome Program' for the newly admitted students of 2019 batch on 31st January 2020 at the central college located in Chhinnedanda. BBA and BBA-BI 3rd semester students hosted



the event with participation of all faculty members and staffs.

The college management committee's chairperson Mr. Ashok Palikhe was the chief guest who also chaired the program and added glory to the students' activity. The program started with chief guest igniting the lamp. Ms. Sushmita Basaula and Mr. Baburam Poudel from BBA and BBA-BI 3rd semesters respectively emceed the entire program. Ms. Chandani Joshi from BBA 3rd semester delivered a welcome speech.

The chairperson welcomed the students with Khada while the principal offered them vermilion to set a new academic journey together with NTHMC, Centre for

Business Management. In his address to the student, the chairperson informed that the management is open to provide all sort of facilities to the students for their academic enhancement, he further added that students should be quite active enough and get involved in every inter and intra college activities. Likewise, Principal of the college, Mr. Prakash Regmi, encouraged students to be proactive and learn corporate business culture here with us. He added that use of modern technologies in your studies will make your learning wider. So, he suggested faculties also to be updated to current happenings and contemporary issues of global market and share it to students so that the abilities of critical thinking will be learnt by the students from this age. At the end of the formal program, the Principal of the college delivered a vote of thanks to the students for organizing such a wonderful program.



Chengdu Polytechnic Institute- 'Teacher Exchange Project'

The delegates from Chengdu Polytechnic Institute, Sichuan, China Dr. Lee, Ms. Wang, Ms. Lisa and Ms. Dorris visited NTHMC on 14th January, 2020 for 'Teacher Exchange Project'. The first phase of discussions has been made with the team and the final MOU will be signed after the visit of NTHMC personals to Chengdu Polytechnic Institute, China.

During their visit at the college, Dr. Lee took

a session with our hotel management students on tourism related topics like change in China's tourism market environment, development trend of China's tourism industry and role of international tourism on global economy. At the end of the session the certificate of participation was handed over to the students by the college principal and the delegates.



Academia – Industry Interface on Tourism & Hospitality

Nepal Academy of Tourism and Hotel Management (NATHM), Rabibhawan, Kathmandu organized 'Academia Industry Interface on Tourism and Hospitality' on 24th January 2020. The purpose of the event was to bring hospitality and tourism industry experts and entrepreneurs together with tourism and hospitality academic institutions (colleges and students). The event was designed in order to identify the gap between the hospitality and tourism education provided by the colleges with the services providing tourism and hospitality organizations.

5 students of BHM 5th semester namely Ms. Amisha Thapa, Ms. Priyanka Gurung, Ms. Prativa Gurung, Ms. Bimala Rai and Mr. Prakash Aryal of Nepal Tourism and Hotel Management College (NTHMC) were provided the opportunity to attend the program. NTHMC principal, Mr. Prakash Regmi, and Food and Beverage Senior Instructor, Mr. Raj Kumar Karki participated at the event and assisted the students.

Speaking in two different sessions; guests, speakers and panellists shed light on various issues and interacted with delegates from Pokhara, Chitwan, Kathmandu and others in the event. Welcoming the guest and delegates, NATHM's Executive Director Mr. Durga Dutta Dhakal said the interaction programme would help to forge collaboration between academia and hospitality industry to usher development of human resources. Deputy Head of Department Mr. Surya Kiran Shrestha, Tourism expert and keynote speaker Mr. Ravi Jung Pandey, President of Nepal Association of Tour & Travel Agents (NATTA) Mr. Achyut Guragain, President of Hotel Association Nepal (HAN) Ms. Sreejana Rana, Managing Director of Gokarna Forest Resort Mr. Dorje Sherpa and acting secretary of the tourism ministry Mr. Ghanshyam Upadhyaya were the guest speakers of the event.

During a panel discussion, students and delegates interacted with Digbijaya Koney, CEO Gandaki Treks and Expedition Pvt, Abishek Bikram Shah, MD Chandragiri Hills Pvt. Ltd., Junu Maleku, Country Manager Cathay Pacific Airlines, Bipin Nepal, Chief Instructor at NATHM, Ashish Shrestha, Co-founder Honey Guide App, Dr. Mahendra Prasad Shrestha, Senior faculty member of MHM in NATHM.

During the session, students got an opportunity to know the needs of the industry and also the demand of human resources in different hospitality occupations. The students were inspired with few spoke person's experiences and sharing. During the spare time students were taken to a short tour at Hotel Annapurna, a luxury 5 star hotel of Nepal and to kitchen of Kentucky Fried Chicken (KFC), a leading fast food chain. All the participated students thanked college for providing a wonderful opportunity to participate in such a beneficial program.



Faculty Development Program: Cite, Write and Publish

Nepal Tourism and Hotel Management College with collaboration with University Grants Commission (UGC) organized 3 days' Workshop on 'Write, Cite and Publish' from 7th to 9th March 2020. The objective of the workshop was to develop the writing skills of faculty members and be able to publish those writing in a reputed journal or paper. Mr. Santosh Gurung, faculty of NTHMC acted as workshop coordinator. There were 24 participants in total.

The workshop was held at Hotel Rhino Lodge, Sauraha, Chitwan. It was fully residential in nature. On the inauguration ceremony Mr. Prakash Regmi, Principal of the college was chaired as a chairman, likewise Dr. Rabindra Ghimire, Director of SOB, Pokhara University as the Chief Guest and Prof. Dr. Anirudra Thapa, Professor at Tribhuvan University as Key Resource Person. The workshop was inaugurated by signing the banner together by chairman, chief guest and key resource person. The sessions were taken by Prof. Dr. Om Prakash Sharma, Prof. Dr. Anirudra Thapa, Dr. Surya Bahadur G.C. as per their respective schedule. The closing session was on 9th March, 2020 where the Principal, Mr. Prakash Regmi provided token of love to all the resource persons and guests and encouraged all the faculties to upgrade the academic writing skills and be able to publish articles in popular journals which will help them to enhance their academic career. Finally he thanked all



participants, resources, UGC, guests and also hotel for making this program successful.

Inspiring Youth into Nation Building

A one day youth motivational seminar was organized by Federation of Nepalese Chambers of Commerce and Industry (FNCCI), in coordination with FNCCI, Gandaki Province, Pokhara Chamber of Commerce and Industry (PCCI), Former Miss Nepals on 31st January 2020. The seminar was held at Pokhara Chamber of Commerce and Industry, Assembly hall. The students of BHM, BBA and BBA-BI participated in the seminar.

The seminar was full-fledged designed in such a way to inspire and motivate youth towards nation building. The seminar was divided into two parts, speech and panel discussion. The speakers spoke covering the topics like Youth and Economy by Mr. Madhav Pd. Dhungel, Social Crimes by Mr. Ujjwal Thapa, Being born as a Women by Melina Joshi, Overcoming Depression in Youth by Ms. Kanchan Raut, Body Image by Ms. Priti Sitaula, Cyber Bulling by Ms. Zenisha Muktan and Challenges and opportunities by Mr. Baibhav Poudel. The



second session was a panel discussion session on Youth, Innovation and Entrepreneurship.

Students of BBA, BHM and BBA-BI raised several questions to different speakers and were answered respectively. The organizers thanked for the active participation to our students.

NTHMC organized a guest lecture on Marketing

On the 24th of February 2020, NTHMC organized a one day guest lecture on Marketing entitled 'THE HUMAN CENTERED DESIGN: KEY TO MODERN MARKETING' facilitated by Ms. Roshee Lamichhane



who is also an assistant professor of Kathmandu University in Marketing. The program was targeted to the students of BBA, BBA-BI and BHM. Amidst hundreds of participants, she conducted rigorous two sessions and talked on how scenario has been changed since five years down the line comparing with 2015 to the contemporary time. She stated that, the way marketing was done in the past has been totally revolutionized with the advent of automation and robotic technology. Therefore for her, Modern marketing should make a paradigm shift towards understanding customer psychology, not on

monotony of radio jingles, ambush marketing, hoarding boards or television commercials. She further added that one should make a focus on communication, Creativity, consumer and cost (4Cs) rather than in the traditional promotion, price, product and place (4Ps).

The program was held at the Amrit Hall of Federation of Nepalese Chamber and Commerce (FNCCI), Kaski Chapter. It was opened up by a welcoming speech of college chairperson Mr. Ashok Palikhe while



the sessions were coordinated by Mr. Prakash Regmi, the principal of the college and Harihar Poudel, program head at the Centre for Business Management.

Cross the Border, Be an Entrepreneur

A highly encouraging and motivating seminar was conducted by Hotel Snowland, Lakeside, Pokhara on 17th January, 2020. The key person was former CEO of Nepal Tourism Board Mr. Deepak Raj Joshi.



The hotel management students as well as business management students of NTHMC were present at the session. Mr. Joshi encouraged students to be an entrepreneur in any sector of their interest. He also mentioned that the business operated with fewer studies and planning has high chances of being failure. He highlighted that there are huge opportunities on hospitality and tourism trade so students can pick and start to think over it from now. He also discussed about the challenges that one has to face to be a successful entrepreneur. Mr. Prakash Regmi, Principal of the college thanked Mr. Joshi as well as Mr. Ganesh Bahadur Thapa, Managing Director of Hotel Snowland for organizing such a wonderful session.

INTERACTION PROGRAM ON IMPORTANCE OF RELIGIOUS TOURISM



Nepal Mountaineering Association (NMA) organized 'Interaction Program on Importance of Religious Tourism' on the occasion of 3rd World Peace Pooja at International Mountain Museum, Pokhara. The Bachelor of Hotel Management (BHM) students of NTHMC participated at the event which was conducted from 3rd-5th February 2020.

Mr. Kul Bahadur Gurung, General Secretary of NMA was the moderator of the panel discussion session whereas Mr. Narayan Adhikari, Mr. Tirtha Shrestha, Mr. Shreekanta Khatiwada were the panelist. Few of our students raised their queries regarding the religious tourism and its present scenario and also its impact in our Nepalese context to the panelist. Dr. Ganesh Gurung ended the session with his closing remarks.

◆ INTERVIEW ◆

Ms. Junu Maleku, Country Manager, Cathay Pacific Airlines

Mostly prestigious guests (expensive guests) arrive Nepal via airlines. The situation of our international airport is very poor in many aspects; their first impression becomes a full of hassles and troublesome. What is your opinion toward it?

Infrastructure is beyond our control, we can't change the infrastructure but what we can do is definitely change our attitude and upgrade our service level. So, in terms of valued guest what we do is we receive them with a smile and kind gesture. In terms of our airlines perspective, we have a loyalty program for those who are our frequent traveler we all know them and have already established a good relation. If they are travelling with our airline we make sure that we provide them service straight from our heart. At the moment to overcome all the challenges we are trying to improve our level of services.

Aviation hospitality management courses are not given priorities by any Universities of Nepal either in the program of BHM or BTTM, what would be your suggestion in this regards?

This is something that we need to raise during the curriculum design. There will be a lot of people like you who want to have some background on aviation hospitality management before coming in the industry and while applying for the job. So, I definitely think it's important to design curriculum and include at least basic background about aviation industry.



I was quite surprised to know that you are not the student of tourism and hospitality management but now you are the country head of prestigious Cathay Pacific Airlines. How did you make it possible? What will be your suggestions to the students like us?

Yes, I am a management student, when I completed my graduation my focus was not really clear where I want to go. I just knew that I want to do something really remarkable. I always wanted to love

my job and thought that I will do whatever that comes from my inner heart. My first job was not in airline industry. I was in teaching profession and later on, I landed in aviation industry & I found my goal and happiness here and then I realized that this should be my career path. I wanted to learn everything about aviation industry, travels & tourism and how this industry works. When I first started my career, I joined as MD's assistant (Travel Industry) and during the work I got to learn about airline industry. At first I only knew about Nepal airline, I started from the scratch. It became my passion and I was focused as well. The hunger to learn made it possible for me to reach this position.

Nepal government is celebrating Visit Nepal Year 2020 and in this moment as a leader of Cathay Pacific Nepal, what strategies has Cathay Pacific taken to support this campaign?

In order to support "Visit Nepal 2020" we have increased our flight frequency from last year so that it would help to bring more tourists in Nepal. And the second one is that we have asked our



crew to bring their family with them within the year 2020 to make our visit Nepal success and requested them to be the brand ambassador from Nepal to their friends & family when they go back to their home because the word of mouth proves to be more powerful than advertisement & promotion. We also have given discounted fares.

What suggestions would you like to give for the hospitality students like us?

I think graduating from foreign countries is not necessary, I myself did my schooling from Nepal. While getting in Industry what matters is 80% attitude, 20% skills and knowledge. So having a positive attitude will help us to lead. I think, as a fresh graduates while getting into the market you shouldn't bound yourself in certain area and should never stop dreaming big and learning.

NTHMC TIED UP WITH PUM NETHERLANDS



PUM Netherlands senior experts is a foundation registered as stichting PUM under the law of the Netherlands. NTHMC keeps inviting the hospitality professionals from PUM to upgrade the professional skills of NTHMC staffs and faculties as well as the candidates from similar organizations. With the frequent positive feedbacks from the earlier experts who visited NTHMC and delivered their sessions, PUM is now excited to work with NTHMC as a partner organization. With the coordination with PUM now NTHMC will provide different levels of Vocational hospitality trainings in the form of 'Train-the-Trainer' (ToT) starting with Gandaki Province.

The training procedure starting from the candidates' selection, teaching methodology, assessment methods, training monitoring and evaluation will be done in a scientific manner as per the specific guidelines. NTHMC will announce the trainings on the schedule basis in upcoming days by which the skilled human resources can upgrade to the professional level.



◆ INTERVIEW ◆

Mr. Rabi Chandra Gurung, CEO, POKHARA FINANCE COMPANY LIMITED

Pokhara Finance Company Limited has been providing its service since 2053 B.S. Its Head Office is situated at Newroad, Pokhara-9, Kaski. The company has an ownership of 51% with 49% shares owned by the general public. The company is amongst the oldest finance companies currently operating in Nepal. There are 21 branches in operation all over country. Mr. Rabi Chandra believes that the transparency of the work is very much important for the long term business.

What are your views on increasing number of mergers of banks and financial institutes? Is Pokhara Finance going to be merged with any other company?



Yes, merging is important but not compulsory. If the institution can sustain all the problems on the way then merging is not compulsory. For now Pokhara Finance Company Limited is not considering to merge with any other financial company. Once we go for merging the size of the company increases which will lead us to focus mainly on the big clients. However, as a finance company we try to focus on the local clients so merger is not our choice for current context. But, if in future any such kind of necessity arises than the company would be open to merge.

What are the basic skills and qualities required for fresh graduates to enter into Financial Industry?

In professional life, the certificates holds its own significance but other things that a fresh graduates should possess is a good attitude. Good attitude plays an important role and is appreciated in every industry. Apart from theoretical knowledge from courses, you should have soft skills required for the industry. You should know how to communicate, how to present yourself in different context. Mainly in service industry, communication plays very important role. The way you talk to customers is the way you provide service and techniques you use to convince or handle your customer for the offered services. Now with the competitive market, you should also be able to multitasking.

What do you think are the challenges and problems faced in everyday work?

We do have problems as well as a solution for those problems. As a financial institute we have challenges like frequent change of rules by Nepal Rastra Bank, political instability, occasional strikes but the most challenging are natural calamities and human resources in relation to the efficiency and the level of the performance. At the present context, COVID-19, fear of corona virus is also impacting the operation and services of the company directly as well as indirectly.

In regards to the problem of Human Resources, what are the steps that Pokhara Finance Limited is taking to solve those problems?

We have a performance review session with all employees individually in every six months. During the review, employees get feedback on how their performance is and discuss about their strengths and weaknesses and how they can improve that. We also offer promotions, awards, and monetary benefits to motivate the employees to work efficiently and effectively.

We also practice Job Rotation which has been one huge factor for the upliftment of employee's performance and to reduce monotonous feeling after doing the same thing again and again. I think informal gathering and socializing programs like picnics, birthday celebrations are also important where the employees can freely express themselves. We have a culture of celebrating birthday of every employees by cutting a cake in office that may be the lower level staff or the top level management.

What kind of role does Financial Institutions have to play for the Entrepreneurial development?



Yes, it has been one of the challenge and emerging issue of concern for Pokhara Finance. We are working on varieties of ideas to provide help and support the entrepreneurial development. Right now we are more than happy to invest in the new ideas of an entrepreneur if they come up with a practicable idea and effective plan to implement and execute that proposed idea. Right now, to empower the woman entrepreneurial development if any woman wants to start a new business then we have a policy to approve the loan of 15,00,000 without any co-lateral



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