

Housekeepers must have good communication skills and should always be ready to assist hotel guests

VASIM SHAIKH

Hospitality is a revenue-generating industry. It provides luxury services like stay, food and entertainment to its clients. There are many divisions in the industry that facilitate the business to run smoothly. One such section is housekeeping. The department is responsible for the upkeep of a property and carries out never-ending duties round the clock to provide clean and hygienic environs to guests inside the hotel.

Be it a five-star or a budget hotel, what matters the most, besides the quality of food, is cleanliness inside the property, which the housekeeping department is responsible for. Like any other unit of the hospitality industry, housekeeping offers ample growth opportunities. Through hard work, one can make a successful career in the field and climb up to the level of the general manager.

Scope

Anyone who aspires to make a career in housekeeping should be adept at multitasking. Besides the main housekeeping chores, one also needs to keep a tab on lawn upkeep, laundry operations, cost control and even play the role of guest-relation



Behind the sparkling hotel interiors

tion managers. One also has to ensure that the guests at the hotel have a comfortable stay, because that would retain the client in future.

Customers forward all complaints to the principal housekeeper and it is at this level that all grievances are addressed. Only a few reach the front office or general managers. Apart from this, the housekeeping section also does procuring for a lot of products, especially toiletries.

In many hotels, housekeeping division also helps the sales team to generate revenue. The personnel in the housekeeping also have to make sure that room furniture is well maintained and refurbished from time to time.

Job prospects

This department is accountable for cleaning and maintaining hotel building and premises, which include guest rooms, banquet halls,

swimming pool, lobbies, etc. Unlike the front office, the department is not very noticeable to the guests, but its presence can be felt very strongly. This department's sole aim is to make guests' experiences memorable. The cleanliness standard plays a vital role in the status of the hotels. One feels comfortable only if the surroundings are clean and in order. Horticulture is one of the most important responsi-

bilities of the housekeeping department. It deals with flower arrangement and maintenance of the garden area as well.

Cleaning is a big deal

Hotels train housekeepers in specific cleaning methods. Those who work in the laundry section are required to iron and fold linen as per precise specifications. Students of hotel management are taught all

ELIGIBILITY & REMUNERATION

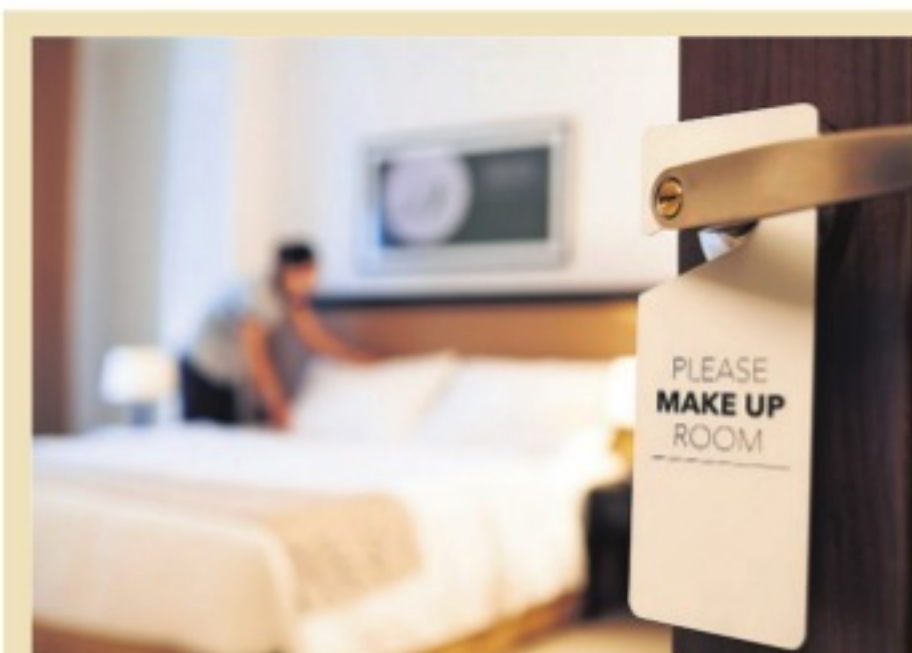
Admission to the housekeeping course is merit and entrance-based. Some institutes and colleges conduct entry-level exams to test the candidates' aptitude and communication skills. Based on this, a student is selected for admission.

After the completion of this course, students get opportunities in areas like hotels, resorts, tour and travel agencies, restaurants, lodges, guesthouses, etc. They can also work as laundryman, linen keeper, tailor, laundry master, executive housekeeper, associate housekeeping manager, etc. in this stream.

the necessary procedures during the course.

Housekeepers have to use certain equipments to maintain a guest room. Kits range from vacuum cleaners to dust rags and mops. Housekeepers must store their cleaning carts with enough material to ensure that no time is wasted while retrieving items from the housekeeping division. Room setting is important while preparing a room for hotel guests. It should be such that guests feel at home. Many hotels stock high-end toiletries and branded upholstery to prove their worth. Housekeepers must maintain these standards.

—The writer is co-director, CEDP Skill Institute Mumbai



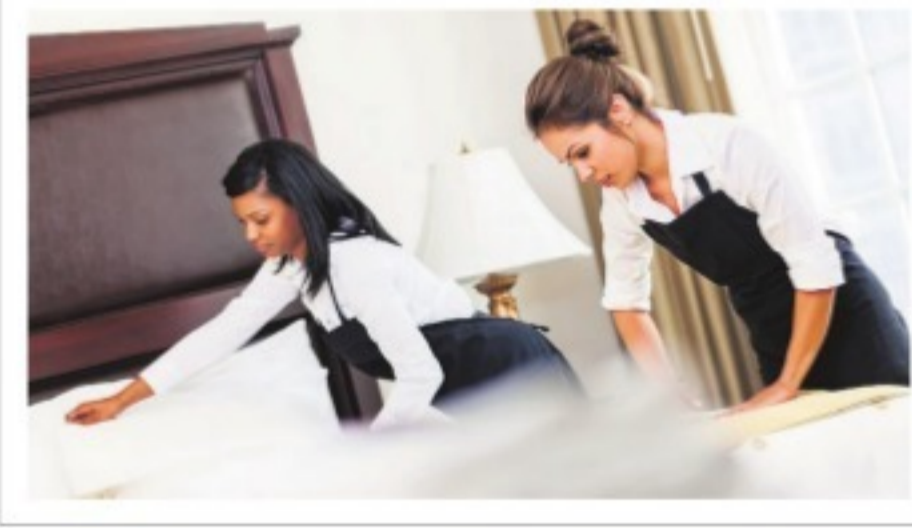
SKILLS REQUIRED

Without a housekeeping staff, it is impossible to run big hotel. Most housekeepers work in precise areas of housekeeping — ironing and laundering towels, changing sheets and cleaning rooms. Hotel housekeeping includes various responsibilities like emptying trash, cleaning windows and bed making. The Bureau of Labor Statistics predicts an increase of 12.8 per cent in housekeeping jobs by 2022. As a result, salaries will match global standards.

WORK ON YOURSELF

Housekeepers must have good communication skills. They must help guests with provision of toiletries. They must attend to clients' grievances and address them immediately.

It is also advisable to get a hands-on-training with valid certification. Also, hotels always prefer experienced candidates since guest satisfaction is crucial to a successful hospitality business.



FIELD IN FOCUS: FINE ARTS



A canvas of opportunities

ASHWANI KUMAR PRITHVIWASI

Traditionally, fine arts as a subject has been about art-forms like painting, sculpture-making, dance and drawing. With time and technological

advancement, newer mediums have been explored to express creativity. Some popular additions being digital art, filmmaking and multimedia. These have helped artists to broaden their scope. Today, a career in arts is not just about making painting or creating sculptures or learning music; it also includes the skill to market the product as well.

MF Husain's artworks have always been inspirational for artists. The renowned painter also directed a film *Gaja Gamini*. A versatile artist must explore various mediums, something which Husain was so adept at.

Youngsters, who aspire to professionally take up arts, seek admission in Bachelor's of Fine Arts (BFA), a standard undergraduate degree programme. It is meant for students who have a passion to study fine arts and different aspects of it like drawing, painting, sculpting, visualisation, etc. Fine arts also take into their ambit applied arts, graphic design, painting and sculpting.

Know the scope

Today, the fine-arts sector offers a plethora of opportunities. Commercial arts is an emerging field that promises a lucrative career. With the growth of the digital industry, prominent brands hire artists to design their campaigns. Their job also includes designing digital catalogues, display windows, packaging, cover designs,



CHECK OUT THE OPTIONS

If you have an entrepreneurial bent of mind, you can start your own business and live your dream. If you are good with crafts, you can start making and selling your handicrafts. If painting is your area of expertise, you can put up your pieces on sale on various art-selling websites. Or you can tie up with agencies, studios and art galleries that can buy your sculptures. You can even work as a freelance

artist, design logos and catalogues for companies, where in you will be paid on commission basis. If you want to be a regular employee, seek employment with commercial art studios, design companies, publishers and ad agencies.

It is being predicted that the stream will see an employment growth of three per cent during the 2014-2024 decade.

REMUNERATION

A fresher in this industry can start his career with ₹10,000 per month. What you earn initially depends entirely on your talent and how well you can market your skill. Those who work with magazines, publishing houses or advertising agencies can expect to earn ₹15,000 to ₹25,000 a month.

billboards, hoardings, etc.

Course and eligibility

BFA is an undergraduate degree course, which deals with the study of visual and performing arts. This curriculum educates the students to hone their creative skills and follow practices that are aligned with creation of art. A Bachelor of Fine Arts degree will require you to decide on an area of specialty — music, ceramics, computer anima-

tion, creative writing, dance, drama writing, drawing, fiber, film production, visual effects, animation, graphic design, illustration, industrial design, visual arts, technical arts, interior

design, metalworking, new media, painting, photography, printmaking, sculpture, stage management, or television productions.

The duration of the course is four years. An integrated course is offered in the first year, and the remaining three years are allocated for specialisation in applied art. The specialised branches in the second year will be offered on the basis of the students' aptitude.

The first and final-year examinations are conducted by the universities to which the colleges are affiliated, and the second and third year examinations are conducted by the respective colleges.

—The writer is director, Delhi College of Art

According to a distressing report, nearly 20 million Indian women quit work between 2004-05 to 2011-12. About 65-70 per cent women fail to return to work after taking a career break. Many well-educated ones, who have the potential to become a valuable part of the workforce, do not even get a chance to begin their career.

However, all is not lost. Here is a chance for women to get back to work and prove their worth. The opportunity also promises flexible working hours. The facility will help the interested candidates maintain the essential work-life balance.

Internshala, the internship and training platform, has launched Internshala Content Writing Contest for Women in

Showcase your writing skills

INTERNSHIP OF THE WEEK



ISTOCK

association with Aditya Birla Retail Limited, India's leading retail group as internship partner and Sheroes, India's largest women community

online, as the outreach partner. The contest aims to encourage women to restart their careers and will run from July 26, 2018 to August 3, 2018.

Internshala launched Internships for Women in 2017, proposing internships as a flexible solution for women to re-enter the workforce. So far, over 2,500 women have been hired for internships through Internshala. The content-writing contest would act as an opportunity for women across India to build their careers.

Over the years, the demand for content writers has increased across the industry. Right from the print magazines and newspapers to digital mediums, content writers are required to generate content. The organisations are vying to hire those who

have a flair for writing and can come up with compelling write-ups, which can make an impression on the end users.

The contest is open to women aged 25 or above across India. The participants will be given a topic to write on. Aditya Birla Retail is offering three content writing work-from-home or virtual internships to the best performers in the contest. The top three performers will also be given cash prizes of ₹5,000, ₹3,000, and ₹2,000, respectively.

For more details and to participate, check out <http://bit.ly/IFW-Contest>.

—TNS

COURSE CRUISING



Doctoral degree

GD Goenka University (GDGU), Sohna, invites applications for admission to full-time/ part-time Doctor of Philosophy (PhD) programme offered in architecture, communication, education engineering, hospitality, humanities & social science, law, management and medical and allied sciences for the session 2018-19.

Eligibility: A master's degree in the relevant field with a minimum of 55 per cent marks or equivalent grade. **■ An equivalence committee will be constituted by the vice chancellor to consider applications other than covered under section (a) who may propose other qualifications.** **■ If considered necessary, DRC may propose other specific areas, consistent with the norms of the statutory bodies, to the URIC for its recommendation to the academic council for approval.**

How to apply: Downloaded application form should be sent to "The Registrar, G.D. Goenka University, GD Goenka Education, City Sohna Gurgaon Road, Haryana-122103. **Deadline:** August 10, 2018 **Check out:** <http://www.gdgoenkauniversity.com>

PhD programme

Raffles University, Neerana, invites interested candidates for PhD

Young leaders' programme

Applications are being invited for Young Leaders of India Program (YLIP) — a PG Diploma in Business Management (PGDBM) — being offered by Shoolini University. This is a transformational business management programme that develops the global leaders. YLIP is a one-year accelerated programme that serves as an ideal springboard for career push from a purely functional role to a management role. The core modules include topics like Innovation Management, Project Management, International Business, and Business Analytics.

Eligibility: Graduation in any discipline with a minimum of 50 per cent marks or equivalent Cumulative Grade Point Average

■ Minimum five years of work experience after completion of graduation.

■ A valid GMAT score

■ A statement of purpose (SOP) that enables the applicants to highlight their future goals and achievements.

■ Two references (on-line), preferably one from the current employer or from an individual, who is in a position to evaluate the applicant's performance on the job.

■ After the applications are submitted, an IIMB faculty committee reviews all applications along with the SOP and shortlists candidates based on various criteria.



students can opt for top-up certifications through renowned digital learning platforms like edX. Students

can choose from electives in Finance, Marketing and Pharma & Healthcare Management. The curriculum also integrates an inter-

option while completing the form. **Deadline:** August 5, 2018 **Check out:** www.jammuuniversity.in, www.jucdc.in

Diploma courses

Sri Guru Granth Sahib World University, Fatehgarh Sahib, invites application for the admission to the next session 2018-19 for many UG, PG and diploma courses.

Eligibility: Eligibility criteria for admission to different courses vary. Check prospectus.

■ Candidates who have been awarded grades in the qualifying examination have to produce the required conversion formula for converting the grades scored by them into percentage marks. In case, it is not available from the concerned organisation, the admission committee will decide the weightage.

How to apply: Online. Or a candidate can download the admission form and send the form at the university address. **Deadline:** **For UG courses:** August 14, 2018 **PG courses:** August 31, 2018 **Check out:** <http://sggsu.edu.in/>

■ The fee can also be paid through e-banking/debit card/credit card by exercising online payment

University of Jammu invites online applications for admission to two-year BEd regular course for the session 2018-20

Website: www.iimb.ac.in

BEd admissions