 SHILPA A. BORKAR

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**Summary**



*Eminent professional with 15 years of experience in heading teams for developing, implementing & standardizing course content for Tourism & Travel Management for* ***Garware Institute of Career Education & Development, University of Mumbai.***

*Uses Dynamic Positive Attitude and respect for individuality to inculcate high commitment in the teams.*



**Skills**



* Leadership
* Strategic Planning
* Tactical Execution
* Project Management
* Operational Excellence
* Mentoring



**Accomplishments**



* On the Board of Directors of Culture Aangan Tourism Pvt. Ltd; Socially Responsible Tourism Company from 2005-2015.
* On the board of SNDT University syllabus committee for tourism.
* Licensed Guide with Ministry of Tourism, Govt. of India since 2005.
* Associated with VIP delegations like BMW, Launch of Virgin Atlantic, Various MBA groups travelling from USA & and various VIP dignitaries on behalf of Maharashtra Govt., as Licensed Guide.
* Key Subject Expert in Planning & designing syllabus for Kesari Academy since June2013.



**Administrative Experience as Assistant Director**



**Assistant Director (Academic), Garware Institute of Career Education & Development, University of Mumbai, Since June, 2012.**

* Introduction of British Council English Test titled ‘APTIS’ to the syllabus of PGDT&T, UGDTM,PGDBM,
* Initiated the Online PG Registration facility for all the courses.
* Reviewing request of different colleges for collaboration & granting them collaboration as per rules.
* Reviewing & revising syllabus of all the courses of University of Mumbai’s GICED.
* Planning & Conducting examination for undergraduate and post graduate students of the institute.
* Strategic Promotion of all the courses to attract more enrollments in the form of planning of advertisement schedule, participation in career fairs, liasioning with HR managers of the various organizations to facilitate placements.
* Have been playing a major role in planning, organizing, presenting & anchoring for various events at the University like:
* Presenting Annual Budget of the institute before the Budget Scrutiny Committee of the University of Mumbai for the academic year: 2012-2013; 2013-2014; 2015-2016 ; 2016-2017 &
* Key member of Local Enquiry Committee of GICED to sanction affiliation to different Academic Institutions.
* Key Team member of GICED for approvals and signing of MOU’s with different bodies.
* Plan and execute the marketing plan for GICED’s annual promotions.
* Organized 3 weeks Chinese (Mandarin) Language Course at the institute for 55 students in September 2012.
* Anchored at the IQAC guidance function organized for College Principals & Heads of the University Departments where Prof Dinesh Singh, Vice Chancellor of University of Delhi was invited as the resource person.
* Acted as Master of the Ceremony along with Dr Madhavi Pethe, Principal, Dahanukar College of Commerce, at the Inaugural function of the Confucius Institute at the University of Mumbai on the 18th July 2013.
* Anchored along with Dr Madhavi Pethe at the Chinese Cultural Programme organized by the Confucius Institute at University of Mumbai on 20th December 2013.
* Contributed in preparing and presenting the academic report of the Garware Institute of Career Education and Development, during the NAAC Peer Teams visit in 2012, as an exercise in academic audit of the Institute, which has been specially mentioned in the committee’s final report.
* Have been organizing a series of student related activities such as sports, cultural activities & other academic and non academic events as a part of the Foundation Day Celebration of the Institute every year since 2005.



**Placement Officer since June 2016**



**Coordinate with Industry partners for placements in various courses of the institute.**

**Interface with HR’s of the organization and arranging Guest lectures of the Experts for the students.**

**Organise Campus Placement Fair for various courses of GICED.**



**Teaching Experience and Course Coordination**



**Course Coordinator for Part Time Diploma in Tour Management, Garware Institute of Career Education & Development, University of Mumbai,**

* Successful implementation of dual degree program of the University of Mumbai.
* Unlike other part time diploma courses, this course integrates Paid Internship for 3 months.
* Due to internship, students become more employable which in turn brings 90-95% success rate in the campus placements.

**Course Coordinator for 1 year Full-Time Post Graduate Diploma in Film & Television, GICED, and University of Mumbai since 2011.**

* Co-ordination with Digital Academy teaching partner of GICED.
* Teaching the subject of Marketing Management.

**Placement in charge for all the Travel & Tourism courses at GICED**

* Initiated the campus placement for Travel & Tourism courses.
* So far 1000 & more students are placed due to rigorous efforts put behind the campus placement.
* For last 8 years, major industry players like Thomas Cook, Kesari Tours, TCS, WNS, Vacations Exotica, Mercury Travels etc participate in the campus placement with GICED for qualitative and professional freshers.

**Faculty Member, Travel & Tourism, GICED**

* Teaching all the tourism programmes that are conducted at GICED since the year 1997.
* My core subject areas are Indian Culture, Tourism Theory & Concepts, Tourism Marketing, Tourism Planning, and Human Resource Management.



**Additional Information**



* Tourism faculty at Trade Wings Institute, Kalagodha, Mumbai from 1996 – 2000 teaching Tourism Theory & Concepts, Indian Culture & Heritage, Tourism Marketing.
* Tourism faculty at SVT Polytechnic, SNDT University Juhu Campus from 2000 – 2007 teaching Tourism Theory & Concepts, Indian Culture & Heritage, Tourism Marketing.

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**Educational Background**



* B. Com, 1992 University of Mumbai.
* M. Com (Management) 2010 University of Mumbai.
* M.A. in English 2015 University of Mumbai.
* Post Graduate Diploma in Tourism and Travel Industry Management, 1994 Garware Institute of Career Education & Development, University of Mumbai.
* Assisted in preparing the Annual Convocation Report of the University of Mumbai for the year 2013 in English.



**REFRESHER COURSE:**



**Training /Orientation/Workshop -**

* UGC Staff College: Research Methodology and Academic Writing conducted from February 28 to March 6, 2014.

* Tourism Department, Government of India: 2 Weeks long Refresher Course for Regional Level Guides (Western Region) from June 19 – 30, 2014 at Mumbai, conducted by Indian Institute of Tourism and Travel Management, Gwalior, for license holder.



**Personal Information**



* Date of Birth: 30th May, 1972
* Marital Status: Widow
* Address: A-11/12, Anand Nagar, K.K. Ganguly Marg, Juhu Tara Road, Mumbai- 49.
* Linguistic Skills: Marathi, English, Hindi

The above mentioned information is true to the best of my knowledge.

**Ms. Shilpa Borkar**