

## **FHRAI-IHM to Host Mini Marathon on ‘Viksit Hospitality for Viksit Bharat’ in Greater Noida**

The FHRAI Institute of Hospitality Management (FHRAI-IHM), in collaboration with the Hotel and Restaurant Association of Northern India (HRANI) and the National Council for Hotel Management and Catering Technology (NCHMCT), will organise the first edition of the FHRAI-IHM Mini Marathon in Greater Noida on February 1, 2026. The event is themed ‘Viksit Hospitality for Viksit Bharat’ and aims to highlight the hospitality sector’s role in nation-building while inspiring youth to consider careers in the industry.

The initiative comes at a time when India’s tourism and hospitality sector continues to be a key contributor to GDP, foreign exchange earnings and employment, even as it grapples with an acute shortage of skilled manpower. The Mini Marathon seeks to bridge this gap by fostering awareness, strengthening industry-academia engagement and positioning hospitality as a future-ready career pathway.

The event will feature an opening ceremony with senior government officials and industry leaders, alongside a culinary showcase where chefs present signature dishes along the route. An interactive hospitality pavilion will spotlight emerging trends in tourism, food innovation and service excellence. Celebrity chefs, sportspersons and influencers are expected to participate, complemented by live music, fitness sessions, Zumba and Bhangra performances. Sustainability will be a key focus, with eco-friendly race kits, reusable hydration stations and food-waste reduction initiatives.

Participants can choose from four categories: a 10 km chip-timed run, 5 km and 3 km chip-timed run/walk, and a 3 km student fun run/walk. Hosted at FHRAI-IHM, Knowledge Park III, the event will begin at 6:00 am and is being curated by Piku Sports and co-organised with Geci.

FHRAI President Surendra Kumar Jaiswal said the marathon aims to inspire young people to see hospitality as a meaningful profession aligned with India’s development goals. NCHMCT’s Sagnik Chowdhury added that the event offers

students an experiential platform to engage with the industry beyond classrooms.

Envisioned as an annual flagship initiative, the FHRAI-IHM Mini Marathon seeks to promote health, community spirit and skilled talent development as the hospitality sector enters its next phase of growth.