

Marriott International launches Project Prarambh to build hospitality career pathways for youth

Marriott International has launched Project Prarambh, an initiative aimed at creating pathways to formal employment and long-term hospitality careers for young people from vulnerable communities across India. Launched under Marriott's Serve 360 sustainability and social impact framework, the programme will combine industry-relevant training, workplace exposure and mentorship, with an aim to train 500 young people over the next two to three years.

In collaboration with The Job Plus and the Tourism & Hospitality Skill Council (THSC), Project Prarambh will support young people aged 18 to 30 through training focused on workplace readiness and hospitality-specific skills. THSC will support industry-aligned training, assessment and certification, while The Job Plus will help identify and prepare participants for opportunities within the organised workforce. The programme will be delivered through a network of training partners across India.

Kiran Andicot, Senior Vice President, South Asia, Marriott International, said the initiative brings together the company's focus on people development and the hospitality industry's need for skilled, industry-ready talent. Vinay Jaswal, Vice President, HR Ops (South Asia), HR Tech & Analytics (APEC), Marriott International, said the programme aims to help young people take their first steps into professional workplaces with greater confidence. The initiative is expected to support greater access to hospitality careers while strengthening the sector's wider talent pipeline.

