

Business Profile of Ms. Qurrat-ul-Ain

Vice President FPCCI, Representing Women CCIs,
Chief Executive Officer, M/s. ITHM College

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Ms. Qurrat ul Ain was pivotal in establishing ITHM in Faisalabad in 2004. Given the growth potential of the tourism and hospitality (TH) sector, Ms. Qurrat Ul Ain aimed to enable the poor and marginalised youth especially women to access training in trades that will lead them to promising income earning opportunities.

Ms. Qurrat ul Ain is well recognized in the TVET sector of Pakistan. She was leading the Committees on Tourism, Hospitality and technical education of the Faisalabad Chamber of Commerce and Industry. She has served on the District Boards of the two leading provincial public sector skill provider organisations. She has been supporting the federal government's efforts to strengthen public-private collaboration in the Tourism & Hospitality sector. She has assisted NAVTTC & GIZ to establish Sector Skills Council for Hospitality Sector in Pakistan and worked as founder Vice President there. She has been elected multiple times as National Representative of Pakistan at Association of European Hotel & Tourism Schools for more than one decade.

Ms. Qurrat ul Ain is a recipient of the *Australia Awards* for strengthening of TVET education in Pakistan from the Queensland University of Technology, Australia. She has been awarded with the Best Head of Institute Award in 2017 by NAVTTC. She's the recipient of the President Award for providing excellent services in the hospitality education sector thrice.

She is the Pioneer Pakistani who received the Award of Excellence during WFCP (The World Federation of Colleges and Polytechnics) Congress 2018 in Melbourne on the special recommendation of Chair Mr. Craig Robertson, in recognition of her efforts to promote TVET & great commitment to her students.

She has worked very closely with TVET Sector support program & NAVTTC for training of the Master Trainers in collaboration with Melbourne Polytechnic Australia. Through which 110 Master Trainers have been trained from all-over Pakistan as ITAC Master Trainers for the first time in Pakistan.

She has worked as President Faisalabad Women Chamber of Commerce & Industry (FWCCI) in 2019 - 2020. Currently, she is working as Chairperson Special Initiative at FWCCI. She is looking after women business incubation centre and development of Women Enclave at Faisalabad Industrial Zone. Additionally she's working closely with USAID, World Bank through ORIC department of different universities for mentoring & development of start-ups & young women entrepreneurs.

At World Business Angel's Forum (WBAF) summit 2020 in Istanbul, she has been elected as Senator to Pakistan. She has also been nominated as brand ambassador for GC women university Faisalabad. She has been working as Deputy Co-Chair Asia for World Federation of Colleges & Polytechnics (WFCP) since 2020. She is also a board member of French Alliance Pakistan.

Business Interest: Women Entrepreneurship and Empowerment, Education / Secondary Education / Technical & Vocational Secondary Education.