**DEPARTMENT OF TOURISM & HOSPITALITY MANAGEMENT**

**JAMIA MILLIA ISLAMIA, NEW DELHI**

# Towel Art Session-cum-Competition

International Housekeepers Week 2026 • Creativity in Housekeeping Operations



**EVENT REPORT**

Event Details

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| **Event** | Towel Art Session-cum-Competition |
| **Programme** | International Housekeepers Week 2026 |
| **Institution** | Department of Tourism & Hospitality Management, Jamia Millia Islamia, New Delhi |
| **Coordinators** | Dr. Arti Gahlot, Mr. Sidheshwar Kumar Rai, Mr. Sohit Chhikara |
| **Supporting Members** | Dr. Mohd Yunus Khan, Chef Siddharth, Dr. Akash Indora |
| **Participation** | 8 groups, with 3 students in each group |
| **Recognition** | Three groups selected as winners through the predefined evaluation process |

# 1. Introduction and Event Overview

The third day of International Housekeepers Week featured a Towel Art Session-cum-Competition. The event focused on the creative and aesthetic dimensions of housekeeping and demonstrated how presentation details can contribute to the ambience of guest rooms and public areas.

The activity gave students an opportunity to apply practical housekeeping knowledge while developing creativity, precision, teamwork and attention to detail—skills that are particularly relevant to professional hotel operations.

# 2. Role of Towel Art in Hospitality

The session explained the significance of towel art and decorative arrangements in five-star hotels. Students were shown how artistic towel presentations can enhance visual appeal and help create an attractive, welcoming and memorable environment for guests.

The discussion placed creativity and presentation within the wider context of housekeeping operations and guest experience.

# 3. Competition and Student Participation

Eight groups, each consisting of three students, participated in the competition. The participants demonstrated enthusiasm, creativity, teamwork and attention to detail while developing their towel-art designs.

The competition provided a practical platform for students to convert ideas into visible designs and to work collaboratively within their teams.

# 4. Evaluation and Recognition

The entries were evaluated using a predefined marking scheme covering creativity, presentation, aesthetics and execution.

Three groups were selected as winners. The winning participants were appreciated by Prof. Dr. Sarah Hussain, Dr. Vijay Kumar Dev and Dr. Nusrat Yasmeen for their efforts, creativity and active participation.

# 5. Key Learning and Professional Outcomes

- Understanding of the aesthetic dimension of housekeeping.
- Practical application of creativity and presentation skills.
- Improved attention to detail and execution.
- Teamwork and collaborative decision-making.
- Awareness of how small decorative details can contribute to guest-room ambience.

# 6. Conclusion

The Towel Art Session-cum-Competition successfully transformed a housekeeping concept into an engaging experiential activity. It strengthened students' practical understanding of presentation and aesthetics while encouraging innovation, teamwork and the disciplined execution expected in professional hotel environments.

# Photographic Record

The photographs below are reproduced from the supplied departmental report and retained as the original event images. They have only been resized to fit the Word page layout.




*Event photograph 1*



*Event photograph 2*



*Event photograph 3*



*Event photograph 4*



*Event photograph 5*