

JTB, NSDC International Limited and Zenken Sign Agreement Contributing to the development of India, Specified skilled workers and regional revitalization of the tourism industry

Tokyo, Japan, March 31, 2025 – JTB Corp. (Head Office: Shinagawa-ku, Tokyo; President & CEO: Eijiro Yamakita), NSDC International Limited (Head Office: New Delhi, India; Chief Operating Officer: Ajay Kumar Raina) and Zenken Corporation (Head office: Minato-ku, Tokyo; President: Junnosuke Hayashi) have signed an agreement to promote regional revitalization by introducing specified skilled workers from India to the Japanese tourism industry. Three companies will cooperate to develop human resources in the tourism industry, support recruitment, and contribute to the local economy.



■ Background of the Agreement

In Japan, the tourism industry is facing a labor shortage, and in rural areas in particular, there is an urgent need to secure human resources to support the local economy. According to the Ministry of Health, Labour and Welfare's "Summary of Results of Employment Trends Survey in the First Half of 2023," the number of unfilled positions in the tourism and food service industry exceeds 330,000 in Japan as a whole, making the acceptance of foreign workers an important issue for Japan.

This agreement constitutes a new initiative to promote the development of the tourism industry and the revitalization of the region by introducing specified skilled workers from India to the Japanese tourism industry, thereby compensating for the shortage of local labor.

■ Role of each company

JTB Corp.

We will disseminate information to the tourism industry on India's specified skilled workers system and its characteristics, and promote efforts to contribute to the acceptance system of India's specified skilled workers. We will also promote the use of local tourism resources and build momentum to support acceptance throughout the entire region.

NSDC International Limited (National Skill Development Corporation of India, a wholly-owned subsidiary of NSDC)

Established in 2008, the National Skill Development Corporation (NSDC) is a public-private partnership under the Ministry of Skill Development and Entrepreneurship Promotion (MSDE) of India, with 49% government and 51% private ownership. It is a public-private partnership that is building a skills ecosystem for India as a whole.

NSDC International Limited was established as a wholly-owned subsidiary of NSDC to produce quality Indian talent for overseas markets through skills development, a digital platform for human resource development, and foreign language training to increase international labor mobility.

In this initiative, NSDC will conduct recruiting activities and Japanese language training in India for personnel with specific skills who can be immediately effective in the Japanese tourism industry, and provide comprehensive support for recruiting, training, and travel preparation to send high quality personnel to Japan.

Zenken Corporation

Zenken is developing overseas human resources and education business in Japan, where the working-age population is shrinking due to the declining birthrate and aging population. Zenken contributes to solving social issues by continuing to create better opportunities for both overseas human resources who want to work in Japan and Japanese companies that are suffering from labor shortages. Through this initiative, we provide introductions and support for specific skilled human resources for the Japanese tourism industry. In addition to education in India, we will provide Japanese language education in Japan and a stable working environment for foreign human resources.

■ Education of Indian Specified Skilled Personnel

JTB provides know-how on customer service skills, manners, and expertise required in the Japanese tourism industry, and Zenken is responsible for designing the overall education program, drawing on its experience in Japanese language education. The program is based on an educational program jointly designed by JTB and Zenken, and provides practical education to acquire Japanese language skills and business skills at the same time. By creating a local learning environment specifically for tourism operations, this program fosters human resources who can smoothly engage in their work after arriving in Japan.

■ Company Profile

JTB Corp.

President and CEO: Eijiro Yamakita

Location: JTB Building, 2-3-11 Higashi-Shinagawa, Shinagawa-ku, Tokyo

Founded: March 1912

URL: <https://www.jtbcorp.jp/en/>

NSDC International Limited

COO: Ajay Kumar Raina

Location: 5th & 6th Floor, Kaushal Bhawan, New Moti Bagh, New Delhi, India

Established: July 2008 (NSDC)

URL: <https://www.nsdcindia.org/>

Zenken Corporation

President and Representative Director: Junnosuke Hayashi

Location: Azabudai Hills Mori JP Tower 22F, 1-3-1 Azabudai, Minato-ku, Tokyo

Established: May 2, 1975

URL: <https://www.zenken.co.jp/>

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