

HOTELS & RESTAURANTS INDIA

# fhrai magazine

MAY 2017

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**K. Syama Raju**  
President, FHRAI

*Dear fellow members,*

**W**e empathise with our brethren whose businesses have adversely been impacted by the liquor ban on hotels and restaurants within 500 metres of national and state highways, from April 1. We are actively in dialogue with the Ministry of Tourism to seek a solution to the problem and have been given assurances by them. FHRAI is currently collecting data from all its members and as on date, 361 member hotels and restaurants have been affected by the order. A fair amount of room inventory is located on national or state highways and these hotels, on pan-India basis, contribute 6.3 per cent towards the GDP of the country, which is likely to decline because of this decision.

Few hotels that had already paid the licence fee to the excise department are now in limbo as neither has the licence been granted nor has the fee paid been refunded by the excise department. There is a possibility that our members will find it difficult to service their debts besides having to store large amounts of liquor inventories.

Meanwhile, we are advocating to all our members to follow a policy of serving alcohol responsibly in their hotels and restaurants – “Be responsible, Serve responsibly”.

FHRAI has changed its website to facilitate members to work on a single platform for maintaining the membership of their establishment(s) by directly logging in or registering their profile on the FHRAI website. Payment, listing details, and photographs of nominees can be uploaded online without the

need to post hard copies of the documents to the FHRAI office. More details are available in this issue.

Members will be delighted to know that the latest edition of the Hotel and Restaurant Guide India 2017 has been circulated to all our members.

We look forward to welcoming our members to the forthcoming 52<sup>nd</sup> FHRAI National Convention from September 14–16, in Bengaluru. The theme of the Convention, “Hospitality 2025 – The Future is NOW”, encapsulates the opportunities, challenges, and aspirations of the hospitality industry as it forges ahead in its endeavour to fulfil the tourism goals of the nation.

This year as well, Horwath HTL will be evaluating the FHRAI National Awards that were instituted in the year 2000. The awards recognise entrepreneurship and individual excellence in diverse areas of operations and management ranging from the best general manager to the best environmental practices pursued by hotels. Award applications will be available on the FHRAI website shortly.

We try to understand and bridge the gap between the hospitality industry and its education institutes in our cover story.

*With warm regards,*

*K. Syama Raju*  
*President, FHRAI*

“

FHRAI is currently collecting data from all its members and as on date, 361 member hotels and restaurants have been affected by the order

”

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#### FHRAI

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**Vivek Nair**  
Honorary Secretary  
FHRAI

“During March, 2017, a total of 1.46 lakh tourists arrived on e-Tourist Visa as compared to 1.16 lakh during the month of March, 2016, registering a growth of 25.8 per cent”

*Dear fellow members,*

**W**e commiserate with our brethren whose business has adversely been impacted by the recent liquor ban on hotels and restaurants situated within 500 metres of national and state highways. These are trying times for the hotel industry. We are in dialogue with the ministry and government officials to seek a solution to the problem. Meanwhile, it is becoming important to try and develop other innovative ideas for revenue at a time when the industry is facing one crisis after another.

During March, 2017, a total of 1.46 lakh foreign tourists arrived on e-Tourist Visa as compared to 1.16 lakh during the month of March, 2016, registering a growth of 25.8 per cent. Between January and March, 2017, a total of 4.67 lakh tourists arrived on e-Tourist Visa as compared to 3.21 lakh during January-March, 2016, registering a growth of 45.6 per cent.

The percentage shares of top five source countries availing e-Tourist Visa facilities during March, 2017, were as follows: UK (21.5%), USA (11.8%), Russian Federation (10.3%), France (6.4%), and China (6.2%).

The percentage shares of top five ports in tourist arrivals on e-Tourist Visa during March, 2017, were: New Delhi Airport (46.5%), Mumbai Airport (17.1%), Dabolim (Goa) Airport (13.8%), Chennai Airport (5.5%), and Bengaluru Airport (4.8%).

The country's first Medical and Wellness Policy will be launched on June 21, 2017. The policy will be instrumental in streamlining the process for making India a preferred medical and wellness destination owing to its affordability and quality of service.

The Board had recently held its second meeting with various stakeholders to discuss the framework of the policy. As many as 201,333 FTAs in India on Medical Visa were recorded in 2016, while there were 134,344 FTAs in 2015 and 75,688 FTAs in 2014.

Wellness is one segment that can not only provide ancillary income, but also experiential

tourism, given our extensive range of Ayurveda, homeopathy, and other alternative medicines. The magical effects of the ancient Ayurveda treatment, Pizhichil, is now being discussed by the outside world. This special mix of oil and medicinal herbs, when applied to the body from head to toe, has the unique ability to take toxins out of the body over a course of 3-4 weeks. Conducted mainly in the monsoon months, the treatment guarantees prolonging life by at least 10 years, if undergone for at least six years at a stretch. There exist several examples of this longevity.

Staying sustainable will yield long-term results and conserve the earth for future generations. Hotels at the project stage are required to incorporate various eco-friendly measures like Sewage Treatment Plant (STP), rainwater harvesting system, waste management system, pollution control, introduction of non-Chlorofluorocarbon (CFC) equipment for refrigeration and air conditioning, measures for energy and water conservation, etc.

The architecture of the hotel buildings in hilly, coastal, and ecologically fragile areas should be sustainable and energy efficient and as far as possible, be in conformity with local ethos and make use of local designs and materials.

Efficient consumption of resources is the key to sustenance of future generations. There is a dire need to understand this exigency and take immediate action. In our guest column, we delve into the idea of creating a Bureau of Water Efficiency. Data on actual water consumption in India is absent.

There is a lot of uncertainty around water usage estimates presented by various national and international agencies with respect to water consumption by different sectors in the Indian context. In due course, we need to scientifically quantify the consumption of each unit because in years to come, water would be the most precious commodity.

With kind regards,  
**Vivek Nair**  
Honorary Secretary, FHRAI



*Artistic view of proposed Resort*



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*Actual view of the property*

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For more information please contact **Mr. Sunil Gandhi,**

Ph.: 09891068807, 09899972977 or e-mail: [rkghospitalities2007@gmail.com](mailto:rkghospitalities2007@gmail.com)



# New member login portal on **FHRAI website**

Keeping in line with their commitment to easing tasks for members and stakeholders alike, FHRAI has upped its membership portal. We take you through a step-by-step procedure for login or registration, and accessing your details henceforth.

**F**HRAI has created a website to facilitate its members to work on a single platform to maintain the membership of their establishment(s) directly by logging in or registering their profile on the FHRAI website, [www.fhrai.com](http://www.fhrai.com). Members will now be able to use umpteen services with ease and have a 24-hour access to all their membership details.

Once the member registers and logs into the website, they can perform the following functions:-

**Consolidation of membership:** A member can bundle and register all of his/her establishments (Hotels/Restaurants) operated or owned by him/her under one ID.

**Invoice and payments:** Members can also make a single payment for renewal of membership of all their establishments once they are aggregated through the online payment portal. They can pay via credit/debit card, NEFT/RTGS, and by deposit of cheque/DD. Those who pay through NEFT/RTGS or cheque are required to send their details to the Association or update the information on the page.

**Discount cards:** By clicking on Apply/Edit, nominee details can be updated after the payment. Members can update the details of their nominees along with photographs for the next financial year.

**Listing:** For updating their own listing details or those of their establishment(s), members need to

click on View/Edit or Change/Update. The updated information will directly be live on the website and Hotel and Restaurant Guide India.

**Hotel fact sheet:** Hotel members are required to fill data every year, to be used by FHRAI and HVS for their annual publication, "Indian Hotel Industry Survey". This survey is being prepared for the last 18 years.

**Receipt:** Print/Download receipt.

**Upload:** Vacancies and Résumé.

As part of this process of reform, FHRAI has initiated a change in the membership numbers of all member establishments, except those of associate members. Furthermore, payment, photographs of nominees, and listing details can be uploaded online without a need to post hard copies of the documents to the office. Users are requested to register themselves on the portal <http://www.fhrai.com/LoginRegister2.aspx> and create their password and login ID on the website and follow the steps given below.

### Membership renewal

The Association has already sent a copy of renewal information (invoice) via email to all members, stating the new membership numbers.

### Search engine

The search option on the website will help members easily locate the information they seek, without having to click on multiple tabs.

Search for members is available under "Membership". Search for discount cards can be done by name of establishment or membership number.

### Replacement of card and other services

The FHRAI website has also been equipped to help members easily manage their membership cards. Loss of a card or amendments to an existing one is not a tedious task anymore.

### Replacing a lost card

Once a card is lost, stolen or misplaced, the member has to give a copy of the FIR with a payment of ₹1,000 that can be paid online.



FHRAI has initiated a change in the membership numbers of all member establishments



### Registration

Those who are registering for the first time need to click on "New User, Please Register here" and provide the details given below:

1. Your new membership number
2. Your name, designation, mobile number
3. User ID: Use any email ID
4. Password: Create new password for FHRAI website
5. Click on create account

### Registration for non-members

Non-members can also register and apply online for new membership of FHRAI and regional associations. Initial payment to the regional association and FHRAI has to be made by cheque/DD only.

### Change of nominees

To change the name of the nominee, two photographs of the new nominee along with the original card issued to the member are required to be submitted. The cancellation fee of ₹1,000 can be paid online.

### Re-issuing a card

In the event of any error on the card, the old card should be sent back, highlighting the correction, accompanied by a letter requesting re-issue of the card.

If the error is on account of FHRAI, there will be no charge. If the information is wrongly provided by the member, then a sum of ₹1,000 will be charged.

# HRAWI AND FSSAI SPREAD FOOD SAFETY AWARENESS

Food businesses across India, from roadside eateries to restaurants, will soon have to comply with a wide set of food safety rules, norms, and procedures to obtain Food Business Operator (FBO) licences. As per the draft, non-compliance is to be met with rigorous punishment.

HRAWI has collaborated with the Food Safety and Standards Authority of India (FSSAI) to educate hotels and restaurants of food safety and security standards. As part of the initiative, the Association has organised a certification programme that will have Subject Matter Experts (SMEs) from FSSAI to counsel and guide representatives from hotels and restaurants through a series of conclaves held at various locations across the western region.

The objective behind the certification programme for master trainers is to familiarise the hoteliers and restaurateurs with the finer nuances of food safety and hygiene, and to effectively cascade the communication to the grass-roots level in the establishment to uniformly implement the processes. The Association aims to proactively ready its members for becoming FSSAI compliant even before it becomes a mandate to be thorough and fully-equipped to serve their guests with the best.

"The Food Safety and Standards Act means to serve the interests of the consumers regarding food safety and standards of cleanliness and hygiene. HRAWI is in favour of the FSSAI Act being implemented and it has our full support. In this endeavour and to come a step closer in realising the objective, we have collaborated with FSSAI so that our members can benefit from learning from the best in the field and be well-versed with the process



**Dilip Datwani**  
President  
HRAWI

“We have collaborated with FSSAI so our members can benefit from learning from the best in the field”

and systems by the time the Act rolls out,” said **Dilip Datwani**, President, HRAWI.

HRAWI has also brought on board Dr. V. Pasupathy, Food Scientist and Certified Lead Auditor on Food



**Gurbaxish Singh Kohli**  
Senior Vice President  
HRAWI

“We are certain that this exercise will benefit our members tremendously and will make them better equipped”

Safety Management Systems in the country, who will mentor, train, and certify eligible representatives from the participating member establishments. These Master Trainers will in turn be able to train the appointed Food

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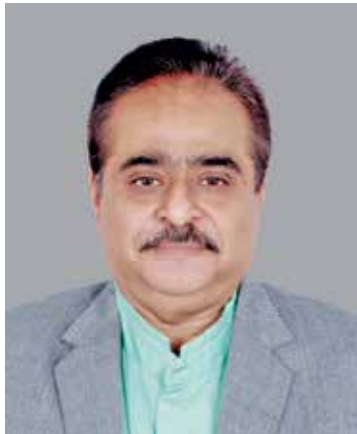
In its first leg, the Association has successfully concluded certification programmes at Mumbai, Pune, and Nagpur and plans to conduct similar programmes in various cities across Maharashtra, Goa, Gujarat, Madhya Pradesh, Chhattisgarh, and the

Union Territories of Daman and Diu, and Dadra and Nagar Haveli in the coming months.

“The sessions in Mumbai and Pune turned out to be highly successful. It was interesting to note that many hotels and restaurants were aware of the rules and regulations but weren’t sure about how they

were to be actioned. The sessions included role plays that helped us in understanding how things may practically unfold once we are on the floor. We are certain that this exercise will benefit our members tremendously and will make them better equipped,” concluded **Gurbaxish Singh Kohli**, Senior Vice President, HRAWI.

## END DRUNK DRIVING, NOT HOTEL BUSINESS



**Dilip Datwani**  
President  
HRAWI

“There is a correlation between drunk driving and enforcement, not between drunk driving and number of bars”

HRAWI has initiated a full-fledged social media campaign on the recent issue of liquor ban, which is expected to affect over one million jobs and make many restaurateurs and hoteliers bankrupt.

It has been the contention of the association that while drunk driving is a menace and should be strictly punished, associating drunken driving with hotels is untenable and unfair.

“Through social media, we will convey a few facts that, in normal times, would have been apparent. In the current state, unfortunately, facts are obscured by surround sound. The facts to be considered are that alcoholism is a disease and a social evil, drunken driving is a crime, and hotels and restaurants serve alcohol. What is of significance is that these facts are not correlated. Any path of continuity that may exist is forced. The compulsive alcoholic will find ways and means for consuming alcohol and continue to drive after drinking. Just as locking up girls at home does not help prevent rapes, banning hotels from serving liquor cannot help end the menace of drunk driving,” says **Dilip Datwani**, President, HRAWI.

HRAWI will run a series of hashtags on Facebook that will try and explain some of the common misconceptions. “One million jobs, ₹200,000 crore loss to the exchequer, and the possible closure of 15,000 establishments is not a small thing. We would not have minded sacrificing if the ban were to yield results, but the reality is that all the job losses and other damages would be wasted.

Statistics prove that there is a correlation between drunk driving and enforcement, not between drunk driving and number of bars,” adds Datwani.



**Kamlesh Barot**  
Past President  
FHRAI

“With a single stroke, the industry has been crippled. HRAWI has always promoted responsible drinking”

“Most of the affected hotels cater to city residents and not interstate drivers. We are legal, licensed establishments that contribute to the nation’s GDP and have played a pivotal role in the growth of the nation’s tourism.

With a single stroke, the industry has been crippled. HRAWI has always promoted responsible drinking,” says **Kamlesh Barot**, Past President, FHRAI.



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33 Food Experts, as trainees, benefitted from the session held at Radisson Blu Kaushambi Delhi NCR



(L-R) Ravi S. Khanna, Treasurer, UPHRA; Sanjay Sood, President, HRANI; Surendra Kumar Jaiswal, Hony. Secretary, HRANI; Renu Thapliyal, Secretary General, HRANI; and Garish Oberoi, Treasurer, HRANI, addressing participants



Participants busy in an activity during the session

## FOSTAC CONTINUES TO GAIN TRACTION WITH HRANI

HRANI continues to spread awareness on the Food Safety Training and Certification (FOSTAC) programme initiated by FSSAI. After the overwhelming response of members to four pilot sessions held in three states of North India, HRANI organised the fifth edition of the Master Trainer Session on April 12, 2017, at Radisson Blu Kaushambi Delhi NCR. **Sanjay Sood**, President, HRANI, aims to organise more sessions in its other member states to spread awareness. He also stated that the Association will act as a key stakeholder in setting a positive public discourse in spreading awareness around the Serve Safe initiative, thereby promoting safe and nutritious food while eating out.

The session witnessed the presence of hospitality luminaries including Surendar Kumar Jaiswal, Hony.



Secretary, HRANI; Garish Oberoi, Treasurer, HRANI; and Ravi S. Khanna, Treasurer, UPHRA. Thirty-three food experts took the benefit of the training.

The session was conducted by Neeraj Chandok and Heena Yadav. The Vote of Thanks was passed by Garish Oberoi where he thanked the team of Radisson Blu for hosting the session. He also expressed his

gratitude to the trainers and FSSAI for their support. He stated that the Association was keen on contributing towards educating its members on the importance of displaying Food Safety Display Boards (FSDBs) at their premises. Food handlers and regulatory staff were also informed about the importance of food safety and its regulation, thereby providing a 360 degree assurance on food safety and hygiene.

HRANI



# HRAEI OBJECTS TO SERVICE CHARGE GUIDELINE

The levy of service charge and the guidelines surrounding it have been amended time and again. Since the beginning, Hotel and Restaurant Association of Eastern India (HRAEI) and other member associations have tried to understand, deliberate on, and map out the



**Sudesh Poddar**  
President  
HRAEI

“These are guidelines and not laws and therefore, we haven't yet decided whether to discontinue levying of service charge

implications that these guidelines will have on the well-being of those in the service and other affected stakeholders.

While the Central Government's Department of Consumer Affairs issued a strict guideline on levy of service charge by hotels and restaurants, the Hotel and Restaurant Association of Eastern India raised strong objections to the move, saying it was unnecessary and hampered the extra income shared by employees.

The guideline strictly prohibits adding of service charge (to be paid by consumers) to the bill by hotels and restaurants, thereby making rendering of the charge dependent on a consumer's discretion.

HRAEI has always promoted best industry practices and set benchmarks for industry constituents. A common voice for hotels, restaurants, and associates for unhindered progress of the hospitality industry in the country's eastern region, HRAEI stands for those judgements that are fair, and not against the well-being of employees of the industry.

Taking a strong stand against introduction of guidelines that control the industry rather than legislated laws, **Sudesh Poddar**, President, HRAEI, said, "These are guidelines and not laws and therefore, we haven't yet decided whether to discontinue levying of service charge."

According to him, the levy of service charge directly benefits the millions of people employed in the industry. Also, more than half of the employees depend on service charge to augment their income.

All organised F&B operators employ this method to ensure that all employees involved in a service, such as cooks and cleaners and not just the waiters, are beneficiaries of the service charge.

It is also important to note that service charge is not one that is levied by restaurants alone. It is prevalent in other industries as well, where no guidelines restricting its levy have been laid down. Why then have these guidelines been applied to the F&B industry alone?

"Service charge is a global practice and one that has been in force in



**T.S. Walia**  
MC Member  
HRAEI

“We will try to convince the government on the need for service charge as food and beverage pricing does not cover it

India for more than half a century. It is not just hospitality, but many other businesses that levy the charge," added Poddar.

**T.S. Walia**, MC Member, HRAEI, said, "The industry will soon meet and take a call on the issue. We will try to convince the government on the need for service charge as food and beverage pricing does not cover it."

While the debate on the subject continues to subsist, it is not absolutely clear how things will turn out in the end. In these tumultuous times, the Hotel and Restaurant Association of Eastern India continues to strive for the betterment of industry stakeholders and patrons, while upholding those norms that are fair to customers and employees alike.

# SIHRA AND TNHA PARTNER WITH FSSAI

South India Hotels and Restaurants Association (SIHRA) and Tamil Nadu Hotels Association (TNHA) have registered themselves as training partners with Food Safety and Standards Authority of India (FSSAI) to impart training for food safety supervisors.

SIHRA and other major stakeholders in the food industry have been facing various challenges in the implementation of the FSSAI Act. A committee was set up in May, 2016, at the stakeholders meeting convened by FSSAI, with Dr. V. Pasupathy as Convener to recommend changes to Schedule 4.

FSSAI has initiated FOSTAC, a training programme for food safety supervisors to be present on the premises of all food businesses.

FSSAI, with the help of experts, has made a specific curriculum, training module, and qualifying matrix for food safety supervisors. The presence of qualified food safety supervisors will become mandatory in due course of time.

The first training session under the Master Trainer Certified Programme organised by SIHRA was inaugurated on April 22, 2017, by Pawan Kumar Agarwal (IAS), CEO, FSSAI, and was attended by P. Amudha (IAS), State Food Safety Commissioner; and T.N. Hariharan (IAS), Coimbatore District



Collector, Deputy Director Health and Commissioners of Corporations of the Region. Dr. V Pasupathy, Scientist and Food Safety Expert, was the trainer for the programme. K. Syama Raju, President, SIHRA; Dr. M. Venkadasubbu, President, TNHA, other office bearers of TNFGMA; Industrialist Duraisamy of Sakthi Masala; V.R. Muthu of

Idhayam Oil; representatives of CII and FICCI, Coimbatore Zone, and leading hoteliers were present during the inauguration.

Agarwal and Amudha met food business stakeholders and had an interactive session on the challenges pertaining to implementation of the Food Safety Act.

## SEMINAR ON REVENUE MANAGEMENT

In the fast-developing hospitality industry, one must stay up-to-date. In their endeavour to provide their members with new learnings and knowledge, South India Hotels and Restaurants Association (SIHRA) organised a one-day seminar on

"Revenue Management – Digital Application and Marketing". Ravishankar S, Group Head Revenue & E-Commerce, GRT Hotels & Resorts, was the speaker at the seminar that witnessed more than 25 participants. The seminar

covered subjects such as "Revenue Management -The Untold Story"; "Social Media - Hype or Reality"; "OTAs - Friend or Enemy"; "Latest Technology and Tools - Which to use where?" and "Changing Trends and Buying Process".

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# Hotel industry suffers post liquor ban

As the industry continued to fend for itself post the Supreme Court order of March 31, we got in touch with FHRAI members to find out how far business had been hit and how they were coping with the situation.

The liquor ban raised many a concern among hoteliers and restaurateurs when on March 31, 2017, the Supreme Court passed a decree that the original judgement of December 15, 2016, was to include hotels and restaurants too.

The hospitality industry estimates that about one million employees could be hit by the order. Almost nine million tourists visit India every year, resulting in almost 27 million foreign visitations across Indian states. These, along with

1.8 billion domestic visitors frequent a significant portion of these 'establishments' as guests.

All of this will be put to risk if the overall food and beverage experience is compromised at such legitimate establishments, which pay direct and indirect taxes and levies to both the central and state governments. After decades of independence, India, despite its geographic and cultural heritage, has only 0.67 per cent of the tourism market share of the world, now set to reduce drastically.



**Dilip Datwani**  
Vice President, FHRAI

Right now, our industry is hit very badly. The judgement that came out on March 31, was a shock to us because we thought we were never in the picture and it was only the liquor shops and vendors to which this was applicable. However, some mention was made of us. We have been advised to go for a review petition, which we are contemplating. The way forward looks bleak, but we are hoping the

government will take a proactive measure because this involves huge loss of revenue to the tourism as well as MICE sector. Additionally, it is not clear what will happen to banquet bookings that have been made by people as much as six months in advance. Hoteliers have taken all legal permissions from the government, applied for loans on that basis, and invested significant sums in infrastructure, but are today facing such a dire situation for no fault of their own. There will be an estimated ₹200,000 crore loss nationwide. One must also take into consideration that such a ban portrays a negative image of the country to tourists who are wanting to visit. We are looking at the option of a review petition.

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The way forward looks bleak, but we are hoping the government will take a proactive measure

”

## Garish Oberoi Vice President, FHRAI

We were taken aback by the order that came out on March 31. Earlier, we thought we were not a part of this; it was only the vendors of alcohol that this pertained to. It was only after the order came out that it became known to us that the hospitality industry had been included. This will have a far reaching affect. We have met the tourism minister, are meeting state governments, and are approaching courts to look into our issue because we were never a part of the initial order. As I understand from my lawyer, there is only one curative petition that is left; we are planning to approach the court with that. One must also take into consideration

that it is not just direct employment but also indirect employment, which is twice the size of the former, that is going to be impacted. MICE business is also going to be affected. As I remember, when liquor got banned in Kerala, all the business got shifted to Sri Lanka and Thailand. This ban is now pan-India.



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There is only one curative petition that is left; we are planning to approach the court with that

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## T.S. Walia Vice President, FHRAI

We honour the Supreme Court's judgement, but are also seeking legal remedies with regards the course of action that must be followed and how the hospitality and tourism industry must be protected. Not only are both industries going to suffer huge losses, but the country itself is going to suffer terribly.

We are looking at a ₹200,000 crore loss of revenue. The MICE industry will also be badly hit because events like marriages and conventions are mostly accompanied by alcohol where people unwind themselves.

The ban will also affect our FTA numbers as foreigners will not be sure of our ability to serve them. We must look for common ground, one that addresses both issues, that of drunken driving and the business of hospitality. We do also hope that this can be done soon.



“

We are looking at a ₹200,000 crore loss of revenue. The MICE industry will also be badly hit

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## Rajindera Kumar EC Member, FHRAI

It is most unfortunate that the recent Supreme Court order linked hotels and restaurants to vends. I reckon that hospitality will lose approximately 13.67 per cent of its total revenue amounting to ₹317.6583 crore with stock-in-hand to the tune of ₹9.797 crore and at least one million employees likely to be hit by the order.

I would like to emphasise here that hotels and restaurants have well-defined land-use plans and obtain all licences that are required to successfully run business.

Vends, however, are of a temporary nature, movable from time-to-time. Hotels and restaurants cannot be relocated at all or easily

without incurring huge costs. Tomorrow, vends can move from 500 to 1,000 or 2,000 metres beyond highways but hotels and restaurants cannot.

Those that have suffered huge losses are holding stocks worth crores of rupees. We do hope good sense will prevail and the hospitality industry will not be equated with vends. There is a dire need to address the issue soon.



“

Hospitality will lose approximately 13.67 per cent of its total revenue amounting to ₹317.6583 crore

”



### Luv Malhotra EC Member, FHRAI

A number of hotels and restaurants have been affected by the ban. Almost 42 per cent (approximating to ₹30 crore) of our overall business has been impacted in terms of top line. Our banquet business has also been hit by approximately 70 per cent and F&B outlets by almost 60 per cent. We have seen a decline in occupancy and cancellation of corporate and

wedding groups. Leisure travel has also seen a significant reduction as opposed to the previous year, as most foreigners had to be denied the alcohol they love to have with dinner. We have also seen a decline in FOREX earnings that will further be impacted if the ban continues. The ban has resulted in loss of jobs as manpower is linked to revenue, given the number of guests each person can cater to. We are focusing on other corporate and social events to meet our daily expense, but it is all going to be very difficult. We plan to get in more MICE business that does not have a requirement of liquor. This will also be a challenge as MICE events are usually accompanied by evening cocktails.

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Almost 42 per cent of our overall business has been impacted in terms of top line

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### Bharat Malkani EC Member, FHRAI

The ban, in our experience, will not yield the desired result. If liquor served by hotels and restaurants were the cause of accidents, there would be zero accidents due to 'drunk driving' in Gujarat, a state where alcohol is prohibited. Statistics, however, show otherwise. If 500 metres is the magic figure that can stop drunken driving, then why is the distance of 501 metres too far?

What stops a person who wants to drink and drive from driving another metre to get his/her quota of liquor?

The 500-metre distance is infinitesimal. Statistically speaking, in India, diabetes and heart disease are the largest killers; should a judgement that shuts down restaurants that sell fried foods and sweets also be passed to stop such diseases? The liquor ban affects tourism, hospitality, and employees linked to both sectors.

“

The liquor ban affects tourism, hospitality, and employees linked to both sectors

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So, who does the ban really work for? The history of any alcohol-based prohibition in the world has only shown an increase in the crime rate on highways.



### Sudesh Poddar EC Member, FHRAI

This liquor ban on hotels and restaurants is not going to curb drunken driving. Guests staying at hotels work the entire day and at the end of the day, want to either unwind in their room or at the hotel's bar. They would want a bottle of beer or a glass of wine. Is this something that has been considered? The answer is, no. An application filed by K. Balu, an advocate at the Madras High Court, stated that somewhere in Tamil Nadu, there is a stretch of one and a half kilometres where there

are close to 67 liquor shops. A PIL (Public Interest Litigation) had been filed, requesting that their licences be cancelled or withdrawn. Later, another NGO, Safe Society of Chandigarh, filed another PIL and the December 15 judgment arose out of that. In that judgment, there was no mention of hotels or restaurants. Thereafter, a number of states issued notices to hotels and restaurants and that is when we went to the court to seek clarification. The court stated that hotels and restaurants were also included in the judgement. We are considering our options and taking opinion from the legal experts of the country. Within a very short time, we will have a board meeting and arrive at a decision. With this ban, all hotels and restaurants along the highway are shutting down.

“

With this ban, all hotels and restaurants along the highway are shutting down

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## S.M. Shervani

EC Member, FHRAI

The liquor ban has caught the industry by surprise because as per the judgment of December 15, 2016, we did not think it was applicable to us. However, when our members started getting notices and were being told that after March 31, 2017, their licences were not to be renewed, it raised a lot of concern in the industry. We went to the court to seek clarification and felt that the prime concern was drunken driving and how road accidents could be prevented. We need to debate the same with the Supreme Court, keeping in mind that concerns

expressed do not affect businesses that are not impacted. If we do not approach the Supreme Court, there will be a huge loss of employment and revenue for both citizens and the government.



“

If we do not approach the Supreme Court, there will be a huge loss of employment and revenue

”

## Sanjay Sood

EC Member, FHRAI

FHRAI is trying to take a stand for its members who have got into the tangle of this liquor ban, something that I believe was intended for liquor vends and not hotels. We are somehow trying to wiggle out of the situation.

We are seeking guidance from legal teams. This is going to have a major impact on the tourism industry. For example, in Mussoorie, there are a couple of hotels that have been impacted on the highway, and the foreign tourists staying there

have cancelled their bookings. This is based on reports that I have taken from them. The wedding business is also going to take a massive hit as most banquets are located along highways.



“

The wedding business is also going to take a massive hit as most banquets are located along highways

”



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## EXPANSION

## MARRIOTT'S NEW ADDRESS IN JAISALMER

Marriott International has expanded its portfolio in India with the opening of Jaisalmer Marriott Resort & Spa. The property offers 135 exquisitely designed rooms with nine suites. The resort has mobile check-in and check-out facilities to ensure that guests have a seamless experience. Perfect for weddings and social events, the newly opened property offers 3,251 sqm of outdoor space surrounded by lush green lawns, interspersed with sparkling water bodies, and an added 577 sqm of indoor meeting space that includes three meeting rooms along with

the Grand Ballroom. The resort also boasts of a dedicated event planning team. "Jaisalmer Marriott Resort & Spa reflects refined sophistication, quiet elegance, and exceptional service, attributes that have grown synonymous with the Marriott Hotels brand worldwide. This new property caters to the entire family with a wide range of entertainment, dining, and relaxation options that blend indigenous beauty with the highest standards of hospitality to create truly grand and spectacular memories for guests," said **Rahul Maini**, General Manager, Jaisalmer Marriott Resort & Spa.



## LAUNCH

## LORDS HOTELS' SECOND RETREAT IN KATHMANDU



Lords Hotels & Resorts has announced the signup of its fourth hotel property in Nepal. With 105 keys, the premium resort property will be inaugurated as Lords Resort – Budhanilkantha because of its proximity to the sacred temple. Slated to commence operations by the end

of 2017, this would become Lords Hotels & Resorts' second hospitality offering in Kathmandu. The resort will offer tourists a retreat with an in-house casino, spa and beauty salon, heated swimming pool, multi-cuisine restaurant, open-air grill and bar. Despite offering all conveniences, the resort is distinctly eco-friendly with the architecture capturing natural light and wind so as to reduce its carbon footprint.

"We are pleased to announce the launch of Lords Resorts – Budhanilkantha and are positive that this will become a landmark resort in Kathmandu. Built on a vantage point, it is away from the hustle and bustle of the city. Access to the city, however, is unrestricted and convenient. Being located at the top of a hill, skirted by dense flora, every room will offer a magnificent view of the valley and its fauna. The resort will also cater to travellers across the spectrum, from leisure to adventure and business to pilgrimage," said **PR Bansal**, Chairman and MD, Lords Hotels & Resorts.



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## LAUNCH

## TAJ DEBUTS IN AMRITSAR WITH TAJ SWARNA HOTEL

Taj Hotels Palaces Resorts Safaris has announced the opening of Taj Swarna, Amritsar, the group's first hotel in the city. The hotel offers contemporary luxury that reflects Amritsar's rich heritage. The property comprises 148 luxurious rooms and nine suites including a lavish Presidential Suite. Luxuriously appointed amenities make Taj Swarna, Amritsar, perfect for both business and leisure. The hotel has a stunning contemporary design which reflects not just the traditional art and refinement of old spiritual Amritsar, but also the cutting-edge modernity of the new city with its contemporary



art and clean lines. The hotel also offers expansive outdoor entertaining space of over 5,000 sq ft along with a banquet hall of 7,000 sq ft, ideal for meetings, corporate events, and weddings. Commenting on the opening, **Sumeet Taneja**, General Manager, Taj Swarna, Amritsar, said, "The hotel pays homage to Amritsar's cultural and spiritual identity through local art and design while offering an urban sanctuary for residents as well as business and leisure travellers."

## RECOGNITION

## CRYSTAL SAROVAR PREMIERE, AGRA, NOW 5-STAR



In recognition of its superior services and facilities, Crystal Sarovar Premiere, Agra, has been certified as a 5-star hotel by the Ministry of Tourism. The certification represents the hotel's status as one of the leading premium hotels in Agra that offers the best of hospitality to leisure as well as business travellers.

The 136-key hotel has received the certification for a period of five years till the year 2022. The outstanding meeting, banqueting, and conferencing facilities offer a perfect venue to host trainings,

workshops, product launches, exhibitions, weddings, and other social events.

Commenting on this acknowledgment, **Vivek Mahajan**, General Manager, Crystal Sarovar Premiere, Agra, said, "We are delighted to be certified with a 5-star rating for Crystal Sarovar Premiere. We have been delivering a premier, full-service, and upscale hotel experience to guests visiting this extremely popular tourist destination of India."



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# Distinctive conventions

Presidents of regional associations provide their opinion on the right formula that makes conventions and events a success. They also enunciate on what is expected of a convention for hoteliers.



**Sanjay Sood**  
President  
HRANI

## EVOLVING DEFINITION

Earlier, a convention (often also called congress or conference) was a meeting between three or more nations, held to discuss national issues. In today's time, convention is defined more as "a gathering of individuals who meet at an arranged place and time in order to discuss or engage in some common interest". In many ways, organising a conference is similar to preparing a lesson. There are pre and post arrangements to be made with backup plans for each phase. The more thought put into the planning phase, the better the conference.

## FORMULA FOR SUCCESS

It is not necessary that a convention or conference be as formal as the word sounds. Organisers can also incorporate social programmes such as quiz nights, poetry readings, stand-up comedy, art exhibitions, and

city walks in their itinerary. Good speakers and presenters are an important part of such events and their key to success. Sharing speaker profiles with the audience is also advantageous. Organisers must also ensure that the conference staff is friendly.

Successful conferences usually have a well-designed advertising strategy. A conference teaser, sent out months before the official announcement, helps pique interest and garner attention. Well thought-out, catchy conference themes, logos, and slogans can guarantee a positive image of the conference in the prospective participant's mind.

## A HUB OF OPPORTUNITIES

Unlike other conventions, a hotelier convention is expected to be a platform for networking where opportunities and challenges of the industry can be discussed and highlighted. It should be a common voice of hotels, restaurants, and associated sectors for the unhindered progress of the hospitality industry.

“Good speakers and presenters are an important part of such events and their key to success”



**Sudesh Poddar**  
President  
HRAEI

## A SUCCESSFUL 50<sup>th</sup>

The 50<sup>th</sup> FHRAI Annual Convention organised by HRAEI that took place in Bhubaneswar was one of the best conferences of the hospitality industry in India. The venue had all the facilities and the planning had begun early. Odisha, a state with rich cultural heritage, attracted a number of dignitaries including the Tourism Minister, Dr. Mahesh Sharma. The Honourable Chief Minister, Naveen Patnaik, was also present to inaugurate the meet with him. A number of well-equipped hotels and brilliantly organised logistics made it a successful convention.

## UNIQUE DESTINATION

India is turning into an important convention destination. What makes India different is the myriad of experiences that it offers. This is one land where the ancient and the modern co-exist. The country is undoubtedly a unique conference destination

that offers heritage sites as well as excellent beach facilities and adventure holidays that can be combined for pre and post conference tours. For instance, Eastern India (especially Kolkata, Bhubaneswar, and Guwahati), with its mix of culture, wildlife, and heritage makes these

“Transit requirements, parking necessities, and logistics must be meticulously organised”

cities an ideal destination for conventions. Well-connected through air, road and railways, sophisticated information technology, and new convention centres, hotels and meeting facilities, this region is an important MICE destination.

## MEMORABLE TAKEAWAYS

A successful convention of hoteliers must be planned well in advance. Transit requirements, parking necessities, and logistics must be meticulously organised. One must begin working with service providers as early as possible. Negotiations with vendors must be done carefully, keeping in mind all hidden costs. Above all, a good convention needs great staff.



**Dilip Datwani**  
President  
HRAWI

**MANTRA IS "FUN"**

The goal of the seminar should be to instil enthusiasm in the participants and improve their communication skills. Teamwork must also be developed by encouraging the right mindset and creating a sense of confidence that stimulates individuals and gives them a different view on their day-to-day activities. Above all, the mantra of any convention or event should be "fun". At the end of each day, the participant should understand that there is a big difference between good and excellent and promoters and professionals must ensure that they offer excellent service to their customers. This will help them not only in creating a pleasant atmosphere to work in but also in ensuring that business practices are more efficient and buoyant than ever before.

**GUARANTEEING GROWTH**

It seems that various associations across India conduct their annual conferences in various locations wherein professionals who are members of their respective associations get to learn about the developmental challenges that the industry faces and what their solutions are.

These conventions allow promoters and professionals to gain an insight into what's working for others and share ideas about what can or cannot work when it comes to growing business. A majority of these conventions are for a minimum of two nights with topics pertaining to business being discussed during the day and entertainment and dinners being conducted during the evening.

**INTERACTION FOR ENGAGEMENT**

In the current scenario, one must realise that the business of hotels and their management is not as predictable as it once was. Things today are uncertain

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The goal of the seminar should be to instil enthusiasm in participants and encourage communication

and no longer clear. Managing hotels is becoming extremely complex due to various reasons and profitability is getting harder to obtain. I believe that at a convention, firstly, one must be able to convey a new vision in the hotel strategy and help others understand why the hotel business is different and complex; secondly, a convention must be such that it opens and expands one's view on hospitality management and be able to explain to participants a new model of management in which "The path of leading becomes more relevant".



**K. Syama Raju**  
President  
SIHRA

**FOCUS, RECRUIT, ADAPT**

To make conventions successful, it is essential to keep in mind the following: (a) Focus on the why. Develop why the conference is important to attendees and what content must be delivered to them; (b) Recruit your speakers. The right content must always be accompanied by the right speakers to achieve the desired result; (c) Learn and adapt from past experiences; and (d) Adopt the best practices from past regional and national conventions to suit your region.

A convention for hoteliers should be an event that will gain accolades from participants of the hospitality industry that include hoteliers, restaurateurs, food business entrepreneurs, and exhibitors.

Featuring a variety of activities, the convention must be a unique showcase of the best of the region to help understand its potential for the hospitality industry with offerings of culture and heritage.

The themes should be appropriate and be in complete harmony with the mission and goal of

FHRAI. It should have the core ingredients of content, speaker, environment, and format. It must have a mission, be inspiring as well as entertaining, be a great networking platform, and have a unique twist.

**AWAITING THE 52<sup>nd</sup>**

The 52<sup>nd</sup> FHRAI Convention, that is set to take place from September 14-16 in Bengaluru, will be attended by Gurudev Sri Sri Ravi Shankar ji, who will be presiding over the inauguration ceremony and blessing the function.

Dr. Mahesh Sharma, Minister of State (Independent Charge), Ministry of Tourism & Culture, has agreed to be the Keynote Speaker. We will be honoured to have M. Venkaiah Naidu, Union Minister for Urban Development, as the Guest of Honour.

Ananth Kumar, Parliamentary Affairs Minister, and Pinarayi Vijayan, CM of Kerala, are some of the other prominent guests invited. The theme for

“  
The convention must be a unique showcase of the best of the region to help understand its potential for the industry

the convention is "2025 - The future is now". The sessions at the Convention will broadly cover varied areas dealing with finance, marketing and social media, technology, design, and restaurants.

# Training for **SERVICE**

Hoteliers and Heads of hospitality institutes share their viewpoint on aspects that have created a gap between what is demanded by the industry and what is supplied by institutes. We aim to throw light on this subject by understanding what each expects from the other.

Kanchan Nath





**Shantha de Silva**  
Head, South West Asia  
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The Great Place To Work Survey 2016 was a testimony to this, ranking IHG 16th from among the hundreds surveyed. We were also among the top five companies to work for in Asia in the Best Workplaces in Asia 2017 list.

**IHG ACADEMY PARTNERSHIPS**

We source our talent from the institutes of hotel management across India. We also have 31 IHG Academy partnerships in India from where we source talent. Under our strategic tie-up with Vedatya Institute, we jointly run a programme to develop revenue management professionals for IHG.



We also have a strategic partnership with IL&FS and have opened IHG Academy training centres with them in Delhi and Kalimpong.

**FOCUSED PROGRAMMES**

At the entry level, we have the 'I-Host' programme where we give a 12-month training to people so they can graduate as supervisors. Our 'I-Grad' programme, which is for graduates, puts them through an 18-month programme so they can enter the system as managers or assistant managers.

We also have the 'IHG Future Leaders' programme, where young individuals with leadership potential are trained to lead a function in the hotel within two years. 'GM Express' focuses on accelerating the development of high-potential talent to be the General Manager of a hotel under the company's select service brand, Holiday Inn Express, within 18 months.

The 'IHG Leadership Framework and Leadership Competencies' objectively focuses on industry expectations and skill development. Specially designed "Learning Catalogues" serve as a one-stop-shop for all learning programmes available within IHG to address the learning needs of colleagues across the organisational hierarchy.

**BALANCED SCORE CARD**

The IHG Performance Review System has its foundation in the Balanced Score Card approach and is designed to objectively evaluate performance. We ensure that superior performance is recognised and rewarded with focus on rewarding competitively, incentivising superior individual performance.



**Shantha de Silva**

**5 TRAITS  
for SUCCESS**

- Positivity
- Tenacity and perseverance
- Appetite to learn and adapt
- Interpersonal skills
- High Cultural Quotient



Gurmeet Singh

## Gurmeet Singh

Senior Area Director Human Resource, South Asia  
Marriott International

### PUTTING PEOPLE FIRST

Instituting the right culture and instilling our core values in everything we do are the two pillars that help ensure each and every associate that walks through the door feels a sense of ownership and pride in their vocation.

Putting people first enables us to maintain the right balance and helps us focus on our associates, guests, and stakeholders. This philosophy is driven by the Balanced Score Card approach to performance management. It also provides a platform for fruitful reward and recognition and ensures that each associate is aligned to the overall goals of the hotel.

### CHANGE IN MOTIVATORS

With the onset of the millennial generation, we have seen a sea of change in the kind of associates that we are now recruiting and nurturing. They bring with them a strong sense of purpose and crave a sense of balance and belonging.

Money is no longer the motivator and this new generation is looking for growth and

development. Our Take Care programme, the Empowering Millennial initiative, our Business Councils and Spirit to Serve initiatives have ensured that our attrition is the lowest in the industry and we are able to successfully provide this sense of purpose and belonging.

### SKILL ENHANCEMENT

We have different skill set trainings that help enhance the skills of the employees we hire.

#### Rouxbe – Culinary skill training

Rouxbe captures a professional cooking school curriculum in high-definition video and delivers culinary training to over 122,000 students in over 175 countries, with content available in multiple languages. It offers a cost-effective training platform that complements existing on-the-job training and provides seasoned chefs an opportunity for specialised learning.

#### Lobster Ink – F&B skill training

Lobster Ink is a hospitality education platform that teaches international standards and skills, and delivers product knowledge to hospitality staff and management.

## 5 TRAITS for SUCCESS

- People first attitude
- Focus and balance
- Intellectual curiosity
- Global outlook with local focus
- Spirit to serve



### Compass – Front office skill training

Compass provides comprehensive front office training that combines hospitality skill courses and technical modules with abundant on-the-job experiences, including an entire learning level dedicated solely to practical application.

### TALENT DEVELOPMENT

Our talent development programme has been designed to develop and groom high-potential associates to assume higher responsibilities and grow within the company. "LEAD" is aimed to develop and prepare high caliber, non-management (supervisory) associates for entry level management positions.

"Elevate" is our 12-month programme that is customised for individuals to develop, refine, and accelerate the productivity and performance of select purple band leaders. The programme employs a blended learning approach to address operational and leadership focus areas. From webinars to real-time, on-the-job GM shadowing experiences, Elevate participants become immersed in the topics, skills, and resources needed to become a successful GM.



### GENDER PARITY

In India, our approach has been crafted to target specific goals that have continuously evolved over the last three years. Gender parity is of utmost importance to us.

For building and developing gender diversity, we have established the Enrich Women@Marriott programme where we maintain our workforce of women at 30 per cent, including 10 per cent of these women at managerial levels.

Under our Mentorship Development programme, we have two HIPO managers per hotel. With 12 key influencers, we promote stories in HOH and FB.



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Nilesch Mitra

## Nilesch Mitra

Senior Director - Human Resources, Carlson Rezidor Hotel Group

### ADOPTING DEVELOPMENT

An effective industry body helps in instilling a sense of pride and camaraderie in its members. At an employer level, it is crucial to be a desirable place to work at. This can be done by genuinely adopting people development as part of the company's business strategy and putting people at the centre. At Carlson Rezidor Hotel Group, we are committed to hiring and developing people with our HR strategy of 'Catch me, Grow me and Keep me'.

### MORE INDUSTRY EXPOSURE

While there has been a general improvement in the quality of talent hired from various hospitality management institutes over the past years, we feel institutes can add more practical learning to their curriculum by offering regular industry visits, internships, and live demonstrations. They must also invite more visiting faculty from the industry to share their experiences and impart practical skills to the students.

### THE 70:20:10 OF EDUCATION

Our robust development programmes are flexible and individualised, and are based on a 70:20:10 principle of learning where 70 per cent of the learning takes place on the job, 20 per cent takes place through coaching and mentoring, while the remaining 10 per cent is through formal classroom training. There is a certain amount of risk that every organisation faces after heavily investing in training and development of its employees. Our employee retention programme, Employee Value Proposition – Make Your Mark, makes a complete employment promise to our employees.

### PADP FOR BETTERMENT

We are committed to developing our employees to their full potential in order to assist them in attaining their own goals as well as to improve business performance. The Performance Appraisal and Development Plan (PADP) at Carlson has been developed with the objective of evaluating performance against agreed objectives and identifying development needs of every employee.

### TWO-FOLD MANAGEMENT

Human resource management is both an art as well as science. Managing people in this industry presents special challenges due to the diversity of backgrounds of employees, the roles they are required to play, an ever-present focus on guest service, and organisational structures that are often different from generic corporate models. We have a two-fold task at hand - Firstly, we need to identify and grow the talent and capabilities of our employees so they deliver optimum performance, and secondly, we need to keep them engaged and motivated and ensure their achievements are recognised.

### GENDER EQUALITY A PRIORITY

Brands and companies need to work hard these days to attract, retain, and develop talent and to remain competitive in an increasingly demanding global marketplace. At Carlson, we have not faced the challenge of maintaining gender parity.

Our hotels have routines in place to ensure that gender equality is realised and they are aligned with our 'equal opportunity' approach.

## 5 TRAITS for SUCCESS

- Empathy
- Perseverance
- Clear and compelling vision
- Passion
- Good communication skills



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**Akshi Sharma**  
Batch of 2016  
Currently Placed as a  
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Rajesh Kumar

## Rajesh Kumar Vice President – Human Resources, Lemon Tree Hotels

### OPPORTUNITIES FOR ALL

We are an equal opportunity employer. To us, neither the socio-economic background of a person nor gender or disability propose disadvantages. Currently, 25 per cent of our employees across India come from either a differently-abled background or come from economically or socially weaker sections of the society. We skill-train all incumbent employees at par with our brand standards and enable them to grow and earn their living in a dignified way.

### EDUCATION BETTERS CHANCES

We hire employees via hotel management colleges, NGOs, and our employee referral programmes. There is no minimum education criterion for entry level roles, however, a formal degree or diploma in hotel management does work well for further advancement in senior roles.

### HARD WORK IS KEY

Hotel management colleges are primarily able to impart only basic theoretical knowledge to their students, when a lot more is desired on the skill development front.

The millennial generation is less patient about toil and hard work at the grassroots level and envisions speedy growth and success. A sense of



climbing the ladder with patience and hard work is a much needed quality.

### HIGH PERFORMER IDENTIFICATION

We take pride in our leadership team at the hotels, as most of them are homegrown and risen from the ranks. We have a robust high performer identification programme that helps us identify talent requirements and helps chisel these needs for leadership roles. There is a specialised learning and development team that is rigorous in training all employees across the board in pre-defined Lemon Tree standards.

**5 TRAITS for SUCCESS**

- Service orientation
- Communication
- Proactivity
- Technical knowledge
- Process and quality focus



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Binu Nair

## Binu Nair

Human Resource Manager, The Taj Mahal Hotel, New Delhi

### EXTERNAL INFLUENCERS

Associates are no longer solely motivated by money and facilities. The working-environment influence has a great deal to do with an employee's engagement and retention within the system. All our associates are expected to consistently demonstrate high standards of personal and professional conduct wherein we treat each other with dignity, build relationships rooted with mutual respect, and observe proper boundaries appropriate to all within the system.

### RECRUITMENTS PAN-INDIA

There are no geographical limits and we look to hire employees from across the country. While recruiting, our decisions are based solely on their performance, merit, competence, and potential. We also take into consideration a candidate's personality, interpersonal skills, and communication skills at the time of making the final decision.

### STAR PERFORMANCES

We believe in providing a positive work environment for associates wherein they are well-engaged and motivated. We have multiple processes with regard to internal communication, fun activities, community

initiatives, etc., to engage and motivate our associates, ultimately helping them in their work-life balance. Recognising and applauding employees' achievements and contributions are critical to reinforcing desired behaviours. At Taj, our recognition programmes have proven to play an important role in employee engagement and growth. The STAR (Special Tanks and Recognition) programme serves to create a positive environment that encourages desired behaviour.

### WOMEN IN ALL ROLES

As an organisation, we believe that gender parity is not just about female employees being represented in equal numbers as their male counterparts, but also ensuring that we attract the best team members, irrespective of gender, and offer them an equal and fair opportunity to develop their skills and contribute to our and their own growth and success. Our hiring process reflects these philosophies wherein special efforts are being made to ensure that we achieve our objectives. In the last year, we have filled key roles within the organisation with women leaders in different capacities such as Senior Vice President, Associate Vice President, Restaurant Manager, etc. The hotel also has a team of lady security associates and lady butlers.

## 5 TRAITS for SUCCESS

- Commitment
- Communication skills
- Technological know-how
- Interpersonal skills
- Teamwork





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Dr. Sandeep Kulshreshtha



## Dr. Sandeep Kulshreshtha Director, Indian Institute of Tourism & Travel Management, Gwalior

### CONTEMPORARY SYLLABUS

Most Indian universities and institutions are following the traditional syllabus that has duly been approved by competent bodies such as UGC and AICTE. At IITTM, we are liberal and almost every year revise the syllabus. Our module on contemporary issues has purposely been made part of the curriculum, covering the latest developments and trends.

The Board of Governors at our institute have representatives from IATO, TAAI, and other professional organisations. Besides this, we invite industry experts from time-to-time to deliver lectures or engage with students on the latest developments in the industry.

### INDUSTRY-PREFERRED PROGRAMMES

In my opinion, instead of accredited courses, industry-approved and preferred programmes are more suitable for students. For instance, UNWTO has accredited two institutes in India for tourism courses by awarding TED-QUEL certification, but students passing out from IITTM have an upper hand during campus selections. When compared, their acceptance by the industry is more.

### ONLINE MARKETING

In today's era of technology, students should be up-to-date with the latest technological trends and innovations in tourism and hospitality. IT plays an important role, especially for marketing and HR, and young graduates are required to be well-versed with e-marketing and social media marketing techniques and tools.

Online marketing and mobile marketing have become the industry's buzzword. Handling of social media platforms such as Facebook, Twitter, Instagram, Tumblr, YouTube, Linked-in,



TripAdvisor, and Pinterest is a must for success. At IITTM, we invite experts from the industry to groom students to face new situations and problems related to IT and changing customer preferences.

### PLACEMENTS FOR ALL SECTORS

For internships and placements, our students prefer to go to tour operators, travel agents, event management (including incentives) companies, adventure tour operators, logistic companies, 5-star hotels (for travel desk and hotel marketing), central and state public sector enterprises (IRCTC, Balmer Lawrie, ICAI, etc.), airlines, FOREX agencies, and cargo companies besides teaching.

### MANAGEMENT IN CURRICULUM

More than 65 per cent of the course content is management-oriented. In fact, at IITTM, the combination of subjects is management related, tourism related, and IT related.

### APT COMPENSATION

It is important that hoteliers and HR managers provide appropriate compensation to graduates to retain them at the brand and be humane towards new employees.

## 5 TRAITS for SUCCESS

- Positive attitude
- Honesty and dedication
- Soft skills
- Destination knowledge
- IT expertise





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**Bhupesh Kumar**



## **Bhupesh Kumar** Acting Director, Banarsidas Chandiwala Institute of Hotel Management and Catering Technology, New Delhi

### **REBOOT A MUST**

It is now high time for us to reboot the hotel management education system. Joint initiatives by the industry and academia will play an important role in plugging the gap between demand and supply in the years to come. BCIHMCT focuses more on industrial exposure, sending students for internships at least twice during the course of their education. The first internship is a short training of 10 weeks and the next one is that of 20, allowing students to visualise real-time industry expectations, thereby enriching their knowledge sphere that will help them in the future. One approach that can successfully help tackle the issue of lack of quality of output and existence of a disconnect with most curriculums is a partnership between the industry and academia. BCIHMCT has partnered with established hotel chains to align the education being given at BCIHMCT with the requirements of the industry. For instance, BCIHMCT has signed an MoU with IHG to prepare students for career advancement and provide them with the necessary skills. We have also established alliances with various hotels on specific initiatives covering upgrade of faculty, internships, curriculum revision workshops, and research incubation, among others. At our institute, we have undertaken the task of changing the curriculum to make it more industry-specific, doing away with the outdated syllabus.

### **ENRICHMENT PROGRAMMES**

BCIHMCT conducts enrichment programmes for students either through exchange programmes with Hyejeon College, South Korea, or with value addition workshops and training programmes that give our students an edge over others in the industry. Our dedicated and research-oriented faculty implements teaching-learning processes

through rigorous planning, keeping in view the need of the industry. Interactive classes are conducted for students in their final year at the institute. This programme includes classes by hotel managers, wine and bar workshops, and disaster management programmes. HACCP orientation experts are also being engaged for future programmes. Special sessions are conducted for all batches on "Branding Yourself" techniques, PDP, communication skills, soft skills, and interview techniques. An annual, month-long workshop that educates students on how they can improve performance during their campus interview is conducted for final-year students during the summer vacations.

We are a research-oriented institution where the faculty and students are encouraged to research on subjects that cover industry trends and requirements, and innovation and diversification that entails comprehensive case studies, interdepartmental studies, and field studies.

### **AN ADVANTAGEOUS COMBINATION**

We believe that both industry-approved and accredited courses are important in the hospitality education industry. Accredited programmes help you document that your programme meets the standard for quality. When you are accredited, your students are confident that the certificates you provide to them represent the best in quality education and training. Industry-preferred courses, on the other hand, prepare students for competency of service. Hence, at BCIHMCT, we take into consideration both factors. This helps to accede to an employer's choice while maintaining the quality of standard that is expected. BCIHMCT has been re-accredited with NAAC "A" certification and the industry prefers our programmes.

### **5 TRAITS for SUCCESS**

- Amiability
- Emotional stability
- Agreeableness
- Conscientiousness
- Openness to experience

## Satnam Singh Sandhu Chairman, Chandigarh College of Hotel Management

### WORKSHOPS ON INDUSTRY NEEDS

The industry, at times, is not satisfied with the output from colleges. At our institute, we have identified this issue and are constantly making our curriculum more relevant to changing times. Workshops on specific industry needs that are normally not covered in the curriculum are organised from time-to-time. Industrial visits are also organised where students are briefed on all aspects of hotel operations and the challenges being faced by hotels.

We have a system of pre-placement training where the students undergo rigorous training programmes related to all soft skills. Feedback from industry experts who visit our campus for recruitment is taken constructively and shared with the faculty and students.

### ADOPTING A COMBINATION

Accredited courses and industry-approved programmes are not mutually exclusive. They go hand-in-hand in improving the chances of employability of students and provide them with good opportunities.

Accredited courses make the candidate aware of the basics of hospitality. Industry-preferred programmes, on the other hand, train students for a particular hotel need that is based on standard operational procedures of that particular hotel. We maintain a balance between the two by

inviting industry experts to deliver a part of the accredited course.

### TECHNOLOGY THE DISRUPTOR

It is an indisputable fact that technology is a disruptor for not only business models but also job positions. The hospitality industry, however, is based on service that involves the highest degree of interaction between guests and employees.

It is not possible for technology to replace the critical aspect of the human touch. Technology is definitely going to increase the efficiency and productivity of hotels. As an institute, we train our students to be better managers and make them understand the implications of technology in this sector.

### GRIEVANCE REDRESSAL FORUMS

The human resource segment of the hotel industry is essentially the result of efforts of hotel management colleges that visit schools for career counselling of students. These students are shown the positive side of the hotel industry and motivated to consider hospitality as a career choice.

Hotels must offer a structured training programme, open communication policy, and grievance redressal mechanism for students on internships, to avoid students being disappointed with the industry.



Satnam Singh Sandhu

## 5 TRAITS for SUCCESS

- Positive attitude
- Commitment
- Communication skills
- Enthusiasm, interpersonal skills
- Leadership and teamwork





**Chef Subhadip Majumder**

**Chef Subhadip Majumder, CHE**  
 Professor (Head of School), School of Hotel Management and Tourism, LPU

**REVIEWING THE CURRICULUM**

We conduct a curriculum development review annually in collaboration with industry experts and our alumni. Experts from the industry and stalwarts from academics spend productive time in determining the curriculum that is in line with changing industry needs.

**REGULAR WORKSHOPS**

We conduct regular workshops and guest lectures with industry experts to help our students understand emerging trends in the industry. We prefer industry approved and preferred programmes that enable students to gain insights into what the industry expects from them, thereby improving their chances of recruitment.

**IN TOUCH WITH TECHNOLOGY**

We impart the basic knowledge needed to understand technology and that helps students handle the latest technologies easily. To keep



students and our organisation updated about technology, we stay in constant touch with various hotel and tourism organisations.

**IMPROVED WORK-LIFE BALANCE**

The industry must work to improve the work life balance of employees and there should be more acceptance of freshers in the food production domain.

**5 TRAITS for SUCCESS**

- Positive attitude
- Professional ethics
- Self-motivation
- Acceptance
- Discipline



**RK Bhandari**

**RK Bhandari**  
 Dean, School of Tourism and Hotel Management, Ansal University, Gurugram



**GLOBAL PERSPECTIVE**

At STHM, we provide dynamic hospitality education with a global perspective. Our strategy is to focus more on upgrade of skills and knowledge. Regular industry exposure as opposed to a single, remote event helps groom the right hospitality professionals.

**CONTINUOUS EXPOSURE**

Enriching our programmes is a continuous process. Our syllabus provides continuous exposure to students of the industry.

Motivated and confident with such exposure, students venture into setting up their own business as well as helping in the development of

professional skills. Leadership, team building, and entrepreneurship development are some of the areas that we have worked on.

**ADAPTING TO TECHNOLOGY**

Frequent interactive training in the industry keeps students updated with technology. Exposure to such trainings and other live operations help in building many qualities in aspirants for furthering their career.

**EMPLOYEE WELFARE**

Sincerity is needed from organisations to address the concerns of the trainees and new joiners. By focusing on the well-being of employees, employers can reduce attrition rates.

**5 TRAITS for SUCCESS**

- Passion
- Amiability
- Positivity
- Excellent grooming
- Soft skills

## Sudha Chandra

Principal, Ashok Institute of Hospitality & Tourism Management, New Delhi

### REAL-TIME EXPERIENCE

We conduct a three-year B.Sc. degree in Hospitality and Hotel Administration (H&HA) that is affiliated to the National Council for Hotel Management and Catering Technology (NCHMCT). The students at AIH&TM have an opportunity to experience real-time learning through the curriculum and practising it in the hotel trades. The students are also given an opportunity to gain experience in VVIP catering for Heads of State and food festivals. The teaching team of the institute is an amalgamation of experienced and

young enthusiastic professionals who have gained experience in the hotel industry and have worked at hotels.

### TECHNOLOGY A BENEFIT

With rapid changes occurring in service standards, technology helps businesses grow. Students of AIH&TM are taught per the prescribed curriculum and given real-time experience of service standards by facilitating their participation in operational requirements, VVIP catering services, etc. They are provided inputs to understand the importance of technology and use it for the betterment of their learning, which in turn helps them perform their duties in the best possible manner.

### BETTER PAY PACKAGES

The need of the hour is for hoteliers and HR managers to provide better pay packages, incentives, rewards, quick promotions, and improved working hours to the new trainees.



Sudha Chandra

### 5 TRAITS for SUCCESS

- Sincerity
- Commitment
- Positivity
- Ethics and values
- Interpersonal skills



## Madhav S. Punekar

Principal, American College of Culinary and Language Arts, Goa

### EDUCATION TO EMPLOYABILITY

Our approach to education is both dynamic and revolutionary. Instead of shooting in the dark by simply loading the curriculum with outdated theories and practices, our approach is very simple and direct. Any institution that achieves the twin objectives can be successful in making the candidates job-ready.

To achieve these objectives, our job-oriented programmes are designed based on industry-specific job roles. These specifications are further divided into skill sets. The curriculum is designed in a way to ensuring effective learning of these skills. Thus, before taking up the programme, a candidate is already aware of what specific job role he or she is being trained for.

### INTERNSHIPS AND PLACEMENTS

Well-structured and well-monitored internships are an integral part of our core curriculum. The institute provides six months' internship for all students in reputed 5-star hotels. This structured internship is a prerequisite for programme completion and certification.

With our methodical approach and structured delivery of the programme, we have achieved an enviable placement track record of 100 per cent. More importantly, the industry is fully satisfied and extremely happy with the performance and progress of our candidates.

### GROOM FOR FUTURE

There is a dire need for the industry to understand the ethos of trainees. Hoteliers and HR managers must treat trainees and new employees more empathetically without exploiting them. Instead of using them as inexpensive labour, trainees should be engaged in meaningful roles and groomed for future positions.

Pay packages and working conditions should be comparable to other industries and attractive enough to curb the high attrition rate.



Madhav S. Punekar

### 5 TRAITS for SUCCESS

- Positivity
- Commitment
- Passion
- Team work
- Ethics





**Sandeep Munjal**

**Sandeep Munjal**  
 Director, Vedatya Institute, Gurugram

**MULTI-STEP ENGAGEMENT**

There seems to be a gap between what the industry expects and what is being made available in terms of employable talent. The genesis of Vedatya has been to address this issue. Our admissions process is a multi-step engagement that allows establishing, to the extent possible, the suitability of the applicants to our programme for a career in hospitality. We first aim to connect with the industry, get feedback on the programme curriculum, content, and structure. The delivery of the programme is the next critical factor, which embraces experiential learning, supports application, and allows contemporary research in the area.

**TECHNOLOGY AN ENABLER**

We see technology as an enabler, but also recognise that given the people-centric nature of the service industry, the students receive ample training in connecting with people from diverse backgrounds.

The programme builds competencies like problem-solving, financial analysis skills, critical thinking skills, an aptitude for research, and leadership skills. These are attributes that allow them to grow into leadership positions and be ready for the dynamic business environment.

**WORKING AS PARTNERS**

We expect the industry to be willing to work with educational institutes as partners, seeing themselves as part of the learning ecosystem rather than an external stakeholder.

We also expect the industry to be positive brand ambassadors for the profession, thus encouraging young people to recognise the huge potential for career growth that the industry offers.



**5 TRAITS for SUCCESS**

- Positive attitude
- Professional ethics
- Self-motivation
- Acceptance
- Discipline



**Irfan S. Mirza, CHE**

**Irfan S. Mirza, CHE**  
 Director and Principal  
 V.M. Salgaocar Institute of International Hospitality Education, Goa

**EXPANDING BOUNDARIES**

We plan the curriculum in order to meet the requirements of the industry. We have modified and updated the syllabus as the industry demands focus on leadership, professional attitude, attendance, communications skills, and soft skills. We have added non-hospitality related subjects such as appreciation of music, art, and drama. Often, we organise theme nights and cultural events to give students an opportunity to face the reality and build up their confidence. We also invite eminent industry experts for seminars, workshops, and guest lectures.



**CONSTANT UPGRADE**

Technology is a very important factor for the industry. The technology that we used now may become obsolete over the next decade. For this reason, we constantly update our software.

Many students graduating from hotel schools have neither heard of nor been trained to use latest technology that the industry uses, making it difficult for them to cope in the industry when they go for training.

**COMPASSION FOR TRAINEES**

We request HR managers to have professional training programmes for students and to look after them as trainees rather than employees, to give them an opportunity to learn more during their internship. Respectable duty hours and a minimum one-day off in a week is ideal. It would also be good to give them a minimal stipend, motivation, encouragement, and support.

**5 TRAITS for SUCCESS**

- Adaptability
- Responsibility
- Positive attitude
- Good communication skills
- Self-motivation



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(1 yr and 2 yrs)

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- Diploma in Construction Safety Management
- Diploma in Industrial Safety & Health Safety Management



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# Where learning knows no **BOUNDS**

The Monarch International College of Hotel Management, Ooty, promises students a comprehensive educational experience.

## SUPERIOR EDUCATION

Learning is an ever-expanding experience that has no set way of relay. The Monarch International College of Hotel Management, Ooty, is an established institute of hotel management studies, founded in the year 1998. The institute focuses on studies and the overall development of students, at par with global standards. It offers an international quality of education that includes presentations,



assignments as well as learning and development. The institute is also set to open its second campus, The Monarch – Pana International College, in the city of Mangalore, Karnataka.

## EXCELLENT PLACEMENTS

Monarch has maintained a placement record of 100 per cent over the last 16 years, across spheres. Its students have successfully been placed in hotels and resorts, airlines, and cruise lines across the world.

## ENCOURAGING LIVE EXPERIENCES

Students at Monarch often venture out to become special event organisers, having an advantage over others as a result of the hands-on training they receive while organising various events at the college and executing projects in their final semester.

# At the heart of **EXCELLENCE**

IPS Academy, Indore, continues to provide quality education to students across a wide range of subjects and professions. It also promotes sports and other extracurricular activities for all-round development of its students.

Indore, the commercial and financial capital of Madhya Pradesh, is also the largest education hub of central India. It has a large number of institutes and the only city in the country that boasts of both an IIT and an IIM. In this education hub, IPS Academy, Indore, has become a celebrated brand name that has carved a unique identity for itself as a centre of excellence in the entire country, particularly the northern belt.

The Academy runs 71 courses through its 16 colleges that include School of Architecture, Institute of Engineering, Institute of Business Management, College of Pharmacy, School of Computers, Institute of Hotel Management, College of Law, College of Commerce, Institute of Science, School of Travel & Tourism & Mass Communication, School of Fine Arts & Music, School of Education, and Institute of Fashion Technology.

Spread over 58 acres of lush green terrain, the various institutes housed in separate, aesthetically



designed buildings have state-of-the-art infrastructure with well-designed classrooms, laboratories, and libraries.

The Academy also has excellent sports facilities that include both indoor and outdoor games. The experienced and well-qualified faculty ensures a rigorous training and development regime to hone the communication, leadership, and entrepreneurial skills of students, creating promising entrepreneurs. Their next step is to establish a global university where Indian ethics and values meet western science.





# RITZ-CARLTON commits to changing smiles

The Ritz-Carlton hotels of Asia Pacific has hit a new milestone with Smile Asia, a global alliance of independent charities. This was the fourth regional fundraiser programme that raised total funds of US \$1.5 million. Smile Asia Week, that was organised from May 8 to 14, 2017, saw specially-crafted cakes that were sold to raise funds for the international medical charity that provides children with cleft lips or palates a reason to smile again.

All 24 Ritz-Carlton hotels in Asia Pacific participated with over 10,000 ladies and gentlemen lending their skills and passion to their community and guests. In India, chocolate and cherry cake was chosen, reflecting the universal popularity of chocolate to bring a smile to everyone's face.

"The Ritz-Carlton has always had a cornerstone guiding principle of striving to make a difference in the communities where we operate. Smile Asia Week is an annual signature event and just one way our ladies and gentlemen proudly share their skills and knowledge to lift up communities in Asia and inspire our guests to join us in this sustainable effort," said **Victor Clavell**, Area Vice President, Luxury, Asia Pacific (Excluding China), Marriott International.

Ladies and gentlemen from The Ritz-Carlton hotels of Asia are also continuously participating in medical mission trips to remote locations across countries in Asia as non-medical volunteers this year. They are lending their hands in numerous tasks, including setting up of surgery stations, patient registrations, patient management, etc., to aid the success of each Smile Asia mission.





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# 'Book' to go

**Ravindra Kumar Gupta**, Chairman, RKG Group, has been in the business of publishing creative books on travel and other subjects, furthering India's popularity as a tourism destination.



**Ravindra Kumar Gupta**

## WHAT MOTIVATED YOU TO ENTER THIS BUSINESS?

Being born in a family of freedom fighters, businessmen, politicians, and philanthropists, I was surrounded by individuals who had the will to pursue their dreams. My father, (Late) Sh. Shyamlal Gupta, was a pioneer in publishing educational books and his service to the society had been recognised and acknowledged by the Government of India, being awarded the Padma Shri. This is where I derived my inspiration from.

## PLEASE TELL US ABOUT YOUR CURRENT AND UPCOMING BOOKS.

I have published two books till now and three others will be available soon. All the books will serve helpful for tourists visiting Indian cities. I have selected photographs from my collection of seven years of photography, published as "RKG Treasures of the world through my eyes". Apart from Discover Another World, a book that captures photographs taken by me in my travels through countries like Sri Lanka, USA, and the Czech Republic, I am also soon releasing two very interesting books for tourists and history lovers. Adorable Kumaon - A land of natural beauty, will give readers a glimpse of the culture and essence of

Kumaon, Uttarakhand, one of India's most beautiful destinations. For ease of readers, the 56 tourist places that have been covered in the book have been divided into six sections. Each section gives a brief description of the districts covered under it with a comprehensive map that provides relevant and helpful information for tourists. Indraprastha-Dilli-Shahjahanabad-New Delhi, the second book, will feature the history of Delhi from the time of the Pandavas. This book has been divided into different sections that cover famous monuments of Delhi, some lesser known monuments that are of significance but are not visited by tourists often, and the lost ruins of the city that are visible in every part of Delhi.

## HOW USEFUL ARE YOUR BOOKS FOR HOTELS?

Exploring new Indian destinations that hold great tourism potential has always been my passion. In today's time, spreading awareness about these destinations can help garner more attention from tourists, thus opening up new destinations for infrastructural development as well. In order to provide added information to their guests about areas of historical interest, hoteliers can make these books available to them. Additionally, new destinations also provide new opportunities for hoteliers to expand business.

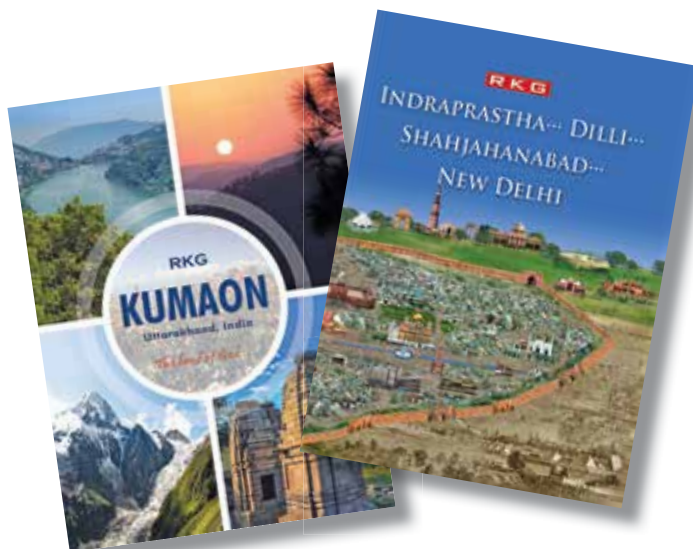
“  
New destinations also provide new opportunities for hoteliers to expand business”

## TELL US ABOUT YOUR UNIQUE IDEA FOR A MAP OF DELHI.

This innovative map will sync Delhi of the old days with that of the new. The map is a creative and unique representation of Delhi at the time of Shahjahan, the Mughal emperor, and the Walled City of the time, highlighting all prominent historic monuments. A lot of thought and dedication has gone into making this idea into a reality and I have constantly been in touch with experts in the field.

## WHAT ARE YOU PASSIONATE ABOUT?

It is my fervent desire to see cue sports spread to smaller towns. I wish to see India on the world map of professional snooker with more Indians pursuing the sport. I have sponsored many national and international tournaments in the last four decades. I am sponsoring a number of players from India and UK.



# Exclusive Collection of Books & Historical Map !



## Explore Hundreds of Attractions in India & Abroad



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This travel book covers pictures of the grand historic monuments, picturesque hills, serene nature, shimmering lakes, gorgeous sunsets, elegant heritage architecture, superlative Iceland, mysterious oceans, along with other interesting places from India (Agra, Darjeeling, Gangtok, Nainital, Bhimtal) & Abroad (London, Lake District, Yorkshire, Inverness, Edinburgh, Dublin, Venice, Istanbul, Prague, Reykjavik, Nice, Monte Carlo, Rovaniemi, Helsinki, Stockholm, Bergen, Oslo and Dubrovnik).

## Rare Collection of Articles & Photos of Legends and Current Champions of Green Baize

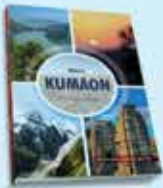


RKG  
**CUE SPORTS COMPENDIUM**

- 224 Pages • Size : 28.5 x 23 cms.
- Hard Cover • Rs. 695/- (Postage Extra)

In this book apart from saga of veterans and present stars from Billiards, Snooker, and Pool, we have added very interesting and little known games of Cue Sports like Carom Billiards, Cricket, Sloss, Shuffle Pool & Skittles etc. In the last part of the book some very invaluable and distinctive photo gallery of famous World personalities is exhibited.

## New & Upcoming Releases



RKG  
**KUMAON**  
*The land of God...*

Kumaon offers some of the most stunning mountain scenery for the perennially snow capped peaks of Great Himalayan range, which are covered in this book



RKG  
**INDRAPRASTHA...  
DILLI...  
SHAHJAHANABAD...  
NEW DELHI**

This is a touristic and historical book on Delhi. It covers almost all monumental historic tourist spots from Ancient Delhi to New Delhi with photographs and detailed description about them.

RKG  
**Discover Another World**



It covers the selected personally captured and conceived photos from around the World covering U.S.A., U.K., Sri-Lanka, Czech and other beautiful countries apart from India's charming Himachal Pradesh, beautiful Goa and pretty Nainital.

**Historical  
Map  
on  
Walled  
City**



## RKG PUBLISHERS



Aditya Sanghi



# Indian Hotels Riding on Cloud

Technology plays an irreplaceable role in the success of a hotel business, especially in Property Management Systems. The latest advantage of PMS is cloud computing.

Cloud-based PMS is gradually catching up in the Indian hospitality scene, with more and more hoteliers adopting this technology to revolutionise their business. "Cloud-based PMS provides a virtual platform that helps lower capital expenditure, increases ROI for hoteliers, creates better property-operating efficiency, and provides an enhanced experience to guests," opines **Aditya Sanghi**, Co-Founder and CEO, Hotelogix.

## EFFICIENT AND RELIABLE

"Our aim is to deliver a high quality experience to guests, and the only way to do it consistently in a geographically distributed setup like ours is by building scalable, intelligent, and efficient technological solutions," explains **Kadam Jeet Jain**, Co-Founder, Treebo Hotels. Cloud PMS helps streamline day-to-day business operations such as property revenue collection, customer transactions, inventory management, task maintenance, daily audits, tax tracking and much more.

Another player upping the ante is Leisure Hotels. Their chain of hotels is well integrated to the PMS, making operations completely centralised. **Vibhas Prasad**,

Managing Director, Leisure Hotels, says, "Centralised Cloud PMS is a potential capital cost-saving option for any hotel owner. Access to information has become much easier and large data can be stored anytime, anywhere."

## IMPROVES PERFORMANCE

The advantages of Cloud PMS are many. **Sanjay Kumar Bhatiya**, Director, One Earth Hotels, feels that this new technology will enable integration with banqueting modules as well as booker and end-traveller loyalty programmes. "Until some years ago, PMS data was parked on a server based at the unit with channel managers bridging the much-needed live inventory for GDS/OTA partners. Websites only had query screens or

“Cloud PMS is certainly going to change the dynamics of the hotel industry in India in the coming years”

'Contact Us' sections; sales teams had to call units for every query. Such processes were cumbersome and tedious and resulted in delayed responses and business losses," shares Sanjay.

Cambay Hotels and Resorts used their proprietary on-premise PMS and CRS (Central Reservation System) for many years. Being an installed system, they faced challenges in remotely accessing real-time data, leading to delay in decision-making. "Bookings from online channels were being added manually to the CRS and took up a significant amount of time. Other challenges were outdated reports, maintenance costs, and limited options for collecting guest experience data," states **Sanjana Gupta**, Owner, Cambay Hotels and Resorts. "We are hopeful that with this new technology we can significantly save costs and add more properties with ease," she concludes.

## IN SUMMATION

Cloud PMS is certainly going to change the dynamics of the hotel industry in India in the coming years. Whoever understands this change, stays ahead of the game.

# Making a mark in hospitality

Annai Fathima College of Arts and Science, Alampatti, Tamil Nadu, distinguishes itself from other hospitality institutes of the state, being the only institute with state-of-the-art infrastructure facilities, run by professionals in the field.

Affiliated to Madurai Kamaraj University, Madurai, Annai Fathima College of Arts and Science, Alampatti, was established in 1992 and upgraded to a college of art and science over the years. The college offers courses such as BBA in aviation, and B.Sc. degrees in tourism and hospitality, airline catering management, and hospitality management in addition to catering courses such as B.Sc. and M.Sc. in hotel management. One-year diploma and certificate course in hotel management is also offered to students who have passed out of the tenth grade. Similarly, a three-year diploma course in catering is also offered by them with approval of AICTE, New Delhi.

The college has over 1,100 students on-roll, hailing from different states. At Annai Fathima College, the aim is to provide students excellent infrastructure and education facilities to further enhance their skills. The mini party room, the model bar, executive suites, and conference hall match the standards of 5-star hotels in India. The college also has two innovative kitchens that have been set up in different styles for providing hands-on experience to students.

**Dr. PS Navaraj**, Principal, Annai Fathima College of Arts and Science, says, "The hospitality industry is all about being confident and having a presence of mind during working hours. We usually conduct role plays, where students participate by honing the roles of customers and employees. Such activities help train students to handle all sorts of situations. In order to develop their communication skills, the college is also equipped with a high-tech language lab." Navaraj also states that the college management has an extensive plan to add more facilities to its 60-acre land. The college also conducts weekly food festivals, each devoted to a distinctive cuisine.

"The hospitality industry is extensive in nature and professionals are well-compensated for their work," says **MS Sha**, Chairman of the college. A professional technocrat, Sha believes that the general public still hasn't warmed up to the idea

of a career in hospitality and is conservative in its approach to hotel management education. They view this education as mere training for serving and cooking and it does not rank very high on their list of professions. This mindset needs to change. Students of hotel management are being trained in administration, human resources, business law, and other aspects of running an industry, much to the ignorance of the general public.

"States have separate universities for physical education, teacher training and other such segments. It is the need of the hour for the state government to formulate a separate university devoted exclusively to hotel management colleges as it is a very big industry nowadays," adds Sha.

**N Sajith**, Marketing & Placement Manager, Annai Fathima College of Arts and Science, says, "The college has a good placement record with campus interviews being conducted for the past 22 years. The college has also tied up with leading hospitality groups such as Taj and Oberoi. Seventy-eight hotels visited the campus in the academic year 2016-17, to recruit our talented boys and girls."



**MS Sha**



# How should BWE function?

Efficient consumption of resources is the key to sustenance of future generations. There is a dire need to understand this exigency and take immediate action. The establishment of a responsible body can help initiate this change that benefits the nation and its residents alike.



Niranjan Khatri

In our last essay, we spoke about why a Bureau of Water Efficiency was the urgent need of the hour. Unlike the BEE (Bureau of Energy Efficiency) that was formulated over a decade ago, a governing body of such a kind is yet to be formulated for water management in India. When the BEE came into existence, it successfully established order. It brought in equipment rating systems, put caps on consumption and standards on everything around energy production, supply, and consumption. The BWE will also be required to function on similar lines. The existence and presence of BWE for India will entail progress on the following fronts.

## MAPPING CONSUMPTION

Data on actual water consumption in India is absent. There is a lot of uncertainty around water usage estimates presented by various national and international agencies with respect to water consumption by different sectors in the Indian context.

According to the Ministry of Water Resources, industry uses about 40 billion cubic metres of water which is about six per cent of the total available water, while the Central Pollution Control Board (CPCB) of India maintains that at about 500 billion cubic metres out of the total available freshwater used by the industry annually.

There are landslide differences in estimated water usage patterns quoted by various agencies in the country. Along



with such disparity in data, there is also an ambiguity in the water usage contribution of various industries.

The textile industry guzzles double the accepted amount for consumption but the exact usage is still unknown. Water consumption in the country's paper and pulp industry is also not clearly known.

## STANDARDS OWNERSHIP

The domestic front is no different. There is a disparity in usage levels and the standards here as well. As per the Bureau of Indian Standards, a minimum water supply of 200 litres per capita per day (lpcd) should be provided for domestic consumption in cities with full flushing systems. The average per capita water consumption in domestic households for the seven cities is about 92 lpcd.

It has been observed that majority of households consume water below the specified norms of 200 lpcd, and by and large, show satisfaction with available supply. Kolkata is one of the highest rankers in terms of consumption and Kanpur one of the lowest. It has also been observed that Indian cities consume far less water than the norms laid down by the Bureau of Indian Standards.

“We need an effective institutional mechanism in place to drive the change in water management”

These set norms need to be relooked at and the BWE would be well-placed to own, validate, and standardise these norms. BWE has to be the governing body and owner of all standards and mandates on water consumption in India.

### MANDATORY AUDITS

It should be mandatory for companies to disclose the volume of freshwater used by them in production and how much of it is recycled and plugged back downstream.

Organisations need to commit to reducing their water footprint and timelines for the same. The water footprint of an organisation is defined as the total volume of freshwater that is used directly or indirectly to run and support a business.

Mandatory water audits will prove effective in order to encourage registered companies in India to adopt the best international practices on water efficiency.

BWE should be the sole administering body for making these water audits a norm. Today, there are talks that the corporate affairs ministry is soon going to action this. It would be prudent and effective that this is owned by BWE.

### MANDATING WATER CONSUMPTION AND REPORTING

Industries not only consume water but also pollute it. According to a CSE study on water usage by industries, for every litre of wastewater discharged, on an average, about 5-8 litres of water is made unusable for most human application other than agriculture, hydropower, and navigation.

This makes between 35-50 per cent of the total water used in the country unusable as opposed to the 7-8 per cent claimed by the MoWR.

It is a serious concern that can be tackled and solved with ethical communication and reporting by organisations. According to the WWDR 2003 study, 70 per cent of all industrial waste generated in developing countries is dumped without treatment. This pollutes the water available for use.

The water footprint of a business consists of water used for producing and manufacturing or for supporting activities and indirect water usage in the producer's supply chain. This will now have to be disclosed every year in the company's annual report. Measuring this will begin scrutiny of all water-intensive and damaging industries in the country.



It should be mandatory for companies to disclose the volume of freshwater used by them in production



The issues at hand that revolve around usage of water and water pollution can be tackled with a singular focus, to be actioned effectively only by a body that functions in a way that is similar to how the BEE functions.

What is to be learnt from BEE's success is that there lies a fantastic opportunity to convert this crisis into a livelihood, creating and becoming a global trendsetter for sustainable living.

The BWE, when it comes into existence, will also help re-shape the way business is conducted, create opportunities that cannot fully be foreseen presently, and benefit all key stakeholders and those affected by the water crisis.

"If we have to drought-proof India, we need an effective institutional mechanism in place to drive the change in water management on a mission mode basis" – Niranjan Khatri.

*(The authors are: **Niranjan Khatri**, Founder of iSambav, a sustainability training organisation; and **Sriram Kuchimanchi**, CEO of Smarter Dharma, a social enterprise operating in the field of social and environmental sustainability. The views expressed above are the authors' personal views).*



**Sriram Kuchimanchi**



# Ministry of Beer

## Pouring now



Ministry of Beer, a unit of Cherish, has expanded its operations and entered the new-age city of Gurugram, adding a new address for patrons and guests to relax and unwind while enjoying their favourite craft beer.

Cherish continues to expand its reach to customers by delving into different F&B segments. Today, the company has made its mark in the business of breweries with its first outlet in New Delhi and the second set to open in the millennial city of Gurugram.

### EPICENTRE OF INSPIRATION

Cherish has always put customers first. Being the epicentre of inspiration, Cherish is all set to achieve other milestones and has patrons to thank for the umpteen support and encouragement they have provided in the journey. The success of the company has been marked by the utmost dedication and innovation that their employees have always strived to achieve, not letting patrons down, and ensuring that their events are as memorable as they get.



Ministry of Beer will be one of the biggest breweries that the city of Gurugram has seen



### MINISTRY OF BEER, NEW DELHI

MOB, the company's first steam-punk resto-pub in Connaught Place, New Delhi, is spread across three floors. The restaurant interiors have been ornamented with machine parts and antique lights along with Victorian-style furniture. Recycled materials have also been used for designing the interiors of the room. The property has a unique 360-degree rotational DJ sound system, spot-exposed metal gears, mechanical clocks, dangling lights, and an ETP installation, which is completely environment-friendly and purifies wastewater using specialised plantation that is certified and approved by professors of IIT, Mumbai.

### MINISTRY OF BEER, GURUGRAM

Experience a seemingly magical process of transformation, creation, and combination with artistic styles. Infused with science-fiction fantasy that incorporates technology and aesthetic design with bold and beautiful interiors, MOB, the new brewery will soon set foot in Gurugram, making it one of the biggest craft breweries that the city has seen. Spread over an area of 40,000 sq ft, the property will drive inspiration from beer connoisseurs around the globe in its endeavour to create high quality brews that are perfectly aligned to the taste buds of guests. The unification of colours and materials used in the decor will set the mood for relaxation. The rainforest theme in the private dining rooms and lounge will also add to the tranquillity of the space. Some mouth-watering delicacies from the menu, Triple Kukkad Burger, Spicy Avocado Maki, Veneration Nigiri, Baked Chicken Wings, Fennel and Wild Mushroom Vada, Kachi Ghani Achaari Murgh, Mutton Rahra Lukmi, Grilled Snapper Polychattu, and Braised Lamb Nets will keep guests drooling for more.







# Platform for Aspiring Chefs

International Institute of Culinary Arts (IICA), New Delhi, founded in 2005, is a professional culinary institute that trains the chefs of tomorrow.

## THE ESSENCE OF IICA

With two campuses in Delhi-NCR, IICA aims to deliver not only the finest practical and theoretical learning to its students but also an insight into the working environment through its own bakery on the Gurugram campus. Building strong relationships with leading hotels in and outside Delhi, and industry-led research and consultancy assignments are the essence of education at the institute.

## PLACEMENT OPPORTUNITIES

IICA, over the past 12 years, has met aspirations of students of either becoming

professional chefs or entrepreneurs in the hospitality industry. Their in-house placement cell, IICA Chef Sourcing, provides 100 per cent placement assistance to all students. In 2016, students of the institute were placed in leading organisations such as ITC Hotels, Oberoi Hotels, Theobroma and many more.

## TRENDS IN SPECIALISATION

With the popularity of innovative Indian cuisine growing, there is huge potential in learning the art and skill of cooking regional Indian cuisines. In addition, students who

plan to become bakery and pastry chefs are keen on learning the technique of plating and innovative desserts.

Keeping in mind these trends, IICA offers special courses for those who wish to learn to cook regional cuisines and pursue it as a hobby or venture into the food industry business.

At IICA, a special short-term certification programme in entrepreneurship skills and an advanced dessert programme are also available.



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# Maya returns to enthrall South India

The fourth edition of South India Travel Awards celebrated the best talent from the tourism and hospitality industry, as stalwarts from the region descended at Crowne Plaza Kochi to raise a toast to them.

## Nisha Verma

Kochi played host the second time to South India Travel Awards, which were held at the Crowne Plaza Kochi on May 2, 2017. Leaders and achievers from the travel and tourism industry of the region were rewarded for their hard work and dedication. The gala evening saw in attendance high flyers from the tourism and hospitality industry from not just Kerala but all of South India. Gracing the occasion with his presence as Chief Guest was **Dr. A Jayathilak** (IAS), Chairman, Spices Board of India, Ministry of Commerce & Industry. Acknowledging how awards act as a catalyst for the industry to excel, he said, "It's a great initiative because we need to identify and encourage talent of all kinds in this vibrant sector and any award of this kind will go a long way in stimulating and encouraging more talent to

develop themselves and also to contribute more to the development of this industry." India Travel Awards recognises stalwarts from the industry in all the regions, pan-India. These exclusive awards are based on the deliberations of a unique jury and a final list is made after a fair online voting process. The formal black-tie event was attended by over 150 notable personalities from the South Indian travel industry.

Welcoming the guests for the award, **SanJeet**, Mentor, India Travel Awards, said that the awards acknowledged the consolidated efforts of trade partners from the southern region, owing to whom the travel industry has achieved a benchmark. "Every small hotel, restaurant, tourist attraction, or tourism outlet contributes towards the growth of





**GALLERY OF LEGENDS**

**K.C. Chandrahasan**, Managing Director, Kerala Travels Interserve, received the award for Gallery of Legends. He is felicitated by SanJeet, Mentor, India Travel Awards; Dr. A Jayathilak, Chairman, Spices Board of India; and Arni Sapkal, Gladrags Mrs India Mumbai 2017



**DDP TRAILBLAZER**

**M.P. Purushothaman**, Chairman & Managing Director, Empee Group, received the award for DDP Trailblazer. He is felicitated by SanJeet, Mentor, India Travel Awards; Dr. A Jayathilak, Chairman, Spices Board of India; and Arni Sapkal, Gladrags Mrs India Mumbai 2017

this country. However, are we doing enough to recognise them? We have instituted these awards for this precise reason. The regional award recognises those establishments that contribute to the overall growth of the industry. We have come a long way since the first South India Travel Awards held in Hyderabad in 2014. India Travel Awards will make a difference to the industry through recognition of regional talent, thereby raising the bar for industry players," he stated.

The awards were divided into four different categories – Personal Awards, Business Awards, Trending Awards, and Partner Awards. Talking about the voting process, SanJeet said, "The voting is carefully monitored to avoid duplication and to ensure transparency. When the votes were finally opened for counting, we were surprised to learn that we had received votes form 12 different countries apart from India."

Adding a touch of glamour and elegance to the evening was the Guest of Honour, Arni Sapkal, Gladrags Mrs India Mumbai 2017, who handed over the trophies to the winners alongside Dr. Jayathilak. Awards were presented in a total of 47 categories in both travel and hospitality.

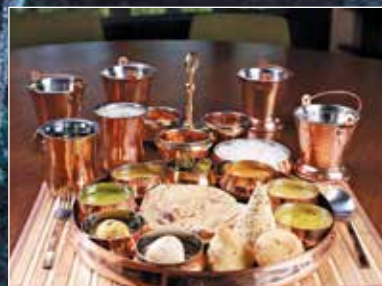
**K.C. Chandrahasan**, Managing Director, Kerala Travels Interserve, received the coveted Gallery of Legends award. Having served the travel industry for over four decades, Chandrahasan has worked tirelessly towards outbound travel, inbound travel, events, and social projects. On receiving the award, he said, "I feel greatly honoured to receive this award, especially on the day when I started my career in travel and tourism."

**M.P. Purushothaman**, Chairman and Managing Director, Empee Group, was given the DDP Trailblazer award. Besides being at the helm of Empee Group, a conglomerate that includes hospitality, sugar production, property, power, and packaging across South India, Purushothaman has served as the President of Federation of Hotel & Restaurant Associations of India (FHRAI) for three terms and President of South India Hotels and Restaurants Association (SIHRA) for 10 years. "I am very happy that I was selected as a recipient of this prestigious award," he said.

**South India Travel Awards**  
List of Award-Winners for Hospitality Categories

NO.	CATEGORY	NAME / ORGANISATION
1	Most Enterprising General Manager	Shuvendu Banerjee, General Manager, Crowne Plaza Kochi
2	Best Sales & Marketing Professional	Rajan Malhotra, Director Sales & Marketing, Shangri-La Hotel, Bengaluru
3	Best Hospitality Professional	Pankaj Gupta, General Manager, Aloft Bengaluru Whitefield
4	Best Wedding and MICE Hotel	Le Meridien Kochi
5	Best Budget Hotel Brand	Nandhana Hotels, Bengaluru
6	Best Corporate Hotel	Crowne Plaza Bengaluru Electronics City
7	Best Executive Hotel	Howard Johnson Bengaluru Hebbal
8	Best Debut Resort	Glyngarth Resorts, Ooty
9	Best Mid-Market Business Hotel	Holiday Inn Express & Suites Hyderabad Gachibowli
10	Best Business Hotel	Crowne Plaza Kochi
11	Best Luxury Hotel	Park Hyatt Chennai
12	Best City Hotel	Radisson Blu Plaza Hotel Hyderabad Banjara Hills
13	Best Wildlife Lodge / Resort	Waterwoods Lodge and Resorts
14	Best Debut Mid-Market Hotel	Holiday Inn Express Chennai Old Mahabalipuram Road
15	Best Metropolitan Hotel	Ramada Chennai Egmore
16	Best Luxury and MICE Hotel	Shangri-La Hotel, Bengaluru
17	Excellence in Customer Service	Radisson Hyderabad Hitec City
18	Best Hotel & Resort Management Company	Tatva Hospitality
19	Best Destination Wedding Resort	Anantya Resorts
20	Best Debut Hotel	Holiday Inn Chennai OMR IT Expressway
21	Best Boutique Resort	Mountain Club Resort
22	Best Debut MICE Hotel	Holiday Inn Cochin
23	Best Budget Hotel	Ramada Bangalore
24	Best Green Hotel	Holiday Inn Express Chennai Mahindra World City

# A hush from THE RUSH



Travelling trends are forever changing. Luxury travel, once a popular trend, is now giving way to eco-tourism. Situated along the dew-drenched slopes of a former coffee plantation, The Ibnii, Coorg, promises to deliver the perfect eco-luxury that your soul may be craving for.

## Kanchan Nath

Ibnii, a word that means 'dewdrop' in the local dialect, represents morning freshness. It is the perfect getaway from the urban milieu. **Dr Sherry Sebastian**, Director, The Ibnii, Coorg, says, "We understand our place in nature and deeply respect and cherish it. We are ourselves touched by it every day and over the years, it has transformed us in more ways than one."

### A FINE BALANCE

The Ibnii defines luxury as creating a fine balance between grandeur and responsible tourism with the belief that giving is receiving.

With 22 private pool villas, 10 wooden cottages, private residences, and premium suites, the resort has refined luxury and comfort to match the high expectations of global travellers and yet maintain a

delicate balance with nature. The eco-luxe villas offer beautiful interiors, private plunge pool, Jacuzzi, and a view to soothe your senses amidst the exotic wilderness. The spa at the resort, Manja, seamlessly entwines the traditional with the modern.

The luxury wooden dwellings will give you a view that only birds from trees have, yet pamper your sensibilities with unmatched comfort and premium decor. Blending effortlessly with the woods, Arnetta is the perfect hideout for spotting the 40 varieties of bird life that live around.

### STAYING GREEN

Eco-luxury combines ecologically-friendly facilities with richness and grandeur. The ecological initiatives at the resort include in-house tailoring, where articles such as shopping bags are created out of

recycled materials that may include used cement sacks and bubble wraps; and use of steel fruit and vegetable crates in the kitchen instead of conventional plastic ones. Besides these, the resort adopts a number of other practices that help them maintain a fine balance.

The Ibnii is the first resort in India to receive the Indian Green Building Council's (IGBC) Platinum certification. The extensive certification process imbues any real estate project that has the five elements of nature in its design and construction, and is an environmentally sustainable real estate. To become environmentally sensitive, the project must broadly focus on water efficiency, energy efficiency, material and resource optimisation, indoor environmental quality control, and be a sustainable site.



### IN-HOUSE FARMING

At Ibnii, the team makes its own jams, pickles, and oven-fresh bread while readying the greenhouse to grow fresh vegetables. They have three restaurants that offer gorgeous views.

The Fig, a multi-cuisine restaurant, offers a resplendent view of a serene water body, surrounded by nature, while indulging guests in a sumptuous regional culinary fare with some favourites from across the Mediterranean.

Baalelle, the vegetarian-cuisine restaurant, has a dedicated kitchen. Under the canopy of stars and from pits of fervid charcoal, Masi Kande – The BBQ Place, offers diners succulent meat and seafood options in a native style.

### EVOLVING TRAVELLERS

There is a significant shift on the part of consumers towards wellness and preventive health. Ecotourism, as a result, is the fastest growing sector in the tourism industry and the market has regularly been witnessing new entrants.

With more awareness among people and their want to be in the proximity

of nature, the future for the business seems to be bright. This is how smaller hotels and resorts can look to survive in the business.

They have the opportunity of providing services that distinguish themselves from the rest and this is key to survival.

Hotels and resorts of limited presence in the market must seek to exploit these chances to the best of their ability.

### SUSTAINABLE PRACTICES

- Rainwater harvesting
- Waste management
- Discouraging use of plastic
- EV-only zones
- Reforestation projects
- Minimal use of paper
- Greenhouse organic farming

### ECO MEETS EXPERIENTIAL

The resort seeks to attract the evolved traveller who wants to immerse himself in a 'Surrender to Nature' experience. Responsible tourism is deep rooted at the Ibnii and the team seeks guests that empathise with their principles. The resort is also sensitive to special-need guests.



# Hooked & Cooked



Vikram Goel

**Vikram Goel**, Managing Director, RATIONAL India, shares trends in automatic cooking systems and how the brand is providing superior innovative technique to its customers.

## Kanchan Nath

### WHAT ARE THE LATEST TRENDS IN COMMERCIAL OVENS?

Customers look for ovens that have automatic cooking and cleaning systems that can easily be used by even the low skilled staff of the kitchen, helping maximise utilisation and deriving the best possible return on investment from day one. The latest trend in commercial ovens is "Connected Cooking" wherein customers can connect and monitor one or more of their units through their phones, tablets or laptops. By using such cloud-based networking solutions, customers can benefit from automatic software updates, easily administer and acquire cooking processes available worldwide, download HACCP data automatically, and remotely control the unit irrespective of the user's position.

The good thing is that unlike other brands, RATIONAL offers this solution to customers free-of-charge, taking another step towards providing customer benefits.

### DO STANDALONE RESTAURANTS HAVE SPECIFIC REQUIREMENTS?

Customers now want to associate themselves with a brand that not only offers a great product but is a partner to them in their research and development to come up with new products and offer constant training to their staff to increase the utilisation of the oven, thereby helping them derive their return on investment quickly. Our focus on the objective of offering maximum benefit to customers has resulted in us winning over their trust and belief in our brand, which has made it possible for us to replicate and exceed our global market share in India of 54 per cent.

### WHAT ARE YOUR LATEST ADDITIONS TO THE INDIA MARKET?

Staying true to the mission of offering maximum customer benefit, RATIONAL showcased its SelfCookingCenter India Edition at the recently held AAHAR 2017. Also featured at AAHAR was SelfCookingCenter XS, which offers full performance and Indian cooking intelligence despite its minimal dimensions. It has generated interest all over the country since its official launch in November, 2016. The SelfCookingCenter XS is in no way inferior to larger units in terms of features and performance, being equipped with a fresh





steam generator, iCookingControl, iLevelControl, and HiDensityControl guaranteeing top food quality through maximum performance and precise regulation of cooking chamber conditions. The product also features an Efficient CareControl and automatic cleaning and descaling system. Due to its unique user-friendly features, the SelfCookingCenter India Edition best suits unskilled staff that does not have much of an application experience.

#### **WHAT KIND OF TRAINING WORKSHOPS DO YOU HAVE?**

RATIONAL offers free-of-charge unit introduction trainings to customers that purchase our units. Our chefs visit every customer, educating them on the key features of the units and cook with them the top five dishes of their restaurant.

Our programme, RATIONAL Academy, offers a subsequent level of training to existing customers once they are familiar with the units. These are segment-based trainings that are generally offered two months after the customer starts using the RATIONAL unit and are aimed at enabling them to develop their skills further to help them derive maximum application usage from the unit. Customers are free to send their teams for training time and again. Not only do they learn to use the SelfCookingCenter in these trainings but also interact with other users and adapt best practices and processes from each other. This concept is unique to RATIONAL and is made possible only due to our local presence in the cities.

#### **WHAT KIND OF TECHNICAL SUPPORT DO YOU PROVIDE?**

Technical service is a very important aspect of business and RATIONAL has taken a step further by not only offering service through its dealers but giving customers the option of using RATIONAL Service Partners that are standalone service companies, independent of dealers. We have developed and trained these partners in major cities like Delhi, Mumbai, Chennai, and Bengaluru. Our partners have



Offering maximum benefit to customers has resulted in us winning over their trust



further developed service networks in cities like Hyderabad, Pune, Coimbatore, Cochin, Trivandrum, Jaipur, Chandigarh, and Dehradun. They are regularly trained by our service team in maintaining or servicing unit components to enable quick repairs. They follow and implement the highest level of service, at par with global standards. In addition, we also have a dedicated "Technical Service Number" that has been made available to all our customers and can be used by them round-the-clock for getting in touch with the nearest service provider.

#### **HOW DID BUSINESS FARE LAST YEAR? WHAT IS YOUR STRATEGY FOR 2017?**

We will continue with our existing three-hub strategy with a focus on penetrating into existing markets while developing new market segments such as staff canteens, hospitals, schools, and institutions. The XS unit will also open for us a new market of small food outlets, bakery shops, and outlets in food courts.

We would continue to adapt SelfCookingCenter to local cuisines and develop local application processes. We have already successfully made, by way of regularly training our existing users, the unit more adaptable to Indian regional cuisines and increased the acceptability of this product across Indian kitchens.

RATIONAL continuously strives to evolve the way people cook and strongly believes that the success achieved in India so far is just the tip of the iceberg. We seek to continuously develop this market to its true potential.



## CAST A SPELL OF STYLE



Le Creuset brings to you its new range of signature cast iron cookware. With easy-to-clean, toughened enamel interior, the new signature range is truly versatile and includes a wide variety of cookware such as casseroles, pans, grills, and dishes available across a wide range of colours. The easy-to-grip handles that are 45 per cent larger in size distribute the weight more evenly, making it easier to carry from stove to table. The built-in stabilisers provide a secure fit whilst enhanced rings and design add to the beauty of the product. This combination of functionality and design is bound to appeal to everyone, be it a professional chef or a home cook.

## AESTHETIC OUTLINES

VitrA has introduced its latest range, Outline series, which makes it possible to completely change the look of washbasins. This series is characterised by distinctive design and Cerafine material that gives a fresh look to bathrooms. Keeping in mind ongoing trends, this collection showcases a modern and contemporary look that is an ideal design for all tastes and bathroom interiors.

The washbasins come in five forms - Tv, oval, square, pebble, and round, and are also available in five colours - matte black, matte mink, matte taupe, matte white, and white.



## FROZEN YET FRESH

Elanpro has unveiled the Elanpro EKG Series, a new range of glass top chest freezers. Boasting of eye-catching style and cutting-edge technology, this economical solution for safe storage of perishable goods comes in seven variants and is available in the capacity range of 150 to 625 litres. The newly launched Elanpro EKG Series comes exclusively with best-in-class 82 mm insulation ensuring minimum heat ingress and low power consumption. The freezer is equipped with a tropicalised compressor for a wide climate zone design.





## THE POWER OF 3D

◆ Faber introduces world's first 3D chimney with T2S2 technology and three-way suction. The unique filters on the sides of the hood extract any smoke that escapes the bottom vent. This technology ensures that the kitchen is free from smoke and grease, making it

appear neat and hygienic. Available in black and SS options, 3D hoods have been adapted to the latest design and finish from Europe. The suction area of the 3D hood is 25 per cent larger and it makes as much as 15 per cent less noise.



## BREATHE EASY

◆ Hicare, in partnership with Blueair, aims at purifying the air in your house with the launch of their new air purifier, Blueair Blue Pure 211. This innovative air purifier has the potential of cleaning the air of the entire room up to five times an hour. The air purifier can cater to a room size of 540 to 1,080 square feet. With a 360 degree air intake, it boasts of the largest filter area and energy consumption equal to that of a light bulb. It comes in a variety of colours, Diva Blue, Buff Yellow, Dark Shadow, Cristal Pink, and Lunar Rock.

## A TASTE TOO IRRESISTIBLE

◆ World over, food lovers have appreciated chips and wafers with sour cream and onion flavours. Cornitos has now launched its latest flavour in the range, Cheesy Sour Cream and Onion Nacho Crisps. This exotic flavour has a perfect balance of sour cream and chives with a natural blend of cheddar cheese and herbs. The newly launched flavour is the 11<sup>th</sup> offering from the Cornitos Nacho Crisps category. Cheesy Sour Cream and Onion is gluten free, has zero trans fat, and no cholesterol. Available in packed sizes of 30g, 60g, and 150g, the crisps are available across all retail outlets in the country.



## HEALTH CAMP BY GRAND MERCURE MYSURU

Grand Mercure Mysuru organised a health camp in association with Narayana Multispeciality Hospital and Annapoorna Eye Hospital at Onda Mathram slum to celebrate the first anniversary of the property. The event was inaugurated by Chief Guest Shekar, Deputy Superintendent of Police, Mysuru.

The camp held at Grand Mercure Mysuru offered free consultation on diabetes, ECG, ECO as well as an eye check-up. Around 250 individuals took part in the camp.

Speaking at the occasion, **Sachin Malhotra**, General Manager, Grand Mercure Mysuru, said, "We are glad to start our anniversary week celebrations by contributing to make this world a healthier and better place for generations to follow. Our CSR activities are in alignment with our Planet 21 global initiative, which is focused on driving change towards positive hospitality, wherever we are, and making a contribution towards the well-being of our world." An array of activities and exciting offers were lined up for a week to celebrate the anniversary week of Grand Mercure Mysuru.



## THE OBEROI, MUMBAI, PLAYS HOST TO THE DESIGNERS' TALK

In times when concrete development has become a norm across the globe and people are struggling to find space and general comforts of living, the need to engage in responsible dialogue, as a community, takes prominence. The Designers' Talk by Häfele is one such platform that encourages interactions among industry professionals with the underlying thought that "We together can bring a positive change". The first edition of The Designers' Talk was organised by Häfele India and co-hosted by renowned Architect Karan Grover at The Oberoi Trident Towers, Nariman Point - Mumbai. This was the third and final chapter of the travelling Designers' Talk after the very successful pilot runs in Bengaluru and Delhi last year. The overwhelming response of over 150 attending participants from the buzzing designers and architects fraternity of Mumbai confirmed the promise and need for having such forums. Some eminent persons that attended the event were Premnath (Premnath & Associates), Chirag Jain (UC Jain), Mujib, Nuru Karim, Prasanth Sutaria, Bharath (Team One Architects), Shashi Prabhu (Shashi Prabhu & Associates), Ratan Batliboi, Shantanu (Interics Design), Kshitij Kamat, Ketan Vaidya (IIID Chairperson of Mumbai Chapter) along with other IIID architect members and architects from team Hafeez Contractor, Ahmed & Associates, and Worksphere among others.



## HOP ONTO THE HOPPERY WAGON

The Olive Group has introduced its first ever microbrewery, The Hoppery, to the city of Hyderabad. An urbane getaway in the heart of the city with unmatched brews and views, The Hoppery offers a peerless treat for its visitors. The brewery is spread across a quaint glasshouse, an alfresco, and a wooden deck. The glasshouse is a pleasant, contemporary, all-day space that transcends through the day as a feel-good brewery to a lively spot at night to be enjoyed with friends and family. The light, airy feel is further enhanced by plants and foliage that are an extension of the interiors. With Master Brewer Aditya Challa of Bolly Beers on board, the offerings

are nothing short of ingenious. Unpretentious and simple, the menu boasts of an array of splendid flavours and comprises small plates which are fresh with comfort flavours and delicious in taste. Speaking about the new brewery, **Shaaz Mehmood**, Partner, The Olive Group, Hyderabad, said, "We chose Hyderabad because it is an emerging market, not just for F&B but for microbreweries as well. The current government here is very efficient and has made policies conducive to exploring opportunities. Being a true blood Hyderabadi, I thought it would be a great idea to bring our first brewery to the state of Telangana."



## 'INDULGE' AT CROWNE PLAZA JAIPUR TONK ROAD

Crowne Plaza Jaipur Tonk Road is all set to accommodate more guests. The recently launched "Indulge Lawn" of 30,000 sq ft has enhanced the hotel's combined (indoor and outdoor) event space to 44,500 sq ft. Equipped with state-of-the-art technology, uninterrupted internet connectivity, and well-appointed breakout rooms, the flexible event spaces offer customised, themed menus and guaranteed two-hour response time by Crowne Meetings Experts. Ideally located in the wedding hub of Jaipur, the elegantly designed venues exude the essence of warmth and



service excellence. With 218 well-appointed rooms and suites, and a dedicated one-point-contact at the wedding concierge, the hotel sets the stage for a lifetime of cherished memories. For a culinary flair, guests can savour Rajasthani flavours and experience interactive food theatres, while having special preferences catered to by the exclusive vegetarian kitchen.





# appointments



**GORDON DRAKE**

Chief Financial Officer  
Six Senses Hotels Resorts Spas

★ Six Senses Hotels Resorts Spas has brought on board Gordon Drake as its Chief Financial Officer. Drake brings with him more than 13 years of global hospitality experience in corporate capital markets, financial asset management, and risk management as well as development and implementation of operational and financial strategies. Prior to this appointment, he held several positions at Kingdom Hotels Investments since 2007. He had recently also been a board member of the Savoy Hotel in London as well as Mövenpick Hotels and Resorts.



**TRISTAN BEAU DE LOMENIE**

Director of Operations  
LUXE Hotels India

★ In addition to his current role as General Manager Delegate – Pullman & Novotel New Delhi Aerocity, Tristan Beau de Lomenie has been appointed as Director of Operations, LUXE Hotels India. He has been associated with AccorHotels for almost 30 years, having been responsible for managing many hotels of the group. Tristan has successfully opened and launched the combo property, Pullman & Novotel New Delhi Aerocity. He will now be responsible for the operations of all luxury and upscale hotels in India.



**DR. SHINOJ JOSEPH**

General Manager  
Royal Orchid Suites, Bengaluru

★ Royal Orchid Hotel has appointed Dr. Shinoj Joseph as the General Manager for Royal Orchid Suites. He comes with more than nine years of experience in hospitality with a strong understanding of rooms and F&B. Prior to this appointment, Joseph was the General Manager at Ginger Hotels, a chain of budget hotels in India. In the new role, Joseph will be responsible for overseeing the performance of the brand's properties in India in terms of strategic direction, guest satisfaction, and their other day-to-day operations.



**AYESHA BHALLA**

Market Director of Sales and Marketing  
Marriott Properties, Pune

★ JW Marriott Pune has appointed Ayesha Bhalla as Market Director of Sales and Marketing for the hotel and all other properties in Pune under the Marriott portfolio. In her newly appointed role, she will spearhead strategic sales, marketing, and business operations for the Pune cluster of Marriott properties while shouldering the responsibility of achieving revenue goals, guest and employee satisfaction, and the financial performance of the department. With 19 years of experience in the field of hospitality, Bhalla has proven her commitment to the brands she has worked with and her goal-oriented conduct.



**DEBARATI BOSE**

Director of Sales and Marketing  
JW Marriott Hotel Pune

★ Debarati Bose has been appointed as the Director of Sales and Marketing for JW Marriott Pune. In this role, Bose will be spearheading responsibilities such as setting of annual budgets, forecasting, analysing revenue reports, and strategy building to increase the hotel's RevPAR and banquet sales, amongst others. Prior to this role, she had been handling sales operations and marketing responsibilities with the Oberoi Group where she headed the team of the hotel and worked towards achieving targets of the room revenue and banquet budget of the hotels.



**DEEPAK MATHUR**

Director of Sales  
Four Points by Sheraton, Jaipur

★ Deepak Mathur has joined Four Points by Sheraton, Jaipur, as Director of Sales. With over 17 years of experience in hospitality, he has worked with a number of brands like Le Meridien Jaipur, ITC Rajputana Luxury Collection Hotel, Holiday Inn Jaipur, Hotel Clarks Khajuraho, Hotel Arya Niwas Jaipur, and Hotel Shalimar Jaipur. Mathur brings with him valuable experience in revenue management and strategic sales planning. In the new role, Mathur will closely work with the team and other allied departments in appropriating sales strategies for different market segments towards maximising the hotel revenue. He will also work on developing strategies to optimise business opportunities.



**ROHIT SRIVASTAVA**

Director of Food and Beverage  
Hyatt Regency Delhi

★ Hyatt Regency Delhi has promoted Rohit Srivastava to the role of Director of Food and Beverage. With 14 years of experience in business development, operations, and cost management, Srivastava is an asset to the hotel and will leverage and enhance the ongoing and future work of the company in the new role. Starting his career in 2003 with The Oberoi Rajvilas, Jaipur, he worked with the hotel at various positions and has been with Hyatt Regency Delhi for nine years. Srivastava also has a keen interest in guest relationship management. Srivastava will be required to work closely with his team in creating and innovating on event-specific menus and ensuring operational standards are met.



**AZEEM KHAN**

Marketing Manager  
Jaipur Marriott Hotel

★ Jaipur Marriott Hotel has appointed Azeem Khan as Marketing Manager. In the new role, he will be responsible for looking after all offline and online marketing activity at the hotel. An MBA in marketing, Khan has been in the hospitality industry for almost five years now. Prior to this appointment, he was the Assistant Marketing Manager at Holiday Inn Jaipur City Centre. In this extensive role, Khan would also be required to develop such effective strategies that help maximise a hotel's revenue while meeting the needs of customers. He will also shoulder the responsibility of co-ordinating marketing and promotional activities at the hotel, working closely with hotel staff.



**AMANPREET SINGH SANDHU**

Director of Sales and Marketing  
Eros Hotel, Nehru Place, New Delhi

★ Eros Hotel, Nehru Place, New Delhi, one of the premier 5-star hotels in Delhi, has announced the appointment of Amanpreet Singh Sandhu as Director of Sales and Marketing. Graduated from ESSEC Business School, France, he has an experience of over 13 years in revenue management, sales and marketing, and hotel operations. In the new role, Sandhu will be responsible for charting out strategies towards enhancing business volumes by cementing healthy relationships with key clients and leading the workforce in accomplishing business goals.



**NIKHIL RASTOGI**

Executive Chef  
Eros Hotel, Nehru Place, New Delhi

★ Nikhil Rastogi, with a culinary experience of over 15 years, has joined Eros Hotel, Nehru Place, New Delhi, as their Executive Chef. As part of his key responsibilities, Rastogi will be focusing on food innovation in all the restaurants and leading the team in working towards ingenious culinary delights. Prior to this, he has worked with various brands like The Taj Hotel Group, The Park Hotel, Delhi, The Claridges Hotels & Resorts, Delhi, and Radisson Blu Kaushambi. He also has experience of working in the retail sector.

# The best of BEST WESTERN

Best Western Rewards members are in for a treat. Priding itself on its ability to convert customer demands into reality, the hotel group has introduced to members its revamped reward programme that promises benefits aplenty.



**Shailendra Kapur**

Best Western Hotels & Resorts is now offering more Best Western Rewards (BWR) benefits than ever before and has introduced a unique new digital membership card that gives guests simplified access to their membership number, point balance, current tier level, and exclusive deals and offers. "Best Western continues to enhance its BWR offerings in order to provide customers with one of the best loyalty programmes in the industry," said **Dorothy Dowling**, Senior Vice President and Chief Marketing Officer for Best Western Hotels & Resorts. "We listened to the voice of our customers and, in response, revamped the BWR programme to deliver easily-redeemable rewards, a new digital membership card for ease and convenience, and exceptional discounts, perks and promotions that are unrivalled," she added.

"Best Western Rewards is the only loyalty programme in the industry where points never expire and BWR members have access to the richest promotions in the industry," said **Shailendra Kapur**, Director, Revenue and Operations. Reward redemption begins at a lower point level requirement relative to industry competitors, and free nights earned can be redeemed at any Best Western branded hotel worldwide, with no blackout dates. Members have access to special rates of up to 10 per cent off on every night and free night redemptions count toward attaining



elite tiers. Finally, members are able to earn gift cards from some of the most popular shopping, entertainment, gas, and airline partners.

Additionally, the Status Match No Catch programme allows members to instantly have their status matched with other hotel loyalty programmes upon enrolment. The elite members also receive elite rewards. Upon arrival, elite members are given the choice of a "Thank You" gift or bonus points. Finally, Best Western hotels provide guaranteed free nights for Diamond and Diamond Select members at properties with availability.

Travellers looking to sign up for BWR can do so by visiting [bestwestern.com/rewards](http://bestwestern.com/rewards)



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