

HOTELS & RESTAURANTS INDIA fhrai magazine

Vol 22, Issue 03, March 2022 Pages 44 ₹50

A MONTHLY ON HOSPITALITY TRADE
By DDP Publications



**A PRESSING
priority**

CONSCIOUS CHOICE

End-To-End HOSPITALITY TECH Solution Provider

Made In INDIA for Hoteliers Worldwide



Channel Manager
Solution



Restaurant Management
System



Dynamic Pricing
Software



Website Builder
Solution



Online Booking
Engine



Cloud Hotel
Software



Scan to View

One Seamless Solution for All Your Operations

Designed for the hospitality industry, eZee offers you an all-in-one technology solution to simplify your property management.

Our unique offerings provide you the ease of operations, streamlined processes, and advanced technologies leaving no room for error.

Backed by 16+ Years Of Industry Experience



33,000+

Users Globally



170+

Country-wide Presence



12,000+

Customers in India

Succeed with **THE BEST**



Technologies
Onboard



Support
Services



Pocket-Friendly
Solutions

www.ezeetechsys.com

+91 97265 53148

sales@ezeetechsys.com



Gurbaxish Singh Kohli
Vice President
FHRAI

FHRAI-IHM is ready to welcome students with new hope and with many programmes included in curriculum to churn out trained candidates for industry which needs them desperately

My Dear Members,

It is heartening to see some buzz in the industry. Business and other travellers are clamouring to begin travelling, and we are seeing signs of business as usual starting soon. The Government of India has lifted incoming and outgoing foreign travel restrictions as of March 7, and we hope to see healthy activity within this sector.

Hotels have taken a huge brunt of this devastation. With zero occupancy for nearly two years and some minor activity in the last two months, the future looks promising, all else being normal.

Though the devastating effect of the pandemic will stay with us forever as a black mark, the united efforts of all the stakeholders will see us through, and hospitality and tourism will show strong revival.

Given India's popularity as a business and tourist destination, as well as the diverse categories of tourism experiences available, tourist interest in India is not surprising. India is slated to grow to US \$125 billion by 2027-28, up from US \$75 billion in 2020-21.

Certain destinations have shown phenomenal growth even during the pandemic, and there are many more such unexplored ones that remain dormant and are actually the underdogs.

Not only destinations but also different verticals await to be explored. States such as Maharashtra and Madhya Pradesh, among others, have given an impetus to caravan tourism and given a boost to those destinations which are easily reachable by road.

It was seen that the urge to travel makes people seek alternative ways to travel and to alternative destinations, which are otherwise almost ignored for long stays. This kind of travel has a kicking effect on related activities in these sectors. They all start booming and progressing, making the destination shine and be noticeable.

Such progress is significant and has a snowballing effect on all related activities and the development of the particular destination and its surroundings. This is leading to many hotels and big chains exploring the possibility of expanding their presence in such areas where they would have never thought of treading. The silver lining of the pandemic is the growth of otherwise isolated destinations.

Restaurants have seen a healthy comeback with an almost 75 to 80 per cent revival once the barriers and restrictions have been lifted, but the hotels eagerly wait for travel, both domestic and foreign, to resume quickly.

In the meantime, FHRAI is continuing its efforts to provide its members and the fraternity at large with any assistance that we can provide. We will continue to liaise with the various ministries and agencies even though the voice of the industry is only marginally heard now, and we expect to have a larger impact. Through our regional arms, we reach out to our members and fraternity.

FHRAI-IHM is ready to welcome students with a new hope and with many programmes included in the curriculum to churn out trained candidates for the industry which needs them desperately.

Dear members, I believe the worst is over and we must look forward to new beginnings and rebuilding a strong and robust industry. After almost two years of closure, we are planning a national convention which every member looks forward to. More on that soon.

Take care and be safe. God bless us all!

With kind regards,
Gurbaxish Singh Kohli
Vice President, FHRAI

MARCH 2022

PAVING THE PATH TO SUCCESS

12

Four Central IHMs principals weigh in on whether pandemic has prompted technological improvements in hospitality sector's teaching and learning methods for better or for worse.

COVER IMAGE:
JEHAN NUMA PALACE HOTEL



CONTENTS

THIS MONTH

VICE PRESIDENT'S MESSAGE	3
FHRAI DESK	6
APPOINTMENTS	40
PRODUCTS AND SERVICES	42

FEATURES

A PRESSING PRIORITY 18

Due to their failure to sustain the average foreign exchange earnings under EPCGS, FHRAI has petitioned Finance Ministry to waive secondary conditions.

SECRETARY GENERAL
Jaison Chacko - sg@fhrai.com

PUBLISHER
Devika Jeet - devika@ddppl.com

ASSOCIATE EDITOR
Lipla Negi - lipla.negi@ddppl.com

DESK EDITOR
Devika Seth - seth.d@ddppl.com

CREATIVE DESIGN
Rashi Girdhar

MARKETING & SALES - DELHI
Nikhil Jeet - Nikhil.jeet@ddppl.com
Director Advertising (+91 9910031313)

Meetu Malhotra - meetu.malhotra@ddppl.com
Manager Marketing (+919650911399)

Jaspreet Kaur - jaspreet.kaur@ddppl.com
Marketing Manager (+919650196532)

MUMBAI
Harshal Ashar - harshal@ddppl.com
General Manager (+919619499167)

PRODUCTION MANAGER
Anil Kharbanda

ADVERTISEMENT DESIGNER
Nitin Kumar

FIGHT FOR SURVIVAL 20

Looking back on outbreak of worldwide pandemic and its impact on travel and hospitality industries, regional chiefs emphasise government's indispensable support.



BRINGING BACK THE MOMENTUM 22

The moment has come to establish a far more robust and sustainable tourism industry that will encourage people to start travelling and break out of their travel silos once more.



WOMEN FOR THE WIN 26

Women in hospitality have been making great strides over the years and are now leading the hospitality sector from all corners.

CONSCIOUS CHOICE 30

Hotels are investing in EV charging stations, encouraging guests to travel more responsibly. Easy availability of EVCS will help attract well-heeled travellers..



FHRAI

B-82, 8th Floor, Himalaya House
Kasturba Gandhi Marg, New Delhi 110001
Tel: 91-11-40780780, Fax: +91-11-40780777
Email: fhrai@fhrai.com

FHRAI Magazine is printed, published and edited by Devika Jeet on behalf of Federation of Hotel and Restaurant Association of India and printed at Modest Print Pack Pvt. Ltd., C-52, DDA Sheds, Okhla Industrial Area, Phase - I, New Delhi - 110020 and published at Durga Das Publications Pvt. Ltd. 72, Todarmal Road, New Delhi - 110 001
Editor: Devika Jeet

Email: fhraimag@ddppl.com
Tel: +919818767141

This issue of FHRAI Magazine contains 40 + 4 pages cover

All information in the FHRAI Magazine is derived from sources, which we consider reliable and a sincere effort is made to report accurate information. It is passed on to our readers without any responsibility on our part. The publisher regrets that he cannot accept liability for errors and omissions contained in this publication, however caused. Similarly, opinions/views expressed by third parties in abstract and/or in interviews are not necessarily shared by FHRAI Magazine or DDP. However, we wish to advise our readers that one or more recognised authorities may hold different views than those reported. Material used in this publication is intended for information purpose only. Readers are advised to seek specific advice before acting on information contained in this publication which is provided for general use, and may not be appropriate for the readers' particular circumstances. Contents of this publication are copyright. No part of FHRAI Magazine or any part of the contents thereof may be reproduced, stored in retrieval system or transmitted in any form without the permission of the publication in writing.

The same rule applies when there is a copyright or the article is taken from another publication. An exemption is hereby granted for the extracts used for the purpose of fair review, provided two copies of the same publication are sent to us for our records. Publications reproducing material either in part or in whole, without permission could face legal action. The publisher assumes no responsibility for returning any material solicited or unsolicited nor is he responsible for material lost or damaged.

This publication is not meant to be an endorsement of any specific product or services offered. The publisher reserves the right to refuse, withdraw, amend or otherwise deal with all advertisements without explanation. All advertisements must comply with the Indian and International Advertisements Code. The publisher will not be liable for any damage or loss caused by delayed publication, error or failure of an advertisement to appear.

Sharp relief for hospitality

Centre has asked states and UTs to remove additional limitations. This is welcome relief, and FHRAI has urged states to lift all restrictions on hotels, restaurants, and MICE venues.

In the last 24 months, the hospitality industry has suffered the most due to pandemic-induced lockdowns and restrictions. In a recent development, based on the COVID-19 trajectory across the nation showing a sustained downward trend, the centre has asked states and UTs to do away with additional restrictions.

This comes as a big breather for the industry, and the Federation of Hotel & Restaurant Associations of India (FHRAI) has urged the states to



Pradeep Shetty
Sr. Vice President, HRAWI



This is opportune window for states to allow sector to make most of it



remove all restrictions on hotels, restaurants, and MICE venues.

"Restaurants in several states are still subjected to a 50 per cent capacity restriction, as well as closing time restrictions. In many states, wedding and social gatherings have capacity restrictions, and the MICE venues are under severe distress," said Pradeep Shetty, Joint Honorary Secretary, FHRAI.

"With the number of positive cases steadily tapering off, the fear in the minds of the people is gradually waning. Summer is right around the corner and is the next best holiday season for the hospitality industry after Christmas and New Year. This is an opportune window for the states to allow the hospitality sector to make the most of it. We appeal to all the state chiefs to support the industry and immediately lift all kinds of restrictions imposed on hotels and restaurants," concluded Shetty.



Endeavouring to stay afloat

FHRAI has submitted a representation to Nirmala Sitharaman, the Union Minister of Finance, urging Resolution Framework 3.0, specifically for the tourism and hospitality industries.

The association thanked the Ministry of Finance for acknowledging the extensive damage caused by COVID-19 during the budget address, as well as for extending the Emergency Credit Line Guarantee Scheme (ECLGS) until March 2023 as a measure to mitigate COVID-19's negative impact on the industry. Though the government's efforts to ease the suffering of the most vulnerable sectors from pandemic-related issues are commendable, they are insufficient to cushion the losses of a severely wounded hospitality business.

During the last two years, hotels and restaurants have been in a persistent state of low or no business, which has been exacerbated by high capital and operating expenses, causing them to accumulate massive debts in their struggle



During last two years, hotels and restaurants have been in a persistent state of low or no business



to stay afloat. To get out of this dire financial situation, the industry has pleaded with FM to offer the following relief as soon as possible:

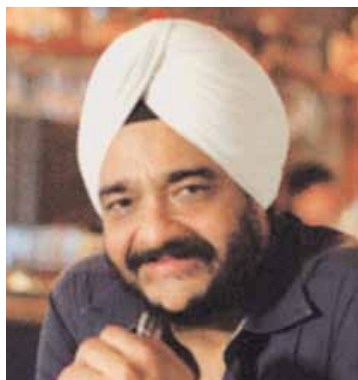
- A new round of resolution framework (Resolution Framework 3.0) should be announced exclusively for the tourism and hospitality sectors' loan restructuring.
- Authorise a resolution framework for ECLGS repayments due to the third wave, as the ECLG plan was never intended to handle the ongoing disruptions.

The association concluded by pointing out that repayments for loans acquired under the ECLG scheme have already commenced, and the highly distressed sector would not be able to service the loans until normalcy returns to the hospitality sector.

'Avert islands' flight disruption'

FHRAI has written to Union Minister of Civil Aviation, Jyotiraditya Scindia, urging his prompt intervention in order to avert flight movement disruptions at Port Blair Airport.

Andaman and Nicobar Command has directed that the Veer Savarkar International Airport in Port Blair's single runway be closed for four days a week from March to May 2022 for re-carpeting, and a NOTAM has been issued in this regard. As per FHRAI, the airport closure poses a significant threat to the UT's hospitality and tourism industries, which have already lost 75 to 80 per cent of their revenue due to the pandemic. With today's advanced technology options, FHRAI has urged the ministry to look into other solutions without shutting down the airport.



Gurbaxish Singh Kohli
Vice President, FHRAI

The islands have barely been open to tourists for about six months

"Veer Savarkar International Airport is the only fast connectivity option available for the islands. Closing it for four days a week from March to May 2022 will disrupt life and business on the islands. Tourists prefer to visit the islands for only about four to five days. The disruption in flight movement will discourage them from visiting the islands. Before March 2020, the annual revenue of the industry in the islands was in the ₹1,500 to ₹2,000 crore range. Since then, the islands have barely been open to tourists for about six months. We request the Hon'ble Minister of Civil Aviation to favourably consider our request to undertake runway re-carpeting work without disrupting the existing operations. Today, many advanced technology options are available that the government can explore without shutting down operations. We request the Ministry of Civil Aviation to adopt innovative technologies to avoid disruption in flight movements at Port Blair Airport" said **Gurbaxish Singh Kohli**, Vice President, FHRAI.



'Set mechanism for ECLGS'

FHRAI urges FM to set up a redressal mechanism for ECLGS implementation.

FHRAI has written to Amit Agrawal, Additional Secretary, Department of Financial Services (DFS), Ministry of Finance, thanking him for organising a meeting of stakeholders from the hospitality and travel industries on February 4, 2022, to solicit suggestions on operational guidelines of the Emergency Credit Line Guarantee Scheme (ECLGS).

During the meeting, the department assured the members of the industry that their suggestions would be considered for inclusion in the guidelines to ensure seamless and effective implementation of the scheme.

In addition, the association has urged that the Finance Ministry establish a mechanism to ensure that all scheme applications are evaluated on merit and processed on time by financial institutions, as well as a redressal window for timely resolution of grievances, if any. This would help in the successful implementation of the government's flagship COVID-19 alleviation plan.

GREENWARE
India's Most ECO-Friendly Gloves

ECO FRIENDLY COMPOSTABLE GLOVES

Looks like Plastic, Feels like Plastic, But does not take 100 years to degrade.

BENEFITS

- Get Sustainable Packaging
- Reduce your Carbon Footprint
- Reduce plastic waste
- Go Cost effective
- Be Eco-conscious brand

www.getgreenware.in | +91-9923332321 | aditya@getgreenware.in

Limping back to normalcy

SIHRA continues to boost sector by engaging in dialogue with government about challenges, among other efforts.



On February 17, 2022, SIHRA President K. Syama Raju, met with the Secretary of the Government of Karnataka, Department of Tourism, and explained the difficulties faced by hoteliers in Karnataka as a result of COVID-19, and requested that he consider extending benefits such as the waiver of 50 per cent property tax for properties within Bengaluru City limits, the waiver of fixed charges on electricity for three months, and other benefits given to classified hotels.

The Secretary of Tourism suggested that the government explore extending the advantages to hoteliers who registered under the Karnataka Tourism Trade (Facilitation and Regulation) Act, 2015. SIHRA, guided by K. Syama Raju, President, is working with hoteliers to register under the KTTF Act, 2015, so that they can take advantage of the incentives available to categorised hotels in Karnataka.

CONFERENCE: TOURISM DEVELOPMENT IN SOUTHERN DISTRICTS OF TAMIL NADU

On February 4, 2022, CII hosted a virtual conference with the theme "Tourism Development in Deep Southern Districts—Thoothukudi, Tenkasi, and Kanyakumari." The objective was to promote travel and tourism in the deep south's deep districts (Thoothukudi, Tirunelveli, Tenkasi, and Kanyakumari), as

well as explore the specific opportunities and challenges for tourism development during the pandemic and post-pandemic periods. Sundar Singaram, Director of Operations, SIHRA, spoke at the conference as a guest speaker on behalf of SIHRA. The Member of Parliament for Kanyakumari District and senior Tamil Nadu government officials were among the other speakers.

ORDERS PASSED BY MADRAS HIGH COURT

The Madras HC has ruled that the police department does not have the authority to regulate restaurant hours or close them down. The Tamil Nadu State Marketing Corporation (TASMAC) shops have been ordered to close all of their bars by the Madras HC.

COVID-19 RESTRICTIONS

Restrictions have been relaxed in all the states in the South, with state governments allowing the reopening of colleges and schools, including play schools and nursery schools, and an

increase in the number of people who can attend public events.

PRE-BUDGET MEETING OF TAMIL NADU GOVERNMENT

Singaram was present at the Tamil Nadu government's pre-budget meeting, which was led by the Union Finance Minister and Minister for Commercial Taxes, as well as senior officials from both departments. Singaram brought to the attention of the government the difficulties faced by the hotel sector as a result of the pandemic, and requested that the government consider giving hotels 'industry status', which would allow them to benefit from low-cost power and property tax. This should be examined by the government in order to avert the closure or sale of hotels in the state, especially iconic hotels, which are fighting to stay afloat due to financial institution pressure to repay loans.

Following this, a letter was sent to government officials requesting that the government consider waiving property taxes for six months, waiving demand charges by the electricity board, and allowing hotels to pay only actual power consumption charges during the lockdown period, as has been extended by the Karnataka government. A letter detailing the difficulties faced by the hospitality industry, as well as suggestions for its revival, was also delivered to government officials.



Madras HC has ruled that police does not have authority to regulate restaurant hours



does your hotel have **COVID COMPLIANCE** **and** **International Recognition**

QualStar provides this and more...

- International ISO 17065 standards
 - 200 touch points of excellence
 - Experienced WHO trained auditors
- Statutory compliance audit along with products and services
 - FSSAI Covid compliance and WHO Covid compliance



The only government approved Hotel certification body in India

For more information, contact:

+91 9871003279, support@qualstar.co.in, subha.bhaskar@qualstar.co.in

Anxiety rules hospitality sector

HRAWI is requesting that 15 per cent increase in excise licence fee for FY 2022-23 be promptly revoked. It has also requested that government grant a 50 per cent fee reduction.

HRAWI

HRAWI has written to the Maharashtra government, seeking that the 15 per cent rise in the Excise Licence Fee for FY 2022-23 be reversed immediately. It has also proposed that the government grant a 50 per cent fee relief for FY 2022-23, citing the unpredictable nature of restrictions and other measures that may come into place if

and when another pandemic wave breaks out. "We are disappointed that the government, instead of helping us in our fight for survival, has thought of burdening us by increasing the excise licence fee by another 15 per cent. It is impossible for FL3 licence holders to pay licence fees at all. We strongly oppose this increase and request that the decision to hike the fee be immediately withdrawn and the industry be given a 50 per cent waiver on the existing

fee for FY 2022-23," said **Sherry Bhatia**, President, HRAWI.

HRAWI has urged the government to extend the deadline for paying licencing fees for FY 2022-23 from March 31, 2022 to June 30, 2022, citing the uncertainty of business even in the future. It has also asked that enterprises be permitted to pay their renewal costs in four instalments for FY 2022-23. "We completely lost last year's holiday season business and we are already in February 2022. Payment of the excise licence fee in another 30 days will be extremely difficult for a majority of the establishments. We request the government to provide us with an extension on the cut-off date to pay the fees as well as give us a breather to pay the renewal fees in four instalments," added Bhatia.



We completely lost last year's holiday season business and we are already in February 2022



Holistic living with **GREENWARE**

India's Most ECO-Friendly Gloves

Aditya Daga, Founder of Greenware, explains how, through their conscious lifestyle choices such as compostable hand gloves, one can nest with nature in midst of urban hustle.

Why choose a holistic and conscious lifestyle? You must begin somewhere. It is better to deliver the right kickstart to your quest for a better ecosystem!



Aditya Daga

WHERE TO START FROM?

Know that you can make a difference: Doing the bare minimum, such as turning off lights before leaving a room and reusing and recycling materials, can all contribute to a safer environment.

Rethink your choices: When making purchases, you must exercise caution.

Say "NO" to plastics: You may help save Mother Earth by being a part of the solution, not the pollution. Begin by saying "NO" to single-use plastics and switching to more eco-friendly alternatives such as Greenware's compostable hand gloves.

Learn from the facts: Awareness is the key. The more you know about what is happening around you, the more you will learn, improve, and act!

Learn, adapt, and educate: Follow these steps to improve the ecosystem. To take a step towards going green, visit: www.getgreenware.in.

Imparting quality training sessions

HRAWI and FSSAI collaborated to host a virtual FoSTaC session. Focus of session was on standard health and food handling process for hospitality professionals.

In collaboration with the Food Safety and Standards Authority of India (FSSAI), the Hotel and Restaurant Association of Western India (HRAWI) conducted an Online Food Safety Supervisory Training in Advance Catering (FoSTaC) programme on February 18, 2022.

The training was conducted virtually by Dr. V. Pashupathy and had the participation of 20 hospitality professionals from various hotel and restaurant establishments.

The programme focussed on standard health and food handling practices for hospitality personnel and also covered information on licencing requirements of the FSSAI for hospitality establishments in the country.

"Maintaining impeccable kitchen etiquettes are paramount for any respectable



Sherry Bhatia
President, HRAWI



**Maintaining
impeccable kitchen
etiquettes are
paramount**



establishment. Since the pandemic broke out, the programme has become even more relevant and important for hospitality professionals," said **Sherry Bhatia**, President, HRAWI.

Bhatia added, "Over and above the required knowledge on food handling and hygiene, the training imparts information on COVID-appropriate behaviour (CAB) and covers all the necessary dos and don'ts to follow as a hospitality professional."

"The FoSTaC programme has seen good participation so far, and we urge all hospitality establishments to enrol their staff in this training," concluded Bhatia.

HRAWI has successfully trained and certified 1,982 hospitality professionals across India's Western region in FoSTaC and FSSAI's Management Training Programme.

Celebrating new innovations

T&S and its sister brand, Klarco, will be exhibiting a range of latest products at AAHAR Show 2022, starting from April 26-30 at Pragati Maiden in New Delhi.



T&S Brass, the global leader in commercial plumbing for the food and hospitality industry, is excited to help welcome you back to AAHAR and to join with friends, partners, and customers to celebrate the latest in the industry.

T&S and its sister brand, Klarco, will be exhibiting a range of new products that help operations save water and function better.

T&S is an award-winning manufacturer of commercial plumbing products for the kitchen and beyond, including pre-rinse units, manual and electronic sensor faucets, hose reels, and more.

We are committed to providing solutions that are built to be durable and sustainable,



**T&S is an award-winning
manufacturer of
commercial plumbing
products for the kitchen
and beyond**



helping you save time and money. At AAHAR, discover T&S WaterWatch, our water-monitoring device and software that has received multiple awards for innovation, including the National Restaurant Association Kitchen Innovation Award and the SMART Innovation Award at HOST Milano.

T&S WaterWatch is just one of the ways we help restaurants, hotels, and more save water, reduce expenses, and keep kitchens running smoothly for years to come.

The AAHAR show will be held April 26 to 30 at Pragati Maidan in New Delhi. Be sure to visit T&S and Klarco at Booths 11-11A, B, and C in Hall 11 to discover what is new and help celebrate our 75th anniversary. We cannot wait to see you there!

Paving the path to success!

Four Central IHMs principals weigh in on whether pandemic has prompted technological improvements in hospitality sector's teaching and learning methods for better or for worse.



While India is probably the only country in the world where hospitality education was started and flourished in the government sector till 1995, and at present there are 78 Institutes of Hotel Management (CIHMs-21, SIHMs-28, and 29 Private IHMs) under the National Council for Hotel Management and Catering Technology, Noida (an autonomous body of the Ministry of Tourism, Government of India), apart from several other hospitality management institutes affiliated to government and private universities.

Here are the views and visions of four principals of Central IHMs on the burning issues of hospitality education, and

the views and visions of four other principals will be in the next issue of the magazine.

COPING WITH THE SUDDEN NEED OF ONLINE CLASSES

Nisheeth Srivastava, Principal, IHM Kolkata, stated that their institute did not face much problem for conducting online classes, for their academic system was already in assignment-based teaching backed by digital technologies. Hence, the transition from offline classes to online classes was smooth and without hassles. Infrastructure development and faculties extra effort to facilitate detailed course material so as to fill up the gap



and cover the complete curriculum helped to cope up in this situation.

Kamal Kant Pant, Principal, IHM Pusa, said that post realisation of the fact that situation would not get back to normal soon, platforms such as Zoom and WebEx were explored to impart knowledge on a daily basis. Going along, realising that the pandemic was here to stay, and that without the skill component, hospitality course would not have the cutting edge they are known for; with investment in high-definition cameras, noise reduction microphones and advanced internet connectivity was procured and real time beaming of the practical classes was initiated with two to three faculties managing the demonstration, interaction and photography of the session.

Dr. J.K. Mangraj, Principal of IHM, Gandhinagar, mentioned that IHM Ahmedabad had prepared a structured e-content for all the theory subjects which contained latest videos, images and subject matter data. The online delivery of the lectures was given a dry run from April after the IHMA was closed for the COVID-19 on March 2020. The online theory classes were found effective and the IHMA could provide enough inputs to the students for the theory subjects.

Argha Chakraborty, Principal of IHM Gurdaspur, speaks about the paradigm shift that we all faced during conducting online classes instead of offline mode. To ensure learning continuity, quick adaptation of the new practices like online interaction and flexible scheduling for classes and other activities became the new normal in order to sail through the time of turbulence.

CHALLENGES, OPPORTUNITIES AND THREAT IN ONLINE EDUCATION

While talking about the challenges, Pant mentioned that the discomfort on the part of the faculty to speak to a camera rather than a class full of students and to use the teaching aids effectively online, whereas Mangraj's concerns had been the delivery of the skills-related practical education, especially for the subjects such as food production, food and beverage (F&B) services, and housekeeping, among others. Furthermore, the students could not practice these skills-related subjects in the lab to achieve perfection.

Chakraborty rightly mentioned that the onset of a pandemic has a direct impact on the 'mindset' of learners as well as educators to adapt to the new normal. And as technology is inseparable and all pervasive, it is omnipresent existence is so common that most of the time it is noticed only in its absence. He also noticed that the biggest threat to online education is too much dependence on technology itself, and that internet connectivity is still an issue at many of the locations across the country.

Srivastava's opinion was also the same; he also highlighted the incapability of imparting interpersonal skills and inculcating discipline among the students. Retaining the interests of the students during online classes by the faculties was equally a lost war that had to be won every day.

Tough times have provided us with opportunities as technology has brought us the 'ease of operations'. New possibilities and methods for delivering academic strength proved to be the most effective for making the best use of IT infrastructure. It helped in developing online proficiency and increasing awareness about the use of IT-based academic tools among the faculties.

The greatest opportunity in online education is the time effectiveness of the medium; no time is lost in the housekeeping arrangements. If connectivity is ensured at both the receivers' and sender's end, a lot of ground can be covered.

Group activities can be carried out more effectively as the physical movement from one space to the other is not involved in virtual meeting spaces. The competencies of the faculty in the digital field also increased significantly

A major threat in online classes is the students' developing mindsets for indenting and guiding themselves in the future. The lost human interactions made it difficult to inculcate values among the students, which is required for hospitality management.

Focus on personality development and physical activity, as well as the penning down of information was hampered the most.

PREPARING STUDENTS FOR INDUSTRY IN THIS PHASE OF CRISIS

Chakraborty believed that to survive in this onerous situation, institutes must strive to build an 'Environment of Trust' amongst their stakeholders, as their mental well-being is at stake in these testing times.

Apart from instilling the regular skills that are already a part of the curriculum, they need to be provided with the positive mindset and the right attitude-building to join and work in the industry.

Mangraj and Pant also emphasised the importance of psychological and motivational dialogues by industry experts so as to keep up the spirit of hospitality among the students.

Speaking with industry leaders about their experiences with receiving the first group of industrial trainees who had not even crossed the main gate of the institute, let alone attended practice classes on campus, it was heartening to learn that they found no discernible



Nisheeth Srivastava

“
Game-based & task-oriented learning processes are the best in given situation
”



Kamal Kant Pant

“
Without skill component, hospitality course would not have cut edge they are known for
”



Dr. J.K. Mangraj

“
Online classes were found effective and IHMA provided enough inputs to students
”



Argha Chakraborty

“
To ensure learning continuity, adaptation of new practices became new normal
”

difference in their ability to perform the tasks assigned to them.

The most important part, the attitude of the trainees to take any opportunity at the workplace in their stride, was present in the students who had attended online classes and taken the online examinations before joining the industry.

Srivastava opined that the best way to prepare students is by discovering an unorthodox method of teaching. The game-based, assignment-based, and task-oriented learning processes are the best in the given situation.

We also have to look at a composite way of teaching, i.e., all the skill-based classes are in offline mode and the theory-based classes are in online mode.

FUTURE TRAITS OF HOSPITALITY PROFESSIONALS

According to Dr. Mangraj, hospitality professionals need to upgrade their animation skills and computer literacy in order to redesign the skills and deliver seamlessly.

Chakraborty also vouched for the same, as the hospitality sector that comes out on top after these changed times will be the one that adapts to new technologies and is ready to provide customised and customer-centric technological support.

Srivastava supported the development of proficiency through artificial intelligence and application-based operations, as the human touch is still an integral part of hospitality operations and will always remain.

Along with technological advancement, Pant believed that hospitality professionals will emerge as business leaders of the future and hence provides them with support to achieve the same.

ROLE OF MODERN MANAGEMENT INPUT

Chakraborty strongly felt that to deliver outstanding customer experiences, future hospitality students need robust skill sets in cultural awareness, multi-tasking, customer service, and communications, among others, coupled with digital competency.

Hence, the institutes should design co-curricular events in order to instil multi-tasking abilities and tech-savvy traits into the students, including a focus on developing the entrepreneurial skillset by providing them with practical exercises and exposure to entrepreneurial activities.

Pant also supported this thought, as many intellectual skills such as data analytics, problem solving, teamwork, and empathetic communication, among others, can be effectively practiced and learnt via online mode to make the students future-ready.



Mangraj emphasises the revamp of the present curriculum by updation of content and addition of appropriate managerial skills and knowledge, area specialisation with research to suit the future of hospitality education. Industry-academia interfaces need to be more vibrant and frequent to aid in these changes.

Srivastava suggested that channelising the right kind of information and analysing the available knowledge with the best input can give students a clear perspective on the present situation. Without proper analysis, knowledge generated or garnered has no use as it cannot be made applicable without practice.

For example, information about cooking and operations can be obtained through various channels, but it is far from practical application.

Hence, we need to have a real-life situation to incorporate such skills into budding hospitality professionals.

All the eminent hospitality academicians believe that although the pandemic has helped us to explore new methods of knowledge delivery, offline classes are still a necessity for understanding personality traits, industry orientation, and effective hotel operations.

Hence, the future of hospitality education may see a blended mode of academic structure so as to adapt to the change and utilise the learning at its optimum.

ecoleen

Your Partner in Cleanliness



WASTE TO COMPOST in 24 hours for your HOUSE & BUSINESS

What to Compost

- Fruits & Vegetables
- Egg & Crab Shell
- Fast Food
- Meal Leftover
- Poultry, Fish & Meat
- Garden Waste

Compact, fully automatic & user friendly - suitable for

- Households
- Societies
- Home Stays
- Canteens
- Hotels
- Banquets & Marriage Palaces
- Markets
- Hospitals

Models/Capacities

Household 10 kgs & 25 kgs
Commercial 50-1000 kgs & above



Product Range

- Air Purifier
- Composting Machine
- Handsfree Dispenser

SYNERGIA MÉTIER PVT. LTD.

C-10, Industrial Focal Point, Chanalon, Distt. Mohali, Punjab-140103 (INDIA)
Ph: +91 94170 03170, + 91-160-2920228 | synergiametier@gmail.com

www.synergiametier.com | <https://youtu.be/FjAIRVHZyHk>

“Quality is not an act but
a Habit for us.”

Now Collaborating
with **ISKCON**
Kurukshetra



ABOUT US

All great designs begin with a story, ours began with a passion to create beautiful spaces. HSAA began its journey in the year 1987 at the heart of INDIA "Delhi". Where we started undertaking turnkey interior design work for newly-built structures and restoration projects. The bedrock of our success is our dedicated team, craftsmen, and our creative professionals. With decades of experience in the interior design industry, we believe that perfection comes from working together and our team works in sync to give life to a design.

We have learned that uncompromising quality is a constant for success at design, every aspect of the design is executed precisely with great attention to detail. With the insight of our expert interior designer Ms. HEMA, we have produced over 500 projects with varied outreaching designs that have proven exceptional. They say that **quality is not an act but a habit** a maxim that we at HSAA hold close to our hearts. Our work process is well defined to meet the timelines that have been promised to our clients.



HEMA

Principal Interior Designer

WHY CHOOSE US ?

HSAA philosophy is as simple as it can get, Great interiors are just like your personality – Elegant, classy, and gives the best first impression.



“Our dedication fuels our pursuit of
perfection.”

Concept, Design, Execution & Consultancy

30
YEARS
EXPERIENCE

We provide turnkey interior services all over India and can work for architects and consultants on mutual understanding




Contact Us : 9717097418
9810004777
9818078884
8178626479


OUR SERVICES

- Residential Interior Designing
- Commercial Interior Designing
- Hospitality Interior Designing
- Renovation & Makeover
- Turnkey Execution
- Bespoke Furniture
- Custom Furniture
- Landscape Designing

Our Website

 www.hsaa.co.in

Our Mail

 hsaaco@gmail.com

Follow Us



Our Clients



Address: 1/116, Satguru Ram Singh Marg, Shubash Sadan, W.H.S. Block, Kirti Nagar, Adjacent to Nawab New Delhi, Delhi 110015

A pressing PRIORITY

Due to their failure to sustain the average foreign exchange earnings under EPCGS, FHRAI has petitioned the Finance Ministry to waive secondary conditions.



Hazel Jain



Anika Gupta



Giving this waiver right now may prove to be a well-timed gesture for the recovery



The Federation of Hotel & Restaurant Associations of India (FHRAI) has written to the FM to bring to her notice that many of its hotel members who had taken licences under the Export Promotion Capital Goods (EPCG) Scheme from 2007-08 onwards were not able to maintain the secondary condition, i.e., maintaining the average foreign exchange earned during the first three years from the date of issue of the license, over and above the export obligation fixed for the license.

This, it said, was due to some external factors which were "well justified". According to FHRAI, though most of the hotels managed to fulfil the primary condition of export

obligation (EO), they were not able to maintain an annual average over and above the export obligation. The decline in foreign exchange earnings during this period has been in excess of five per cent on a year-on-year basis, and FHRAI has been following up with the Ministry of Tourism and the Directorate General of Foreign Trade (DGFT) for many years for a waiver of this condition, which was added only in 2008 as part of the Foreign Trade Policy.

Many hoteliers have voiced this concern. **Anika Gupta**, Director Development-Eurasia, Wyndham Hotels & Resorts, said, "As per data revealed by the Union Ministry of Tourism, arrival of foreign tourist fell





from 10.9 million in 2019 to 2.74 million in 2020, plummeted further going down to 1.11 million in 2021 YTD November. These lower statistics pose a challenging task for the industry to meet the EPCG's annual average exchange earnings requirements."

Gupta added that waiving off the secondary condition will help. "When the industry is reeling with much lower foreign tourist arrivals and therefore lower forex earnings, waiving secondary conditions will prevent defaults and penalties regarding the EPCG license. As timing is everything, giving this waiver right now may prove to be a well-timed gesture for the recovery of the hotel industry," she said.

PRIMARY CONDITIONS FULFILLED

The hospitality industry has been facing many challenges, particularly meeting these secondary conditions in the EPCG scheme, said **Roop Sodhi**, Executive Director, BW Resort Country Club, Gurugram.

She explained, "The secondary condition was not applicable to the service industry before 2007-08. It was introduced in 2008, at a time when the hospitality sector was doing well in India."

"But on account of the global financial crisis that swept the world, the industry was badly affected, resulting in fewer foreign travellers due to the global economic contraction and the huge impact in the US and Europe. In spite of various challenges in the past, our industry has managed to fulfil the primary conditions for years. However, complying with the secondary conditions, which did not exist in the scheme before 2007, is a challenge, and over the years it has become impossible to comply on account of the volatile and challenging economic environment," Sodhi continued.

She affirmed that there will be no loss to the government on account of the waiver, since the hotels

have already met the primary conditions of export obligations by fulfilling the necessary foreign exchange (forex) for the licences granted.

"The hospitality sector is the most affected amongst all sectors of the economy and it will take years to regain the pre-pandemic level in business. Therefore, the hospitality sector is not in a position to pay the penalties," Sodhi said.

She added, "Due to the impact of COVID-19, forex earnings have been down to zero since February 2020, and the industry is expected to return to normalcy only on the resumption of international travel."

Sodhi added, "Therefore, all past EPCG licences taken should be given an extension of export obligation period of eight to 10 years in view of the current pandemic situation. The government should restructure the EPCG scheme for the hospitality sector separately."

Meena Bhatia, Vice President and General Manager, Le Meridien, New Delhi, outlined the proposed EPCG scheme that is expected to help the sector in recovery.

She said, "We want the average export obligation to be waived off and a relaxation in the period of submission of Installation Certificates. We would also appreciate zero per cent EPCG with a specific export obligation of six times the duty saved amount to be fulfilled in eight years without maintaining past performance."

"Either this or a three per cent EPCG, which is the same as the scheme of the previous year, with a specific export obligation of six times the duty saved amount to be fulfilled in eight years," Bhatia expounded.

Bhatia added that in the case of the EPCG authorisation already granted, relaxation in non-submission of installation certificates within six months and a waiver of 50 per cent of the average export obligation.

"We would also request a grant extension of at least four years in fulfillment of the specific export obligation considering that the hotel industry has been shut since February 2020 and we do not know when the industry will come back to pre-COVID-19 level. It is also unclear when the scheduled international flights will actually be operative," she voiced.

However, rumours suggest that the government is reviewing the continuation of the EPCG scheme (which allows exporters to import certain capital goods used in manufacturing without paying duty) since it is counterintuitive to the Make in India initiative by the Modi government. More updates will unravel in time.



Roop Sodhi

“
There will be no loss to government, since hotels have met primary EO conditions



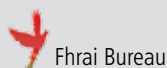
Meena Bhatia

“
We want the average EO to be waived off and relaxation in the period of submission of IC



Fight for survival

Looking back on outbreak of worldwide pandemic and its impact on travel and hospitality industries, regional chiefs emphasise government's indispensable support.



Sudesh Poddar
President, HRAEI

LONG-TERM VISION

The hospitality industry, badly battered by successive waves of COVID-19, including the latest wave of Omicron, needs a big help from the government to

get back on its feet. It is critical to protect the industry during such prolonged periods of uncertainty in business prospects. For the sector's survival, the most important steps we need from the government are getting infrastructure status, extending the moratorium on loans and rationalising taxes. The infrastructure status will not only help us survive operationally but encourage fresh investments in the sector. As a result, access to softer funding, longer periods to repay loans, and a resultant shortening of the gestation period will make hotel investments more attractive and sustainable. At the same time, infrastructure status will

 **Hospitality sector contributes 9 per cent to India's overall GDP** 

help entrepreneurs who wish to enter the hotel industry seek funding at a lower rate of interest and a longer tenure of 15 to 20 years, allowing them to lower their share of equity and enjoy enhanced returns.

The hospitality industry contributes 9 per cent to India's GDP, employing nearly 4.5 crore people and providing

livelihoods to around 16 crore people. Due to the pandemic, the potential shock to the livelihoods of millions working in the hospitality industry is enormous. The Indian hospitality sector has a critical role to play in the post-pandemic economic revival and has been announced as the fourth pillar of the Indian economy. The infrastructure status will allow new players to enter the hotel industry and will ensure the long-term vision of the tourism industry becoming one of the major contributors to the economy and employment generation, with the idea of improving the inbound tourism ranking from 22nd in 2019 to top 10 in the next 10 years.



Sherry Bhatia
President, HRAWI

PUSHING FOR CONDUCTIVE BUSINESS ENVIRONMENT

With the low caseload of positive COVID-19 numbers, the foremost action that the state governments should take is to restore normal timings for all hotels and restaurants. Many states across the country have lifted restrictions but have left out certain districts. The 50 per cent capacity restriction at events, whether weddings or otherwise, should also be lifted. All hospitality establishments



Restriction of 50 per cent capacity at events should be lifted



now should be allowed to operate at full capacity. MICE, along with other non-marriage events, should also operate at the same capacity as marriage events. Now that the Omicron threat has reasonably passed, the industry needs an environment that is conducive for businesses to sustain. There may be a possibility of another variant breakout, but if this happens, the government should proactively offer relaxations on taxes, licence fees, and other statutory payment obligations. Earlier this month, the Maharashtra government decided to hike the excise licence fee for FY2022–23 by 15 per cent. This is unfair since the industry has suffered for almost 24 months of restrictions, and even today, it is struggling to survive.

In addition, the government should now resume full operation of all international flights. The tourism and hospitality industries generated foreign exchange earnings (FEE) to the tune of ₹1,94,881 crore (US\$ 29.96 billion) in 2019. However, since the 24-month ban on regular international flights, the tourism sector has taken a massive hit on FEEs. To mitigate this loss, extending free e-visa for travellers for at least the next couple of years until inbound travel recovers will help. Frequent lockdowns and restrictions coupled with travel restrictions are bad for the hospitality and tourism sectors. The 'stop-start-stop' arrangement is just not conducive for businesses and has had a cascading impact on employment in the hospitality sector. As the country's most distressed sector, there is an urgent need to provide a sector-specific special relief package to assist the sector in its fight for survival.



Surendra Kumar Jaiswal
President, HRANI

REVIVING THE INDUSTRY

Health and hospitality now walk hand-in-hand as the hotels and restaurants have started operations after the Omicron variant. The statement given by the Ministry of Civil Aviation, beginning March 27, 2020, that all scheduled international flights that were suspended in 2020 will resume passenger services to and from India after a period of two years is a great announcement. To enhance the foreign tourist flow to the country, we urge the government to restore all suspended visas that were issued earlier but were suspended due to the pandemic. Resumption of multiple entry visas and e-Visas for the countries which have been barred, particularly from the source markets such as the UK and Canada, among others, is also required. Extension of free tourist visas till March 31, 2024 without a cap of five lakh free tourist visas will also help the sector. Domestic travellers' eagerness to see more of the country, at least until international travel returns to normal, will boost the industries' recovery from the impact of Omicron wave.

To mitigate the long-term impact, HRANI has requested the state and central governments to: Waive the demand/fixed charges levied on electricity bills, refund/adjustment of deposited excise



Infra status of the sector for its revival is the need of the hour



fee, one-time/automatic extension of the validity of various licences and approvals without the imposition of any fees until March 31, 2021, relief from property tax by reducing the current rates by 50 per cent for hotels and hospitality establishments for a suitable period during the current FY, and there will be no penalty or interest imposed on the payment of any state government dues. Tax incentives for hotels and restaurants making capital expenditures to abide by the organisation's Safe Stay heightened health and cleaning initiative. The infrastructure status of the hospitality sector for its revival is the need of the hour.



BRINGING back the MOMENTUM

The moment has come to establish a far more robust and sustainable tourism industry that will encourage people to start travelling and break out of their travel silos once more.



**Lakshyaraj Singh
Mewar**

Lakshyaraj Singh Mewar
Executive Director, HRH Group of Hotels, Udaipur

RISE OF DOMESTIC TOURISM

Undoubtedly, the unlocking of the pandemic is witnessing a major upsurge in tourism and travel-related activities. Everyone is now hitting the road, be it for pilgrimages, family events, weddings and ceremonies, reunions, or just to explore new destinations. It is an emotional release being witnessed across the world. Family reunions and weddings are occasions where we pull out all the stops. At HRH Group of Hotels, our regal weddings are the most sought-after by guests. We have developed our professional capabilities to cater to their requirements, and add some more memorable fun to it! Thanks to our efforts, for over two decades now, the city of Udaipur has been the most-preferred wedding destination. Jagmandir Island Palace remains the most exclusive heritage venue in Asia. Every ceremony at

Shiv Niwas Palace and its environs is incomparable, providing the ambience and services that make every ceremony into a ritual where every detail is sensitively captured. For film and television shoots, our iconic palaces have continued to challenge the creativity of cinematographers and photographers for the past 40 years, to say the least!

Given this excitement in the air, the onus of responsibility is huge. We have to ensure that COVID-19 protocols, and health and safety measures are comprehensively carried out. Yes, we are eager to welcome guests from far and near, as the airlines and trains resume their normal operations. The union and state governments are recommending that guests cooperate to ensure that safety protocols are adhered to voluntarily. We are there to make every guest 'Experience the Original in the Abode of Kings', be it in Udaipur, Kumbhalgarh, Ranakpur, Bikaner, or Gajner near Bikaner. Let us fill 2022 and 2023 with happy memories of our HRH Group palace-hotels and heritage-venues across Rajasthan!



**Unlocking of pandemic is seeing upsurge
in travel and hospitality**



Param Kannampilly Chairman & Managing Director

BANKING ON REVENGE TOURISM

The domestic leisure segment has been the backbone of all resorts in the last two years of the pandemic. With international holidays at a standstill since 2019, Indians have been holidaying at resorts all over India in large numbers. However, with international flights opening up now, this summer a lot of the "revenge travel" that used to come domestically will now move international. Hotels will need to devise deals and offers to entice this segment to continue holidaying domestically this summer too.

At the start of the pandemic, all hotels introduced enhanced safety and hygiene measures in line with government-mandated protocols. At The Fern Hotels

& Resorts, we instituted our Staygiene programme of health, hygiene, and safety that has instilled confidence in our guests to stay at our hotels. Even with the government progressively relaxing its COVID-19 measures, at all our hotels we still insist on social distancing, masking, and full sanitisation measures, so that our guests can enjoy a carefree holiday. Our resort presence has increased significantly over the last 2-3 years and we now have 35 hotels and resorts in 29



Param Kannampilly



This summer, revenge travel that came domestically will move international



leisure locations across different circuits:

- Beach holidays
- Hillside holidays
- Temple town holidays
- Jungle safaris and forest resorts holidays
- Holidays at historic monuments
- The Rajasthan Golden Circle

At these resorts, we have many summer packages and offers to ignite the desire in guests to travel this summer. Our resorts have unveiled different package offers like Stay3-Pay2, stay at a Fern resort and enjoy 20 per cent off on your next Fern resort package, and Goa Casino package offer, among others. With such a range of leisure locations, our guests can choose whichever experience they fancy and enjoy a 2 to 3 night staycation.



Vineet Taing

Vineet Taing President, Vatika Hotels Pvt. Ltd.

LEARNING FROM THE CRISIS

The tourism industry continues to be one of the most adversely affected due to COVID-19, and the future outlook still remains uncertain. Though the continuous efforts on the front of vaccinations have boosted hopes for a route to recovery, challenges still remain. The survival of businesses for the entire tourism ecosystem is at risk without continued government support. Although they have taken steps to provide a cushion to the industry and minimise job losses, they have not been able to give a major push to the sector. It has now become important to learn from the crisis, which has revealed gaps in government and industry preparedness and response capacity. Well-coordinated actions need to be taken to reignite the desire to travel, such as:

Safety standards: One of the most important factors that instils trust in travellers is that the hotel or resort is taking all necessary precautions and following all safety measures to ensure their safety. The industry should take advantage of the situation and implement technologies wherein the users do not have to touch any critical touch-points.

Active approach: The OTAs, airlines, hotels, restaurants, resorts, and other travel companies should

start keeping a more active approach to updating travellers on all the travel and stay advisories for their respective destinations.

Promote local gems: Both the travel industry and the respective state governments should start promoting their local gems and travel destinations aggressively, highlighting their traditions, cuisines, culture, and experiences that one can savour.

Government support: FHRAI has already been pushing a lot of recommendations and is continuously following-up with the ministry. The top recommendations were to: Extend term loan repayment by five years, reverse the GST input scheme, reduce fixed charges in electricity bills, a 50 per cent rebate on trade licence fees, a 50 per cent waiver of property tax for the next two years, and a 50 per cent reduction on liquor fees for hotels and restaurants for the next year, but nothing has happened to date. The central government should support state governments in promoting their respective states as tourist destinations, and the common tax-payer should be provided with rebates for domestic travel.

Attractive packages: Attractive packages should be declared for both seasonal and non-seasonal periods.

The time has come to build a much more resilient and sustainable tourism industry, which could lure people to start travelling and come out of their silos to travel once again.



Industries that rely completely upon tourism should form consortiums



ATTENTION!
Airlines Hotels

Ensure **PROFITS!**

Mystery Audits for 'Brand & Safety Standards' are a tried and tested methodology to identify and rectify service and product shortfalls - ensuring Happy Loyal Guests



“ *Quality means doing it right when no one is looking.* **” ...Henry Ford**



**MYSTERY AUDITS FOR
HOSPITALITY & AVIATION**

GUEST EXPERIENCES EVALUATION

**HOTEL AUDITS FOR COVID 19 COMPLIANCE
GOVT RECOGNIZED CERTIFICATION BY QUALSTAR**

in partnership with



For more information:

info@mgmhospitalitysolutions.com | www.mgmhospitalitysolutions.com

WIN Women for the

Women in hospitality have been making great strides over the years and are now leading the hospitality sector from all corners.



Sheryl de Sa

Sheryl de Sa General Manager, ibis Pune Hinjewadi

DELIVERING THE ART OF HOSPITALITY

My professional goals will always revolve around employee welfare excellence, operational excellence, business excellence, and ensuring our stakeholder relationships are fostered with trust and confidence. It is equally important to involve our teams to make them feel like assets and business owners. My long-term goal will always be to be a better servant leader, keep sharing knowledge, encourage development, diversity of thought, have a culture of trust, and foster teamwork in a safe environment for everyone. Accor has strategically reviewed four core areas during this pandemic:

Heartists: We proudly call our employees Heartists since they deliver the art of hospitality from the heart. Accor was the first hotel operator to announce initiatives that aim at the betterment of our hearts such as All Safe safety guidelines, ALL Heartist fund, Employee Wellbeing Assistance Programme (EWAP), and more.

Diversity and inclusion: Accor's international network for gender equality and diversity is now

called RiISE. The 'ii' symbolises women and men who are committed to the values of sharing knowledge, solidarity, and combating stereotypes.

Loyalty: The ALL-Accor Live Limitless loyalty programme aims to support members dealing with this unprecedented situation and is implementing measures for their benefit. This loyalty programme is uniquely positioned to ensure that guests receive points or redeem them for food and beverages.

Sustainability: Accor announced its commitment to join the UN Global Tourism Plastics Initiative and to remove all single-use plastic items from the guest experience at its hotels by the end of 2022.

New trends in customer behaviour affect the decision-making process. The focus is more on "what is in it for me", with a direct impact on customer experience, loyalty, and other hotel services. Accor continues to focus on how we can better engage our guests to come back to us. Vision, clarity, innovation, and agility are key! It is imperative that we consistently align ourselves with the company's vision combined with our own personal flair to achieve these goals. Whatever the objectives may be, for me, it is important to develop our strengths and articulate our values.

It is also imperative for me as a woman to support other women; to come together from different backgrounds and create an impact by raising each other up. All of this translates into a happy workplace environment, leading to efficient teams with greater productivity. My greatest strength is that of motherhood as I embody a sense of balance, courage, resiliency, and a sense of humour. This helps me show greater commitment to my teams.



It is vital that we align personal flair with hotel's vision





Sunaina Manerker General Manager, Grand Mercure Mysore

DERIVING JOY FROM SERVING OTHERS

After the pandemic, it has become extremely critical to have short-term goals that focus on the safety and security of our guests and team members while working on business recovery activities. Long-term goals would be to transition to acquiring the most up-to-date technology services that we can implement, such as Accor Key and ALL CONNECT, which will translate into an experience that will drive real value for the guest.

The following are the new launches by Accor in recent times: ALLSAFE protocols developed in collaboration with Bureau Veritas, ALL CONNECT Hybrid meeting software and requirements, flexible booking and free cancellation, and the launch of three much-anticipated hotels in 2021, including the luxurious Raffles Udaipur, and Novotel Chandigarh Tribune Chowk, as well as ibis Vikhroli Mumbai.

Omicron was subjected to travel restrictions, but this was only a temporary setback, as the restrictions were lifted and domestic travel resumed strongly. In comparison to 2020, this year has been extremely promising, beginning with much-needed hope and progressing steadily toward recovery.

The vaccinations and the speedy recovery of COVID-19 cases improved the travel sentiments of our guests. At a hotel level, we can see a month-on-month (m-o-m) growth in occupancy, with the return of small domestic MICE events, which will stimulate and strengthen the future business.

The brand is excelling post-pandemic by shifting the focus to expanding the portfolio and brand image: Reassuring the safety and hygiene protocols implemented through our ALLSAFE programme, Grand Mercure Hotels & Resorts tempts travellers with a charming and inviting hotel experience that appeals to their imagination and insatiable sense of discovery, with a focus on brands that embrace cultural tradition, locally influenced cuisine, and inspired artistic expression.

There has been a huge change in guest and traveller expectations across the country, and we anticipate this to continue in the next few months with the international borders opening up. Focus is primarily on hygiene, safety and digital access, which is assured by our ALLSAFE label in our hotels.

At Grand Mercure Mysore, we have implemented virtual training for associates to keep them engaged, focussed on team members' health and safety at work, provided vaccination drives for all teams, and made booking terms and conditions flexible for ease of bookings and cancellations for our guests.

I am very excited to see that my day-to-day efforts are encouraging my team and that the hotel's results are beginning to improve. Seeing my team members motivated and my guests happy is the most satisfying aspect of my job. During the day, when you come across your guests or associates deriving joy from serving others and making their own ordinary day extraordinary for someone else.



Sunaina Manerker

We have implemented virtual training for associates to keep them engaged



Parul Kapoor



**We
personally
take care of
each guest
to meet their
expectations**



Parul Kapoor Executive Chef, ITC Rajputana, Jaipur

EMPHASIS ON EXPERIENCE

The long-term goals will be curating experiential meals for our guests in an innovative way to present the cuisine of lesser known areas of Rajasthan on a single plate and taking them to the international level to gain recognition, while the short-term goals will be experimenting and presenting something new every day and making people more aware of the uniqueness of Indian cuisine with local ingredients of Rajasthan that can curate and give international flavours a revamp. The main motive is to present the 'Local Love', the world-famous cuisine of Rajasthan to the world.

Guests can savour from the comfort of their home priceless meals of Peshawari, Grills by the pool, Wok Express, and Chaat & Chat. We are also planning food festivals under our initiative 'Royal repast' depicting the unique food of lesser-known regions in and around Rajasthan. Soon we will introduce Flavours 2.0 to the city, which will be an upgraded takeaway menu as well.

We also introduced the menu on Swiggy, Zomato, Eazydiner, and now on the ITC Hotels App. We also tried introducing unique promotions such as DIY kits where they can indulge and enjoy the process, Ollie's treat box for the little guests, and a lot more.

People enjoy unique dining experiences, such as poolside bar – Jharokha, Maharaja Thaal, Rajasthani specialties

served with silver utensils, and so on. We are always looking for new ways to keep our guests engaged.

With our WeAssure programme, we try to ensure that everything that reaches your table is thoroughly checked and prepared with the utmost love, care, hygiene, and safety, with the main focus area being the safety and hygiene of our guests and associates. We try to make every guest's stay fulfilled with personalised details and settings to make their special occasions memorable.

With responsible luxury being the guiding principle, the major decisions and initiatives taken by us were to introduce and adhere to the safety protocols for guests and associates under the initiative WeAssure, where all our hotels are equipped with hospital-level hygiene. Ensuring that the quality is nowhere compromised, we personally take care of each guest to meet their expectations and make their stay convenient. We also introduced PHI technology (Photo Hydro Ionization), which is an advanced indoor air quality technology that is capable of purifying every cubic inch of air that reaches air handling units (AHUs).

By making our guests feel exceptional and distinctive, we try to make their special occasions memorable through our food. Presenting something new using our team's innovative ideas and bringing them to the palate is what is self-satisfying.



Manju Yadav Housekeeping Manager (HOD), Hilton Garden Inn, New Delhi

SHORT TERM AND LONG TERM GOALS

Our short-term goal is to focus on developing new skills that are well suited for my job role. As I have worked in this particular field for a while now, I am enhancing my knowledge of vertical gardening.

In terms of the long term, I would like to grow with Hilton, and I am part of the team that is working on introducing technology and sustainability programmes at HGI Saket.

In the early days of the pandemic, Hilton teamed up with RB, maker of Lysol and Dettol, and the Mayo Clinic to develop the Hilton CleanStay, which has been highly appreciated by our guests and the industry fraternity.

WorkSpaces by Hilton provide hotel rooms with Wi-Fi as work spaces for guests for eight hours a day, with the assurance of Hilton CleanStay hygiene standards.

Additionally, the company introduced Hilton EventReady Hybrid Solutions, a suite of offerings that direct event planners to Hilton's hybrid-ready hotels while also providing them with planning resources, such as an expanded hybrid section of the EventReady Playbook.

Following the COVID-19 guidelines and Hilton Clean Stay, controlling our expenses and providing training, as well as developing the skills of our team members are some of the ways we have made a contribution to our hotel's growth. Providing a safe environment in



Manju Yadav

“
Getting all our team members vaccinated played a major role in getting the business going
”



It also expanded those health and safety standards for meetings and events with Hilton EventReady.

The impact of COVID-19 was harsh globally. We all had little knowledge about the virus. Collectively, SOPs were made and circulated. Continued training was provided to all team members working in the hotel. Learning and adoption of all new guidelines, working with the PPE was new to all of us, but it was the saviour.

In 2022, best practices, which we have been following since 2020, assisted us in dealing with new variants and waves coming up. Getting all our team members vaccinated played a major role in getting the business going and keeping guests' trust in us as a safe hotel.

all aspects for guests and employees has helped with business continuity.

'Pandemic = Endemic'. We have all adapted to the 'new normal' and provide a touch-free experience for our guests when they arrive. To achieve this, a few changes were made in our daily operations to provide an experience that would ensure that both the guests and the hotel team members are in safe hands.

Routine cleaning, sanitisation, and working with the safety precaution kit on have increased the work of all housekeepers. But I feel we are part of a front-line team and we are all playing a major role in sustaining our business continuity.

Conscious choice



Hotels are investing in EV charging stations, encouraging guests to travel more responsibly. Easy availability of EVCS within hotel premises will help attract well-heeled travellers.



Lipla Negi

The next time you drive into the thick greens of Jim Corbett National Park, chances are that you will find an EVCS before you spot a tiger. Set amidst the wildlife, GenX Corbett Tiger Den by Suba Group of Hotels is among the growing tribe of hotels to operationalise an electronic vehicle charging station (EVCS) on its premises. With the intensity of the pandemic lessening, the hospitality industry is seeing a rising number of hotels turning to sustainable methods as a strategy to cut costs and survive through the tough times. However, of late, for many brands, it has turned into a 'conscious choice' to encourage travellers to drive the change rather than a customary CSR activity. The surge in domestic tourism, coupled with the growing demand for electric vehicles (EVs), offers an unprecedented opportunity for business growth in an ever-evolving industry that has never shied away from embracing innovative ideas.

"The industry thrives on building an aspirational environment for guests and influencing customer preferences. Hotels have played a role in the adoption of lifestyle changes for each generation. By investing in sustainable processes, such as EVCS, solar technology, water conservation, and recycling, it also serves to showcase how these changes can be implemented in our daily lives," said **Rajneesh Malhotra**, CEO, Chalet Hotels. From shunning single-use plastic to recycling waste and water, sustainability has spread like wildfire in the industry. So much so that responsible tourism is not just a trend anymore. It has taken the form of a movement wherein the stakeholders and travellers share the responsibility of protecting the planet. While some sustainable methods are personal choices, a few are needed by the hour. Touted to be the next big thing in the automobile industry, EVs are drawing more attention than ever. Sensing their potential in the near future, the hospitality industry has started prepping for it. In 2021, several big names in the country announced their interest and investment in EVCS infrastructure.

INGENIOUS BUSINESS MOVE

According to research by the Centre for Energy Finance based on Vahan Dashboard data, 5,000 four-wheeler EVs were sold in 2021, the highest in four years. So one can fairly see that developing EV charging infrastructure is a well-calculated move for hotels. More than a 'green quotient', the easy availability of EVCS within the hotel premises will help cater to, retain, and attract the well-heeled and travelled clientele of such hotels.

And, predictably, a growing number of hotel chains are stepping up their game in this direction. As customers switch to cleaner sources of energy, these EVCS are sure to become a necessity in the near future.

Installing an electronic vehicle charging point in the hotel premises is a move that helps embrace sustainability, conveniently as well as profitably, since it is a low-to-no-cost investment and brings revenue too. Drive-in destinations, especially those on highways or in close proximity to cities, will be big gainers. A typical DC fast EV charging session lasts for 45 to 60 minutes—sufficient time for customers to have their meals during breaks at hotels. At popular tourist destinations, the hotels offering EV charging facilities could also become the base to explore the nearby attractions. "The EV charging facility for customers is becoming a huge value addition for hotels on highways and in cities. The customers utilising EV charging solutions will also lead to more sales for hotels through the food and beverage category during their stay," said **Maxson Lewis**, MD, Magenta, an Indian Charge Point Operator (CPO) company.

CATALYST FOR CHANGE

In recent times, we have seen some of the biggest players make a strategic investment in EV charging infrastructure. While IHG Hotels & Resorts announced a partnership with SunFuel in India, Marriott International signed an MOU with Convergence Energy Services Limited (CESL) to install EV charging units across 37



Sudeep Jain



Destination charging will be key to driving asy transition and adoption of EVs





Bhaskar Gurunath



Charging stations will be 'must-have' for all hotels as adoption of EVs will grow



Marriott International hotels, which will gradually expand to 100 hotels in a year. Jumping on the EVCS bandwagon, the amã Stays & Trails collaborated with Tata Power to install EV charging points at 30 of its villas and heritage bungalows across 11 destinations. There are more names being added to the list as we write, and things continue to roll.

It is surely a step forward in catering to the evolving needs of environment-conscious consumer customers who wish to reduce their carbon footprint while travelling as well as cut their fuel expenses. Speaking about building a robust EV ecosystem, **Mahua Acharya**, MD and CEO, CESL, said, "Developing a sustainable landscape with supporting EV infrastructure is the key to cultivating consumer confidence in EVs. We are expecting to reduce pollution emission levels, leading to cleaner air and various public health benefits."

Foresight is a virtue in the hospitality business, and the hotel chains investing in EVCS infra are quick to identify the value addition this investment brings to their brand image and loyalty. Here we spoke to some of the first few hotel chains to operationalize EVCS on their properties vis-à-vis EV infra and how it helps kill two birds with one stone—sustainability and competent business strategy.

JOURNEYING TO TOMORROW

Per **Sudeep Jain**, MD, SWA, IHG Hotels & Resorts, with a massive footprint across the globe, we recognise the important role the tourism and hospitality sectors play in working towards a sustainable future. As one of the world's leading hotel companies, we embrace our responsibility and opportunity to make a positive difference and help shape the future of responsible travel.

Our 10-year plan—'Journey to Tomorrow'—launched last year is to make a difference to our people, communities, and the planet. This includes our support of efforts to care for the environment, and through a recently announced partnership with SunFuel in India, a prominent EV charging company, we are helping our guests make a positive contribution to environmental sustainability. Through this initiative, guests who drive electric vehicles will be able to plug their vehicles into the charging spots and top-up their batteries across our hotels in the country whilst enjoying hotel facilities and the best-in-class service that we are known for.

We understand that EVs are a growing segment in India, and destination charging will be key to catalysing the easy transition and adoption of EVs in the country and empowering conscious travellers. Our initiative of providing EV charging amenities across our portfolio will attract the growing segment of EV drivers to our hotels. With an expanding portfolio of hotels in India, we know we can enable a positive change and we are proud to be working with partners such as SunFuel who share



the same vision. We believe that sustainable hospitality is the future, as our guests have also evolved and are more mindful than ever about travelling responsibly. We are happy to complement the needs of a responsible traveller by offering such facilities across our hotels.

CHARGING INFRA WILL BE A NECESSITY

"In the next couple of years, we anticipate that this charging infrastructure will be a necessity and not a USP any longer. It would most definitely impact the services we offer, as people would look for smart and comfortable options to spend time while their cars are charging. With a whole gamut of added services on offer, like F&B, wash and change rooms, spas, and health clubs, guests will engage, which will eventually lead to higher sales. This service also offers a great opportunity to build guest satisfaction and loyalty," said **Bhaskar Gurunath**, Area Director of Engineering, South Asia, Marriott International."

"We look at these chargers as a catalyst for the transition from internal combustion engines to EVs, which supports our sustainable objectives as well. We consider it a smart business move as we encourage EV users to make productive use of their time while their vehicles are charging, by using our restaurants, meeting



Rajneesh Malhotra



Charging stations will soon be on 'must-have' list of all hotel





rooms, or even the services of our fitness centers, spas, or saloons. Our choices are going to clearly define and structure the tomorrow that is to come. Encouraging and moving to an EV-based mode of transport is a significant step towards supporting a sustainable future for the next generation. At Marriott International, with our expanding global presence, we have a greater obligation to operate responsibly. While integrating sustainability across our value chain and mitigating climate-related risk, we are working to reduce our environmental impacts, build and operate sustainable hotels, and source responsibly," Gurunath added.

IT HELPS PRIORITISE SUSTAINABILITY

Although the EV business is still at a nascent stage, it is imperative to create more charging stations and battery switching facilities in urban and rural areas. These steps will make it easier to use EVs since many travellers prefer road trips and long excursions in private vehicles, as per **Rajneesh Malhotra**, COO, Chalet Hotels. "The adoption of EVs is gaining momentum as governments push citizens to switch to EVs, thereby necessitating the development of charging infrastructure. Charging stations will soon be on the 'must-have' list of all hotels as more and more people will be driving EVs. Installing charging stations will not only be a 'smart business

move' but also a step in the right direction from the 'sustainability' perspective," he said.

"Today's consumers and shareholders prioritise sustainability and choose to partner with businesses that are doing social or environmental good. Chalet Hotels is a signatory to Climate Groups' EV100 initiative and will be installing EVCS at all its properties by 2025. We have not worked on the commercials yet, but our endeavour is to encourage people to adopt EVs by providing EV charging facilities at a reasonable cost," he added.

MANDATORY FOR FIVE-STAR HOTELS

Suhail Kannampilly, CEO, Concept Hospitality (The Fern Hotels & Resorts) said, "Business that focusses on sustainability is smart business. I see this becoming mandatory for all hotels in five years. The price point for the charge currently varies from state to state as power costs are different. We do not provide this as a complimentary service, but the rates are not much higher than commercial electricity charges. Customised packages and listings of the available facilities for guests are in progress. We recently collaborated with Autocarindia and Audi to organise the first EV drive through a national forest at Sasan Gir, Gujarat. The cooperation from the forest department was brilliant to see and paves the way for a future where our forest only allows non-emitting vehicles."

GROWING VISIBILITY ON SEARCH ENGINES

Rajan Kalra, Director-Sales, Suba Hotels & Resorts, averred that the Suba Group is the first pan-India hotel group to operationalise EVCS on their premises. While your vehicles are getting recharged, you can avail customised F&B offers. The benefits of EVCS are greater than one. First, it helps attract EV owners. Second, with the low supply and increasing demand, having this amenity will increase visibility on search engines. Through the EV charging mobile app, power companies provide EV owners the convenience of locating our hotel charging stations on aerial maps. Consumers increasingly expect 'green' options, and hotels must become champions for climate mitigation. This generation is the turning point for almost all industries on a global scale as they are tech-savvy, accustomed to convenience, and passionate about environmental preservation. Car manufacturers are working hard to make electric vehicles affordable for millennial and Gen Z drivers since the price of EV batteries dropped 50 per cent between 2010 and 2016. When you consider the rapidly approaching deadline for the sale of traditional diesel and gasoline vehicles, it is easy to see why the hospitality industry needs to act now to serve millennials and Gen Z.

There will come a time in the not too distant future in which EVs outnumber traditional cars, and accommodating this global evolution will be a key to the success of the hotel business.



Suhail Kannampilly



I see this as mandatory for all hotels in five years, like STPs or composting units



Rajan Kalra



This generation is the turning point for almost all industries on a global scale



“A True Craftsman in the Field of Interior Design”



OUR WORKING PROCESS

Working in the interior design industry is both a subjective and objective task. The complex abstract subjective concepts contain ideas, drawings, and designs; nevertheless, it is also an objective business turning those abstract things into real-life places. This is where we step in, assisting our clients with the entire architectural and interior work from start to finish.

Our work is divided into four stages, Conceptualization, Presentation, Design Development, and Execution.

Conceptualization: This is the stage in which we develop ideas and concepts for our clients in order to better understand their preferences and also to present our own designs.

Presentation: We create 2D and 3D views for our clients at this stage, as well as start gathering notes for future revisions.

Design Development: At this stage, we make all of the necessary revisions to the design based on the notes provided by the clients in order to meet their expectations.

Execution: The project work begins at this stage, and our team of craftsmen works relentlessly to bring our client's vision to reality within the time frame.



Reshaping hospitality

Comprising of future-proof solutions in its tech suite, eZee offers everything a hotel needs to be profitable.

Technology is a crucial element for hoteliers worldwide. And, eZee Technosys (eZee) is an end-to-end tech provider that is making a difference in the hospitality industry.

Founded in 2005, eZee is today a global leader in the hotel technology space with a huge stack of offerings. In the early days, hoteliers lacked technology to scale their business.

eZee Technosys was quick to recognise the gaps in this highly volatile industry and began executing its idea to help hospitality establishments streamline operations and boost revenue.

"Establishing eZee in a tier two city such as Surat, India, was certainly a tough call to make. The market was inapt and lacked IT infrastructure, along with several other obstacles," **Aeijaz Sodawala**, Chief Executive Officer, eZee.

"However, we stood our ground as we are sure of our idea and its capabilities of addressing the industry's pain points," Sodawala added.

Over the years, the company has expanded significantly in terms of its team, offerings, as well as R&D. Currently,

our suite includes everything a hotel needs to be efficient and profitable:

- Hotel PMS
- Channel manager
- Booking engine
- Restaurant management system
- Website builder
- Revenue management software
- Add-on services, along with round-the-clock customer-centric support

Sodawala concluded, "The hospitality industry is volatile and we have witnessed it transform for more than a decade now. At a time when contactless services were the talk of the town and the industry was forced to adopt them, we incorporated them into our cloud-based PMS back in 2017."

Backed by Yanolja Cloud, a global Space-as-a-Service (SaaS) solution provider, eZee is building a completely automated hotel management platform—the Y FLUX solution. This will transform the way hotel operations are conducted, which is perfectly poised for the new business environment. Moreover, eZee is now setting its feet in various countries across the globe to further simplify and streamline the operations of accommodation providers.



Aeijaz Sodawala
CEO



Hospitality sector is volatile and we have seen it evolve for over a decade now



One-Stop Solution

FOR ALL YOUR HOSPITALITY NEEDS

Cloud Hotel Software
eZee Absolute

Dynamic Pricing Software
eZee Mint

Online Channel Manager
eZee Centrix

Website Builder Solution
eZee Panorama

Booking Engine Software
eZee Reservation

Restaurant Management System
eZee Optimus



QualSTAR redefines safety standards

QualSTAR is the first and only COVID Compliance Certification Agency in India that helps hotels ensure the safest and most hygienic stays for their patrons.



Greesh Bindra
VP-Operations
The Surya New Delhi



QualSTAR gives you accreditation that helps hotels ensure quality guest experience



DID YOU KNOW?

QualSTAR is approved by Ministry of Commerce, Quality Council of India, and NABCB.

Putting the pandemic behind them, an increasing number of Indian travellers are pinning their travels on domestic tourist destinations. Driven by a deep desire to explore and be outdoors after consecutive lockdowns, their passion for travel is also being fanned by emerging travel trends such as revenge travel, staycations, and digital detox, among others. This presents hotels and resorts in the country with an unprecedented opportunity to capitalise on the growing craze for domestic destinations.

However, it is not the same traveller anymore. Domestic travellers' expectations of hotel stays and services have changed, especially when it comes to cleanliness and hygiene. They are increasingly opting for hotels that offer the assurance of quality in every sense. Nowadays, safety and hygiene have 'unsurprisingly' pipped pricing to become the top concerns of domestic travellers. And this puts into focus the significance and value of standardisation and quality certification for a hotel.

Armed with a deep understanding of guest experience in the hospitality industry, gathered after extensive research conducted with the help of the most renowned and celebrated organisations in the world, QualSTAR helps existing as well as new hotels ensure the highest safety and service standards for an unmistakable guest experience. Addressing the need of the hour, QualSTAR COVID Safety Compliance scheme is a certification that assists hotel in strict adherence to COVID-safety guidelines. It has been accredited by National Accreditation Board for Certification Bodies (NABCB) that falls under the umbrella of Quality Council of India (QCI), an undertaking of Department for Promotion of Industry and Internal Trade, Ministry of Commerce & Industry, Government of India. It aims to provide an objective assessment of the preventive measures adopted by hotels to mitigate COVID-related risks and hazards.

QualSTAR is the first and only COVID Compliance Certification Agency in India which has been accredited

by NABCB (a member of International Accreditation Forum or IAF) in line with international standards for the accommodation sector. The QualSTAR COVID Safety Compliance scheme is based on guidelines by World Health Organization (WHO), Ministry of Tourism, Food Safety and Standards Authority of India (FSSAI), and Ministry of Health & Family Welfare as well as other government organisations.

PAR EXCELLENCE

To ensure safety and hygiene in the hospitality industry, the government launched a COVID-19 compliance scheme called SAATHI, where a hotel can do self-assessment and take a print out of the certificate. Although this self-assessment scheme is available free of cost, the absence





DID YOU KNOW?

It is the only government-approved COVID-19 safety audit to minimise risks and liabilities.

of a third-party audit and assurance often fails to win the confidence and trust of frequent travellers. Unwilling to compromise on safety and hygiene standards, travellers today do not mind going an extra mile to hunt down hotels that have gone through the grilling process of standardisation and exhibit their 'stars' proudly and stamped by a trusted authority.

QualSTAR is India's only hotel classification and COVID-19 compliance certification body which is approved by the Ministry of Commerce through the Quality Council of India (QCI) and the National Accredited Board for Certification Bodies (NABCB). This certification has come after almost five years of research on Indian and international standards, developing a scheme that was approved by the NABCB. The hotel classification is highly trusted and widely recognised in the industry, which directly translates into meeting guest service standards, amplifying the visibility of your property and expanding your reach to a wider range of discerning domestic as well as global tourists.

HYGIENE IN FOCUS

Unlike traditional classification inspections, QualSTAR undertakes an in-depth audit covering 360 degrees of hotel products, services, compliance, business practices, and business continuity. The certification begins with the application and review of statutory compliance. Before the audit, a deep dive into the hotel, the facilities it offers are reviewed on the website and physically verified during mystery audits.

The mystery audit of hotel products and services is followed by an announced audit of the heart of the house areas that support the guest services. This is followed by the verification of statutory compliance, the business processes, and guest complaints and their resolution process. The entire audit takes almost two days and two nights and could also be extended by a day, depending on the size of the hotel and the facilities it offers. The auditing mechanism is only to improve

the hotel and its performance when it comes to guest services and products.

WORLD-CLASS AUDITORS

It typically takes two days and two nights for two auditors to physically audit a five-star hotel. The QualSTAR auditors are appointed after going through a rigorous assessment process. The audit team is experienced and well versed in the international standards and protocols to be followed while auditing a facility. All the auditors come with over 10 years of experience in the hospitality industry. They have been trained on ISO 17065 requirements, auditing techniques as per ISO 19011, and as per WHO (World Health Organisation) standards.

The audit team goes the extra mile to conduct objective and customised analysis of the results. This enables your standards to be on par with internationally relevant guest expectations. And more importantly, the standards become enablers of ultimate guest satisfaction. Taking along the in-house team, the auditors dive deep into the analysis of scores across QualSTAR parameters to get an extensive understanding of your hotel's performance and market standing.

COVERING ALL DIMENSIONS

Like any other industry, third-party inspections are unarguably important for hotels to be on a path of continual improvement. At the same time, for guests, it is important to have quality assurance from a third-party certification. The QualSTAR audit covers Dimension 0 to Dimension 8 – from statutory compliance to business risks, energy reduction goals to sustainability with all the industry stakeholders.

Today, hygiene and guest satisfaction are inextricably linked and this new found relationship between the two holds an even greater impact on brand image. Guests want to travel to places that offer privacy, seclusion, and stay at hotels that follow all Covid protocols and promise a safe and hygienic environment.



Kush Kapoor
CEO
Roseate Hotels & Resorts



Roseate House in Aerocity has become first hotel in India to get certification



Meena Bhatia
VP & GM
Le Meridien New Delhi



QualSTAR certification reassures hotel's aim towards COVID-safe environ



Rallying for growth

Deco-Arte thrives on building better typologies of all places that better answer to concerns about new normal and bring to life accompanying cultures and activities.



Amardeep Gulri
Founder & Principal
Designer, Deco-Arte



We need to recycle building materials and make everything more sustainable



What is becoming clear is that 2020 has brought a renewed focus on function and flexibility on top of aesthetics as we navigate a new normal. A stronger connection to nature during this time has become essential, especially for city dwellers. From larger windows with views outside and using colours that reflect the natural world, all commercial or home office spaces are now souped up with large work surfaces, comfortable task chairs, and expanded storage space to support much heavier usage.

UPCOMING TRENDS IN 2022

Whether it be a room converted to a home office or a remote-learning nook within a larger area, clients need clear workspaces for everyone at their place. In the restaurant area, clients are looking for people to get back to normal, and hence, they want designs to reduce people's worries about the pandemic.

ENABLING NUMBER OF TOUCH POINTS

Integrating smart technologies into these spaces will help reduce the risk of contagion. Motion-activated lighting and sensor-based doors are set to replace the existing traditional mechanisms. 'Amelia by Playpen' was planned with the idea of normalcy in public spaces in mind. Many residences, offices, restaurants,



airports, and other public spaces are now adopting features such as touch-free soap dispensers, sensor-based flushes, safe seats, hand washing systems, etc.

DESIGN RECOMMENDATIONS

There are a few materials that are more sterile than others, such as copper, brass, and bronze, which are natural antibacterial materials that will be used more in the future of design. To keep the sustainability quotient, we have used most of the natural materials such as cane and wood. Quartz countertops are strong, stain and scratch resistant, and extremely hygienic. We enjoy the appearance of warm, lighter oak wood flooring and believe it will be a huge trend in home design in the future.





Finally, India produces international standard hospitality products.

CORNELL is a strong believer in producing international standard equipment in India. **Why can't India produce international quality equipment? Why do we have to import highly expensive equipment every time?** That was the question that haunted us, and we resolved to find a solution for some FoH equipment.

CORNELL is the brainchild of a passion to put India on the map of the hospitality solutions industry. Our energetic team built this dream with an attitude - **"Why Not India?"**. Our young, patriotic, and passionate minds, with decades of combined experience in various lines of hospitality, are moulded with an eagerness to go the extra mile to achieve the excellence that the valuable customers of our country has been looking for in the products of other countries.

We, at CORNELL, aim to be a leader in creating innovative ideas for the foodservice industry: Bold innovations in equipment that improve efficiency, reliability, and profits. Our astute team has a fine eye for design, elegance, utility, and simplicity without compromising on any factor.

CORNELL proudly takes the helm to bring international quality within your reach.

Our customers can now say hello to quality kitchen products without the overpriced equipment, long waiting periods, and exorbitant and uncertain freight costs.

We are experts in front-of-the-house equipment. We, at CORNELL, produce Heated banquet carts, Cold banquet carts, Heated bain maries, Cold wells, Tray stackers, Warm plate dispensers, a variety of Sneeze guards and Strip heaters.

At CORNELL, we use the best stainless steel with DIN 1.4301 / (AISI 304) Test Certificates conforming to international quality standards for you, our clients. Every material used for production is quality tested and proven by the industry and our qualified In-house engineering team. Our prescribed consumables are best in class and certified by various bodies from across the globe to ensure top performance in each and every detail.

To know more about us:
reachus@cornellindia.in | www.cornellindia.in

Every CORNELL product is a signature, engineered with you in mind.

Appointments



UTSAH SEHGAL

Director of Operations
Kochi Marriott Hotel

★ Sehgal brings with him 13 years of experience in leadership and managing large teams across several properties of Marriott. In his new role, he will lead the company to identify new avenues for profitable business with expertise in developing and following up on service standards and operational services. Prior to his current role, he was the Director of Rooms for Renaissance Hotel Bangalore, where he headed the entire operations of the hotel and also managed a large number of associates, executives, and managers. He began his journey with Courtyard by Marriott, Pune as a front office associate and, from there, he has worked with esteemed Marriott brands in India such as Bangalore Marriott Hotel, JW Marriott Hotel Aerocity, New Delhi, and Bangalore Marriott Hotel, Whitefield.



SNEHA JHA

Director of Sales & Marketing
Sofitel Mumbai BKC

★ Jha will be responsible for leading and improving all aspects of the sales and marketing department. She is a seasoned hotelier with nearly 20 years of experience in the hospitality industry, and she brings with her proficient expertise and knowledge across sales, marketing, and business development. An alumnus of IHM Bengaluru, she started her career with The Leela Kempinski in Mumbai and thereafter worked with brands like The Taj, Marriott, Intercontinental, and Holiday Inn. Prior to acquiring this role, Sneha was the Director of Sales for The Westin Goa. Her key expertise lies in developing and implementing sales strategies in sync with market conditions, client engagement, and revenue generation for rooms and banquets, which makes her the ideal choice for this role.



IMIT ARORA

General Manager
Holiday Inn Jaipur City Centre

★ Arora is a self-motivated hotel operations professional. An industry veteran with a rich experience of more than two decades and over seven years as a General Manager with The Lalit, Chandigarh. Having worked across diverse luxury brands such as The Leela Palaces, Hotels and Resorts, Taj Hotels, and The Lalit, he has garnered experience that especially catapulted his growth in the luxury arena and has successfully established a strong foothold as a seasoned hotelier. A Hotel Management graduate from Welcomgroup Graduate School of Hotel Administration, Manipal, Arora began his career with The Leela Kempinski, Mumbai, and since then, there has been no looking back. He rose through the ranks through various positions and as a General Manager with one of the leading hotel chains.

The #1 Sales CRM for Hotels,
Resorts & Service Apartments

Now **MORE WOW** Features
to make you Productive



+91 98695 48127 / 88503 97914

sales@bingoforge.com

<https://bingoforge.com>



ERP STARTUPS - 2022



Designed with Perfection for Hotels

Classifieds

Hotels , Resort's, Restaurant & Commercial Spaces

BUYING, SELLING & LEASING WITH PURPLE

(Right price **for your Property. Property for you at the Right price**)

Purple coordinates the Purchase, Sale & Leasing of Hotels, Resorts, Restaurants & Commercial Properties on a pan India Basis



☎ : **7893849994 / 7893803131 / 7893803232**

Email: purplehospitalityservices@gmail.com
www.purplehospitalityservices.com



Ravichandran, (CHA, MIH)
CEO and Co Founder



LOOKING FOR



HOTELS, RESORTS & APARTMENTS ON MANAGEMENT BASIS

- ★ Ensure Association of 80+ Years of Food & Hospitality Experience
- ★ 30 Hotels ★ 1000+ Rooms
- ★ 9 Food Brands ★ 80+ Restaurants

+91 9004054050 | +91 7304962396

www.vitshotels.com, www.purplebedsindia.com



DESIGNER RESORT UNIFORMS

DEZENZIA
Art you can wear

by Zubin Mehta

Website: www.dezenzia.com Email: dezenzia@uuindia.com
Zubin Mehta: +91- 9820236276 Sunny: +91- 9619526964
Soniya: +91- 7045877488

A Brand of



Mood of happiness by Sarita Handa

◆ Sarita Handa's underlying design principle has been to capture patterns from nature and create unique designs with newer techniques by seamlessly blending natural elements into textiles. The label's latest collection is a testament to the philosophy, as the pristine edit reimagines a natural landscape in finer cotton yarns with floral motifs in varied embroidered techniques, making it a work of art with a unique visual identity. The collection represents the brand's ethos of pure design matched with relentless craftsmanship.



Logam's Cicek Cake serving set

◆ The The Cicek Cake serving set features a versatile stainless steel device that includes a knife and a server. Kendo Bowls are also not to be missed. The etched design on the exterior gives them an impression of artisanal refinement. They are manufactured from aluminium and polished in a warm brass hue. The pair can function as a snack server or a salad bowl.



Orange Tree unveils lightings range

◆ Home-grown brand Orange Tree unveils an eclectic collection of handcrafted lighting that is a contemporary reinterpretation of Greek architecture. The lighting fixtures in sustainable ceramic and papier mache lend a distinct visual language to your spaces that is unmistakable but not over the top. This collection seeks new while embracing motifs from the Mediterranean, as the forms and designs represent inventiveness, simplicity, symmetry, and intricate craftsmanship that is represented by the handcrafted hanging lamps, wall lamps, and table lamps.

Form - IV

Statement about ownership and other particulars about newspaper FHRAI Magazine to be published in the first issue every year after the last day of February

1. Place of publication : Durga Das Publications Pvt. Ltd.
72, Todarmal Road
New Delhi - 110001
2. Periodicity of its publication : Monthly
3. Printer's Name : Devika Jeet
Nationality : Indian
Address : 72, Todarmal Road
New Delhi - 110001
4. Publisher's Name : Devika Jeet
Nationality : Indian
Address : 72, Todarmal Road
New Delhi - 110001
5. Editor's Name : Devika Jeet
Nationality : Indian
Address : 72, Todarmal Road
New Delhi - 110001

6. Name and address of individuals who own the newspaper and partners or shareholders holding more than one percent of the total capital : Federation of Hotel and Restaurant Associations of India, B-82, 8th Floor, Himalaya House, 23, Kasturba Gandhi Marg, New Delhi - 110001.

I, Devika Jeet, hereby declare that the particulars given above are true to the best of my knowledge and belief.

Date : 01/03/2022

Sd/-
Devika Jeet
Signature of the Publisher

We Know what productivity means to you.
A LOT !

MEHTA
FURNISHERS

www.mehtafurnishers.com

Inspire ▶ Experience ▶ Perform



Strolleys & Trolleys || Furniture || Baskets || Accessories

No.1, Chotey Lal Park, Main Najafgarh Road, Opp. Kirti Nagar, New Delhi-110015
Tel. : +91-11-25442200, 25412250, Mobile : +91-9811114668 E-mail : mehtafur@gmail.com

• Practical designs • Protective sleeves to reduce scratching • Superb Quality • Option of Pneumatic wheels for transit vibration reduction



Finally, India produces International Quality

CORNELL INDIA

82 96 22 33 77 | reachus@cornellindia.in | www.cornellindia.in