



Dear Members,

I hope this note finds you well.

I am delighted to share some exciting initiatives and events that have unfolded within the Association in April.

Firstly, I am proud to announce the launch of our 'Pledge To Vote' campaign, which is a proactive step towards promoting voter awareness and encouraging participation in the upcoming General Elections. Our aim is to inspire citizens to exercise their democratic right by casting their votes in the Lok Sabha elections 2024. We urge all our members to actively engage their patrons and communities in promoting voter participation. You can start by displaying placards within your restaurant premises indicating the voting day in your respective constituencies. Additionally, offering special discounts on food bills to customers who display the mark of the indelible ink on their finger after voting is a meaningful gesture that reinforces civic responsibility. We also encourage active engagement on social media platforms to amplify the message of voter participation.

Earlier this month, I had the privilege of engaging with Maharashtra Tourism Development Corporation (MTDC)'s Resort Managers from across the State. Our discussions were centred on enhancing the ethos of 'Atithi Devo Bhava' - a Tourist-First Attitude at MTDC Resorts and Restaurants. It was a deeply insightful experience and we are grateful for the opportunity to contribute to the growth and excellence of the hospitality sector. Additionally, I had the honour of being felicitated by the Honourable Managing Director, Smt. Shraddha Joshi Sharma, in the presence of Mr Chandrashekar Jaiswal, General Manager, and Ms Manasi Kothare, Officer, Business Development & Resort Operation Branch, during the MTDC training program.

Alongside, HRAWI conducted a productive meeting with the top leadership of MTDC to discuss the establishment of the Maharashtra Convention Promotion Bureau (MCPB). We shared comprehensive recommendations outlining the mission, activities and services that the bureau could focus on to effectively promote Maharashtra as a premier destination for conferences, conventions and business events. These recommendations encompass promoting the destination, enhancing economic impact, engaging with industries and stakeholders, supporting event planning and logistics, providing venue and accommodation assistance, and offering local information and logistical support to event organizers. We are optimistic about the positive impact this collaboration will have on the tourism and hospitality sector in Maharashtra. During the meeting, I also took up the issue of



mushrooming illegal bed-and-breakfasts all over the state including the hill stations and the main cities. This is causing a serious problem of level playing field. These illegal bed-and-breakfasts operate like a hotel, however, outside the ambit of state regulations and licenses.

Additionally, in collaboration with the Food Safety and Standards Authority of India (FSSAI) we organized two Food Safety Supervisor Training in Advance Catering (FoSTaC) programmes. These sessions, held at Hotel South Avenue in Indore and Yogi Metropolitan in Navi Mumbai, saw the participation of 43 hospitality professionals. The training aimed at elevating their proficiency in upholding impeccable safety standards within their establishments. We are proud to have successfully trained and certified 2956 professionals through FSSAI's FoSTaC Training Programme, showcasing our commitment to advancing food safety standards in the industry.

I encourage all members to actively participate in our on-going initiatives and contribute to the growth and success of our association and the hospitality industry as a whole.

Warm regards,

Pradeep Shetty, President, HRAWI

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