

# HRA Today



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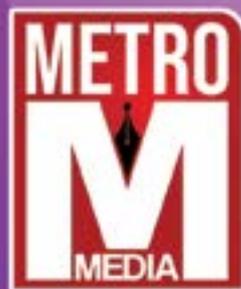
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**REDESIGN while  
RESTARTING Hospitality  
Business Post-Covid 19**

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# HRA Today

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## President's Message

**Mr Sherry Bhatia**  
President, HRAWI

My Dear Members,

Greetings in the 71st year of the Hotel and Restaurant Association of Western India!

Over the last couple of months, Maharashtra which was gripped by a massive surge in COVID19 cases has come under control. The State did a great job given the adversities it was facing to reduce the fatality numbers and presently, we are in a much better position to handle the third wave if it strikes. We pray that it doesn't. However, it has been over four months now that commerce, specifically retail, in the State is under duress. The restrictions continue to be imposed on the Hospitality industry with restaurants suffering its repercussions the most.

HRAWI has approached the Hon'ble Chief Minister – Shri Uddhav Thackeray, Hon'ble Tourism Minister – Shri Aditya Thackeray, Municipal Commissioner – Mr Iqbal Chahal, and Hon'ble Principal Secretary – Smt. Valsa Nair Singh (IAS) to grant concessions to the Hospitality industry. The HRAWI has requested that the operation timing of restaurants be extended to 12:30 am from the existing 10 pm. We have also pleaded to the Government for waiver of statutory charges including property tax and minimum water charges, electricity bills along with full relief in excise fees. We have been connecting with all the relevant authorities with recommendations for the stimulus package and re-opening of the sector and are hopeful that the Government will soon pay heed to our demands.

Earlier in May 2021, your Association on behalf of the Hospitality industry had filed a petition in the HC for a waiver in the Excise license fee for the year. We had argued that since hospitality establishments were ordered by the Government to remain closed on account of the second wave of COVID19, it was only fair that restaurants and bars be offered the waiver. The Hon'ble HC had then passed an order directing establishments to pay 50 per cent of the fee. However, even after paying 50 per cent of the excise license fee, the department did not issue licenses or unseal the establishments to do business. The Hon'ble HC after hearing us came down heavily on the Excise authority and directed it to immediately undo the unjust action taken

against the establishments. The HC has directed the Excise department to unseal the establishments and allow them to do business as per the Disaster Management orders. The judgment came as a big relief to around 370 – 400 restaurants and bars from places like Mumbai, Vasai, Mira Road, Bhayander, Dombivali, Thane, Navi Mumbai, Parabhani, Satara, and Kolhapur, among other districts across the State.

In June 2021, HRAWI in association with the FSSAI conducted a COVID-19 focused Online Food Safety Supervisory Training in Advance Catering (FoSTaC) programme. The programme was created especially, for personnel employed in hotels and restaurants so that they are fully equipped with the required information to ensure guest safety and hygiene during the pandemic. The course covered all the basic principle rules of personal hygiene and also introduced some special provisions to cover any emergencies. Among other safety protocols to be followed, the trainees were imparted in-depth info on guest handling, kitchen best practices including manpower planning and chefs' responsibilities. The HRAWI has successfully trained and certified 1675 hospitality professionals across India's Western region in collaboration with Parikshan.

Recently, on account of the severe hardships faced by the Hospitality industry, HRAWI has offered a waiver of the annual membership fees for the year 2021-22. The offer is a one-time relief measure for members who can choose to opt for a part i.e. 50 per cent or full 100 per cent waiver of the annual fees. Members who have already paid their fees for the current year 2021-22 but would like to receive the waiver can request their fees to be carried forward for the next year. The Association has also offered members the choice to pay the annual membership fee, voluntarily. The HRAWI has offered the waiver to its members due to the disruption caused by COVID19 to business.

The Association continues to engage with the Governments and is hopeful that its pleas will be heard sooner than later in bringing relief to the battered Hospitality industry.



# Tourism and Hospitality Industry : UPWARD IS THE ONLY AFFORDABLE DIRECTION

N.Vijayagopalan

**T**ourism and hospitality is an important parameter of socio-cultural identity and heritage of a country. In the era of globalization tourism and hospitality enhances the economic growth by job creation, source of foreign exchange and development of regions with potential for tourism.

Perhaps the worst affected among the areas of business which were brought to a standstill following the outbreak of the Covid-19 pandemic last year is tourism and hospitality industry, which had to bear the brunt of lockdowns and social distancing. According to the UN World Tourism Organization (UNWTO), this is by far the worst crisis international tourism has faced since records began in 1950.

Tourism and hospitality industry is considered as an 'engine of economic growth' with its direct and indirect linkage to about 360 industries. The

“ *Tourism sector is operating with a few constraints which retard its growth. Firstly, deficiencies in infrastructure and inadequate connectivity hamper tourist visits to some heritage sites.* ”





industry contributes over 7% of GDP of India, contributes about 8% in total employment generated and is the third largest source of foreign exchange for India.

The impact this industry's limbo can have on the economy of the nation cannot be over emphasized. As per the Federation of Hotel & Restaurant Associations of India (FHRAI), in FY21, the Indian hotel industry has taken a hit of more than Rs. 1.30 lakh crore (US\$ 17.81 billion) in revenue due to impact of the COVID-19 pandemic. This makes it imperative that all out efforts should be taken by the government and the various stakeholders of the industry to bring it back to rails.

Now as the vaccination drive is gaining ground, life is expected to return to normalcy without lapse of time. Given this, India should seek to actively support the tourism sector, as the sector is a significant contributor to the Indian economy and is our biggest ambassador to the world.

India has a few unique inherent competitive advantages as it offers a diverse portfolio of niche tourism products - cruises, adventure, medical, wellness, sports, eco-tourism, film, rural and religious tourism. This competitive advantage has the potential to help India become a tourism hub in the world.

## Constraints in Tourism Sector

Tourism sector is operating with a few constraints which retard its growth. Firstly, deficiencies in infrastructure and inadequate connectivity hamper tourist visits to some heritage sites. Also, India has various tourist destinations but few circuits or segments such as the Golden Triangle (Delhi-Agra-Jaipur).

Secondly, although promotion and marketing activity has been increasing, online marketing/branding remains limited and campaigns are not coordinated. Tourist information centers are poorly managed, making it difficult

for domestic and foreign tourists to access information with ease.

Thirdly, the insufficiency in the number of adequately trained individuals for the tourism and hospitality sector is a key challenge to giving visitors a world-class experience. A limited number of multilingual trained guides, and the limited local awareness and understanding of the benefits and responsibilities associated with tourist growth act as constraints on the sector's growth.

Fourth factor is the underutilization of Tourism Potential. Out of 140 countries, India ranked 8th on cultural resources and business travel, 13th on price competitiveness, and 14th on natural resources in World Economic Forum's Travel & Tourism Competitiveness Report 2019. Despite these superb rankings, India's overall tourism competitiveness ranking at 34 reveals that India has not monetized or marketed the precious assets embedded in its heritage to their full potential, as other countries do.



## What is the Way Forward?

Tourism encompasses multiple ministries and takes place in and within states. It thus requires a One India One Tourism' Approach by having a National Tourism Council, an empowered legislative body that will enable fast-tracking of Centre-state level tourism matters and will create the much needed 'One India One Tourism' approach.

It is imperative that Tourism should be declared as Infrastructure. Tourism infrastructure projects, viz., hotels, resorts, equipment, parks, etc., having a project cost above a stipulated level should be notified as 'infrastructure' to enable promoters to avail loans on a priority basis.

Skill development is another very important area. There is a need to connect local communities to

tourism by encouraging them to set up small enterprises to supply the tourism industry. Employment opportunities can be expanded by ensuring that investors and operators in the organized sector are encouraged to hire staff locally

Conservation of Heritage Sites is another key area. Conservation and development of all heritage sites should be undertaken and completed through either government funding or through NGOs/Corporate Social Responsibility (CSR) activities. The Ministry of Tourism's Swadesh Darshan and National Mission on Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD) schemes are already undertaking the development or maintenance of heritage sites.

Promoting Ease of Tourism is yet another vital requirement. To

truly ensure a seamless tourist transportation experience we need to standardize all interstate road taxes and make them payable at a single point which will facilitate the ease of doing business.

Incredible India 2.0 is a great initiative of the Government of India. Given the diversity of tourism in India, there is a need to actively promote and market niche tourism like Buddhist circuit, Swadesh Darshan, Adventure tourism in Andaman and Nicobar Islands. In this context, the Government of India can launch the Incredible India 2.0 campaign, which will promote tourism in 100 Smart & Swachh Tourist Destination Sites.

To conclude, it can be said that given opportunities in the Tourism and Hospitality sector, it can act as an engine to revive growth and showcases brand India to the world.

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# REDESIGN while RESTARTING Hospitality Business Post-Covid 19

Sureshbabu Sekharan



An aerial photograph of a tropical resort. In the foreground, there is a large, clear turquoise lagoon. The middle ground shows a cluster of buildings with brown, thatched roofs, surrounded by palm trees and other tropical vegetation. To the left, a row of overwater bungalows extends into the water. In the background, the ocean stretches to the horizon under a bright blue sky with some light clouds.

**T**he Covid 19 - the second wave has upended life for everyone after a temporary lull since it's an outbreak. Unarguably, the impact the pandemic had created on the hospitality sector is much more severe than any other sector globally. The tourism and hospitality industry came to a grinding halt once again, courtesy of several Indian states that have brought back lock-down-like restrictions especially on the interstate level. This has marred all the chances of overall stability and growth momentum the industry thrives to be attaining.

According to reliable data in the month of May and June 2021, 25% of interviewed hoteliers from various tourist destinations in India expressed their concern that they were uncertain about what will happen in the future in terms of Indian tourism. More than 55% in total stated that tourism in India will hit an all-time low in the year 2021. However,



20% of hoteliers stated that domestic tourism will likely increase in the future that's something to be sighing for Indian hospitality.

Occupancy levels had been plummeted to single digits or nil except for quarantine or other pandemic-related business during the first quarter of the year. Many hotel chains were starting for looking into growth plans in the pre-second wave period as the domestic travel cases were gradually rising and corporate travels have started gaining momentum. However, all are prepared for a tough moment now. Many hoteliers believe that the hotel business will need direct government support to tide over the current crisis. Hotel chains that have

multiple hotels in big Indian cities now staring at big losses as only costs keep mounting with limited revenue.

"We were forced to introduce new plans and strategies just to get on our heels with extra priority for health protocols suiting to 'new normal' for both customers and staffs. With effective cost management and innovative guest service method we were just scrambling up from the ground, but everything went for a toss once again post-second wave. Now we are even unable to pay huge electricity bills let alone pending staffs' salaries. Until unless the central or state government comes up with a reviving package for

“

*All hospitality professionals admit that the current crisis makes a turning point in their industry as nothing would be as same as before.*

”



buttressing us the industry can't survive. We have adapted to the policy of rather being shut and wait for days to brighten up than taking another big risk. Our staffs are already warned of impending doom and they are prepared it too." Says Jose Palamattom, Vice President, Sands Hotel Private Limited, Juhu beach, Mumbai.

"Practicing future revenue at this moment is like staring at the face of a fortune teller. The only possible temporary suggestion for the hotel industry seems to be 'the preparedness for worst'. Unlike the national lockdown, last year hotels are continuing to operate this time by strictly following safety and health protocols adhering to local restrictions. Hoteliers have already learned the fact that managing costs, streaming of operations and implementation of well-developed protocols to look after the safety aspects of guests could help them grappling over the crisis to an extent", opines Anup Antony, a hotel consultant from Kochi. A major worry for the hotel chains is that travelers from abroad may step away for sometime more as India's image as a safe tourism destination has taken a backseat during the second wave of the pandemic with international media painting a grim picture of human sufferings, misgovernance, and mismanagement of Indian health system.

## **Crisis Management**

All hospitality professionals admit that the current crisis makes a turning point in their industry as nothing would be as same as before. Nevertheless, if there's a little amount of wisdom and research properly put on, can be helped the hospitality sector to a great length. Anytime markets can be shut down for one day or another owing to the increased or malleable health uncertainties by the local authorities. The economic problem will deepen if owners can't adjust

operating costs by verifying the various level of market demand. Flexible arrangements with suppliers and real estate owners could also help to better manage cash flow. Overabundance staffing level that largely consumes limited financial resources needs to be avoided at any cost. Daily or weekly cost and revenue planning must be established in order to manage the operational and financial risks during these times of uncertainty. If the risk and financial burden are too high due to low and oscillating levels of demand it's more sensible to keep the business closed.

Again, our domestic and International markets are differently impacted by the pandemic second wave, markets could be reopened in three steps process.

1. Smooth reopening of local hospitality markets under tight restrictions and guidelines of local authorities.
2. Reopening of national tourism sectors with more relaxations in domestic airline services and eased guidelines for corporate functionings.
3. Reopening of international markets with more inward and outward flight services and relaxed travel policies.

## **Cautions in the air**

Tourists and travelers themselves will naturally be cautious in the post Covid -second wave scenario. Social distancing and new health regulations will continue to be the new norm for restaurants and hoteliers. New Standard Operating Procedures (SOP) for consumers' touchpoints will be required besides additional training sessions for service staff. Apart from social distancing restricted use of available spaces and partial use on available rooms to be taken into consideration which means putting safety and health first and the financial and economic interest might be secondary which is easier



said than done though. The profiles of customers and their demand will also probably be changed in comparison to the pre-Covid 19 status. Also, keep in mind the fact that the needs of domestic tourists may be different from the service expectations of an international tourist.

Hoteliers must consider boosting digital solutions in their business. Virtual tourists guides, specific service apps, virtual menus, automated check-ins, and paperless payment systems are areas where human touchpoints can be reduced while focusing on service expectations and efficiencies. At the same time make sure the individual needs of the customer dictate the intensity of the digital experience. At the end of the day, it's he who knows how to combine innovations and profitability who will be a clear winner.

## Employer - Employee bridge

As for employers, streamline your workforce, educate them about the current business situations and challenges and explain when and where they should be transparent. Once you have the right people in your business you then need to invest in training them with respect to health regulations and uncompromising quality service. The objective is to have motivated and skillful service employees since they are the main source of 'excellence in the service industry. Given the 'down market syndrome' try to avoid the decision of hiring and firing on a random basis. Identify a core 'care team' that consists of few key employees ideally equipped with experience in various departments and operational tasks. Managerial communication and proximity are imperative and teamwork and multitasking are excellent ways of bridging operational gaps and



avoiding higher fixed costs based on overstaffing. The multi-tasking nature of the core team will allow managers to revise SOPs and manage the quick incorporation of newly hired staff. Employees need to be motivated and frequently reminded about their specific and special roles. What employers could reassure them is also the minimum level of income security, an open ear for operational concerns, a long-term commitment, and required empathy and kindness in such difficult and challenging business circumstances.

## Know Your Customer

Knowing who your customer is and analyzing their needs can supplement your business growth and enabling you to serve them better. Knowing the customers' concerns, adapting the operational processes to their new needs, and building a composition advantage around them will mainly depend on how well business owners can listen and interact with them. Service is all about people that's the 'basic feet' which will remain so despite the many changes brought on by the post covid 19 pandemic. In fact, the pandemic has transferred numerous aspects of the industry and some of them are likely to have remained even after the crisis has passed. The challenge is to pinpoint what will and won't work during such explosive times.

Reregulate your targets and goals entirely according to the current situation is another possibility. Try best to restart the cash flow. Ensure that your business is updated on

the latest guidelines and regulations put out by the central and state governments. Communicating the same to your customers is also crucial. It will provide them with clarity while letting them know the rules they need to adhere to while traveling. Staying updated on the latest information will help enhance customer service. Prioritize and build systematically while offering your service as an experience your customers will cherish forever.

## Virtual Service

Keep a tab on the number of throwback posts you share in the pre-pandemic times. The content you post needs to evolve along with your business in tandem with the changing times and the market scenario and how your business has adapted to it etc. If your business is a restaurant then sharing content about home deliveries, contactless deliveries, etc will allow your customers to see how your offerings have been enhanced to suit the situation. In short, businesses in the hospitality industry must learn to pivot, adapt and flow with the scenario whilst looking for opportunities. This is perhaps the best time to experiment.

Despite the vaccination drive, it's evident that it might take a couple of months for things to stabilize which means that the number of Digital Nomads will continue to do their jobs. Adapting essential solutions and evolving to the fast-changing scenarios will allow business in the industry to bounce back normally and thrive sooner than later.

# Room for hope as hotels are pivoting in the new reality

Our Bureau



**T**he pandemic inflicted untold pains to most industries and the hotel industry was no exception.

Following the national lockdown last year, hotels were forced to reimagine themselves. Some hotels offered quarantine facilities to asymptomatic and mildly symptomatic patients, in collaboration with partner hospitals.

Apart from quarantine centres, many hotels also innovated new ways of generating revenue by taking the food delivery and takeaway route, among many others. To cope with the mounting disasters of the second wave, this year too hotels opted for more ingenious ways to set off some of their escalating losses. A few of them took out ads on social media offering vaccination packages that included the vaccine dose, stay, and a set meal menu. However, the government soon clamped down on hotels and private hospitals collaborating to sell vaccines,

following which hotels withdrew the offers.

Then came the final straw when a premium brand in Mumbai shut shop "until further notice", citing lack of funds to pay staff salaries. In a way, this confirmed the worst fears of many doomsayers who had long expected the second wave to push the struggling hospitality industry into an existential crisis. With impending reports on other hotels following suit, the situation remains grim.

However, between the myriad voices of concern and consternation that predict that it may take the hospitality industry two years before it sees full recovery, some hotel experts take a more rational view, making a distinction between the fortunes of city hotels and resort properties. They believe that city hotels have some key components for occupancy like corporate business, corporate conferencing

and social events and leisure.

In the new circumstances, it's about managing costs, but that does not complete the picture either; it is also bad planning in a lot of cases and that is intrinsic to the hotel industry in India. High rates of debt, low average room rates, and little innovation on new revenue streams are factors what plague the industry, according to industry bigwigs.

The point to remember is to leverage less, to keep the payroll in check and look for building specific business models to minimize the impact on profitability. The scenario is different for resort hotels. The Postcard will be one of the few hotels in the pandemic that will post a profit in the first month. Even in Goa, the July bookings this year--over the same time last year when the lockdown had just opened--will be at least thrice what they were last year.



# Second Covid wave derailed hospitality industry recovery: ICRA

Our Bureau



**A**ccording to ratings agency ICRA The second wave of the coronavirus pandemic has derailed the recovery of the hospitality industry, which is now expected to return to pre-Covid levels only in 2023-24. Since mid-April, the industry has been affected by the pandemic-related lockdowns/restrictions on mobility by various states and increased wariness to travel due to fear of infection contagion, ICRA said in statement. Consequently, recovery to pre-Covid levels has now been pushed back by 6-8 months from previous estimates. The revenue recovery to pre-Covid levels is currently expected by FY2024, it added. The industry was impacted in the first quarter of the ongoing fiscal after two quarters of sequential recovery witnessed in the third and fourth quarter of the previous fiscal, according to ICRA.

Commenting on the scenario, ICRA Sector Head and Assistant Vice President Vinutaa S said the intensity of 'Covid 2.0' has been far steeper than the first and it has put a temporary brake on the industry's recovery path. "We expect a significant scale back in FY2022 pan-India RevPAR (Revenue per available room) estimates to Rs 1,300-Rs 1,500, from an earlier estimated RevPAR of about Rs 2,500. FY2022 RevPAR is likely to be at a 60-65 per cent discount to pre-Covid levels," Vinutaa added.

Although this will be an improvement from the low base of FY2021, the pandemic timelines pose downside risks to the estimates. The situation is still evolving and remains contingent on the pace of vaccination, efficacy of vaccines, high infection rates and possibility of a third Covid wave. "We expect a long road to recovery, with the revenue recovery to pre-Covid levels expected only by FY2024. ICRA continues to maintain a negative credit outlook on the sector," Vinutaa said.

ICRA said the pick-up in demand in the second half of 2020-21 was largely led by leisure travel, 'staycations', wedding MICE and higher F&B revenues. Some business travel in specific sectors also aided recovery.

However, with demand and occupancy declining severely in Q1 FY2022 due to cancellation of several events, travel restrictions, revenues are expected to witness a drop of 50-55 per cent quarter-on-quarter basis, although the decline would be lower than Q1 FY2021, which was marred by the pan-India complete lockdown, it said.

ICRA's industry sample is expected to report operating losses in FY2022 as well, although it will be lower at low-single digit, compared to the 23 per cent operating loss witnessed in FY2021. This will be supported by better operating leverage and sustenance in fixed cost saving initiatives undertaken in FY2021, the ratings agency added.

"The debt levels rose in FY2021, owing to incremental borrowings for meeting financial and operational commitments and push-back of debt repayments because of availment of the RBI-provided moratorium. Given the second wave and a delayed recovery, ICRA expects the industry sample to report cash losses in FY2022 as well," Vinutaa said.

Demand slowdown has significantly impacted Q1 FY2022 occupancy and average room rates (ARRs), although it is better than Q1 FY2021 levels.

As against a 10-12% occupancy witnessed in Q1 FY2021, it was higher at 26-28% in Q1 FY2022, with demand in May 2021 largely coming from quarantine business for mild-covid positive patients, wherein the hotels entered into formal contracts with hospitals chains.

Pan-India ARR was at Rs. 3,600-3,700, about 8-10% higher on y-o-y basis, although the demand slowdown has impacted ARR since

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*Hoteliers have cut costs significantly, including redeployment of manpower, outsourcing of non-core activities, centralization of business functions and automation of certain processes.*

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the onset of the pandemic. It is likely to remain significantly lower than pre-covid levels through FY2022, in the absence of adequate demand.

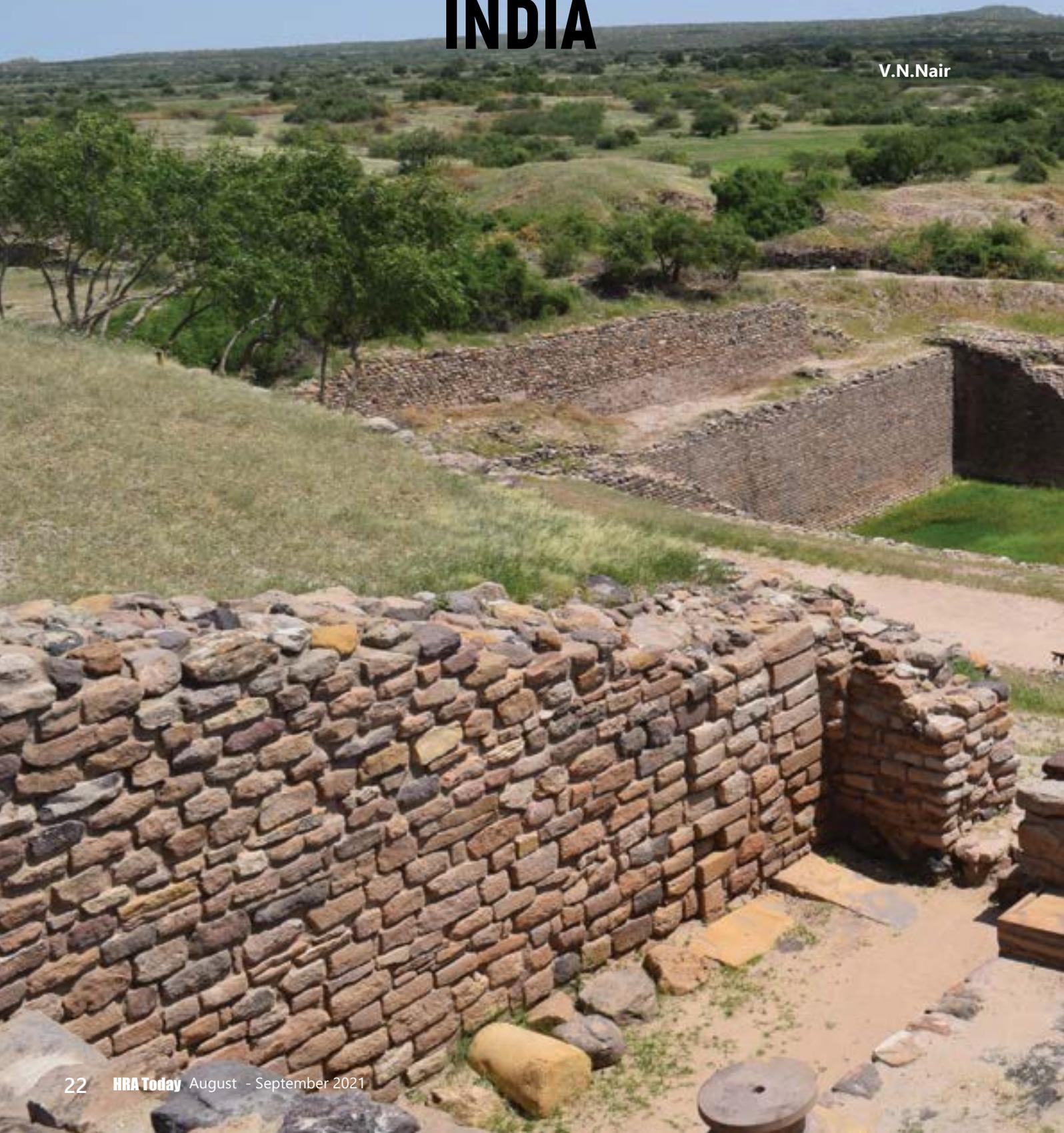
Q1 FY2022 revenue per available room (RevPAR) too stood at a 65-70% discount to pre-covid levels. Discounting in the market is inevitable with such a drastic fall in demand, and hence the recovery is expected to be occupancy driven. The ratings agency expects permanent closure of some smaller hotels, leading to consolidation in the near to medium term.

Hoteliers have cut costs significantly, including redeployment of manpower, outsourcing of non-core activities, centralization of business functions and automation of certain processes. Some of these will be permanent and will aid in the reduction of break-even levels.

The government's announcement of the ECLGS 3.0 (emergency credit line guarantee scheme) in the last week of March 2021 is expected to further bolster the industry in meeting the operational and financial commitments in the medium term.

# DHOLAVIRA Becomes 40th World Heritage Site Of INDIA

V.N.Nair



**D**holavira is an archaeological site at Khadirbet in Bhachau Taluka of Kutch District, in the state of Gujarat in western India, which has taken its name from a modern-day village 1 kilometre (0.62 mi) south of it. This village is 165 km (103 mi) from Radhanpur. Also known locally as Kotada timba, the site contains ruins of an ancient Indus Valley Civilization/ Harappan city.





Dholavira's location is on the Tropic of Cancer. It is one of the five largest Harappan sites and most prominent archaeological sites in India belonging to the Indus Valley Civilization. It is also considered as having been the grandest of cities of its time. It is located on Khadir bet island in the Kutch Desert Wildlife Sanctuary in the Great Rann of Kutch. The 47 ha (120 acres) quadrangular city lay between two seasonal streams, the Mansar in the north and Manhar in the south.

The site was thought to be occupied from c.2650 BCE, declining slowly after about 2100 BCE, and to have been briefly abandoned then reoccupied until c.1450 BCE; however, recent research suggests the beginning of occupation around 3500 BCE (pre-Harappan) and continuity until around 1800 BCE (early part of Late Harappan period).

The site was discovered in 1967-68 by J. P. Joshi, of the Archaeological Survey of India (ASI), and is the fifth largest of eight major Harappan sites. It has been under excavation since 1990 by the ASI, which opined that "Dholavira has indeed added new dimensions to personality of Indus Valley Civilisation." The other major Harappan sites discovered so far are Harappa, Mohenjo-daro, Ganeriwala, Rakhigarhi, Kalibangan, Rupnagar and Lothal.

Dholavira was named a UNESCO World Heritage Site under the name 'Dholavira: a Harappan City' on 27 July 2021. India's nomination of Dholavira has been inscribed on UNESCO's World Heritage list. India submitted the nomination dossier for Dholavira: A Harappan City to the World Heritage Centre in January 2020. The site was on the UNESCO's tentative list since 2014. Dholavira: a Harappan city, is

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*Dholavira the Harappan city, is one of the very few well preserved urban settlements in South Asia dating from the 3rd to mid-2nd millennium BCE.*

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one of the very few well preserved urban settlements in South Asia dating from the 3rd to mid-2nd millennium BCE.

Prime Minister Narendra Modi tweeted, "Absolutely delighted by this news. Dholavira was an important urban centre and is one of our most important linkages with our past. It is a must visit, especially for those interested in history, culture and archaeology."

G Kishan Reddy tweeted, "It gives immense pride to share with my fellow Indians that Dholavira is now the 40th treasure in India to be given @UNESCO World Heritage tag. Another feather in India's cap as we now enter the Super-40 club for World Heritage Site inscriptions."

With this successful nomination, India has 40 world heritage properties overall, which includes 32 cultural, 7 natural and one

mixed property. The Union Minister for Culture was referring to the countries that have 40 or more World Heritage sites and apart from India, this now contains Italy, Spain, Germany, China and France. The Minister also observed in his tweet how India has added 10 new world Heritage sites since 2014, and this is testimony to the Prime Minister's steadfast commitment in promoting Indian culture, heritage and the Indian way of life.

Dholavira the Harappan city, is

one of the very few well preserved urban settlements in South Asia dating from the 3rd to mid-2nd millennium BCE. Being the 6th largest of more than 1,000 Harappan sites discovered so far, and occupied for over 1,500 years, Dholavira not only witnesses the entire trajectory of the rise and fall of this early civilization of humankind, but also demonstrates its multifaceted achievements in terms of urban planning, construction techniques, water management, social



governance and development, art, manufacturing, trading, and belief system. With extremely rich artefacts, the well preserved urban settlement of Dholavira depicts a vivid picture of a regional centre with its distinct characteristics that also contributes significantly to the existing knowledge of Harappan Civilization as a whole.

The property comprises two parts: a walled city and a cemetery to the west of the city. The walled city consists of a fortified Castle with attached fortified Bailey and Ceremonial Ground, and a fortified Middle Town and a Lower Town. A series of reservoirs are found to the east and south of the Citadel. The great majority of the burials in the Cemetery are memorial in nature.

The configuration of the city of Dholavira, during its heyday, is an outstanding example of planned city with planned and segregated urban residential areas based on possibly differential occupational activities, and a stratified society. Technological advancements in water harnessing systems, water drainage systems as well architecturally and technologically developed features are reflected in the design, execution, and effective harnessing of local materials.

Unlike other Harappan antecedent towns normally located near to rivers and perennial sources of water, the location of Dholavira in the island of Khadir was strategic to harness different mineral and raw material sources (copper, shell, agate-carnelian, steatite, lead, banded limestone, among others) and to facilitate internal as well as external trade to the Magan (modern Oman peninsula) and Mesopotamian regions.

Dholavira is an exceptional example of a proto-historic Bronze Age urban settlement pertaining to the Harappan Civilization (early, mature and late Harappan phases) and bears evidence of a multi-cultural and stratified society during the 3rd and 2nd millennia BCE. The earliest evidence can be traced back to 3000 BCE during the early Harappan phase of the Harappan Civilization. This city flourished for nearly 1,500 years, representing a long continuous habitation. The excavated remains clearly indicate the origin of the settlement, its growth, zenith and the subsequent decline in the form of continuous changes in the configuration of the city, architectural elements and various other attributes.

Dholavira is an outstanding example of Harappan urban planning, with its preconceived city planning, multi-layered fortifications, sophisticated water reservoirs and drainage system, and the extensive use of stone as a building material. These characteristics reflect the unique position Dholavira held in the entire gamut of Harappan Civilization.

The expansive water management system designed to store every drop of water available shows the ingenuity of the people to survive against the rapid geo-climatic transformations. Water diverted from seasonal streams, scanty precipitation and available ground was sourced, stored, in large stone-cut reservoirs which are extant along the eastern and southern fortification. To further access water, few rock-cut wells, which date as one of the oldest examples, are evident in different parts of the city, the most impressive one being located in the citadel. Such elaborate water conservation methods of Dholavira is unique and measures as one of the most efficient systems of the ancient world.

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# 'REVENGE TRAVEL' GAINING GROUND?

Our Bureau





**R**evenge travel or tourism refers to the phenomenon wherein people wish to break free from the mundane routine that has caused the “new normal” to develop in the wake of the coronavirus crisis. It also stems from a circumstance that has been described as “lockdown fatigue” or exhaustion that escalates on account of monotony.

Why is Revenge Travel in the news again? The phrase Revenge Travel occupied top spots on the search trends after Lav Agarwal, Secretary, Ministry of Health and Family Welfare used “revenge travel” during one of his speeches recently and said that it is “dangerous.”

After months of being cooped up inside as Covid raged outside, well off Indians have decided that home is not where the heart is and are hitting the road - and the skies - to break the monotony of their indoor existence. This is ‘revenge travel’. So when states started opening up after a ferocious second Covid wave, people headed out in droves to beachside hotels, hill homestays or even just a resort close by. Anywhere but home and maybe not quite what the doctor ordered

Taking revenge as it were for the months of anxiety, of working from home, doing or conducting classes online and unable to meet even close relatives, they masked up, got their jabs and wasted no time in heading outdoors.

Global online travel company Cleartrip found advance bookings as measured by the share of bookings with travel dates more than four weeks away crossing 10 per cent this year compared to around 5 per cent



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*Leisure cities are found to take slightly longer to bounce back though they are showing significant potential for the coming weeks. Market analysts find leisure hotspots like Jaipur, Visakhapatnam and Agra already seeing positive signs of travel coming back.*

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last year. They expect the increased momentum of the vaccination drive and reduced caseloads to catalyse domestic travel recovery in the next two quarters.

On the ground, images of people thronging destinations like Manali and serpentine queues of cars waiting to get into popular hill destinations such as Shimla galore.

Be it a workcation, staycation or drivecation, people were clearly eager to travel and splurge as India's Covid cases dipped, determined to make up for lost leisure days due to frequent shutdowns, signalling the return of normalcy for the corona-hit travel and hospitality sector.

For many this was the first time that they have travelled since the onset of the pandemic. Many found things were pathetic in the past two months as they were cooped inside homes, not going out even to the balcony.

Budget-friendly hostel chain GoStops and Airbnb, the online marketplace for arranging or offering lodgings, are among the companies that witnessed a major spike in the number of enquiries and bookings made in June. While GoStops, according to company sources has recorded a "1,000 per cent" spike in its daily reservations; Airbnb India has also observed a "strong pent-up demand" for

destinations that are a drive away from metro cities.

According to travel tech startup RateGain findings, New Delhi (2,943), Pune (2,113), Hyderabad (1,969), Bangalore (1,516), and Chennai (1,516) are the top five destinations with the most rooms booked from June 7-20.

Leisure cities are found to take slightly longer to bounce back though they are showing significant potential for the coming weeks. Market analysts find leisure hotspots like Jaipur, Visakhapatnam and Agra already seeing positive signs of travel coming back. Increasing interest is noticed for hill stations within driving distance from mainstream cities, like Manali, Lonavala, Nainital, Shimla, Mysore.

Hotels and resorts are also riding high on the revenge travel trend too. WelcomeHeritage Hotels, for instance, is seeing nearly "70-80 per cent" of occupancy in most of their hill properties, including Uttarakhand, Himachal Pradesh and Jammu and Kashmir. There are several strategies like offering various innovative packages, such as 'Work from Home' and 'Drivable Holidays', 'Head for Hills' package etc.

The trend is benefiting resorts near big cities too. It is reported that both The Westin Gurgaon,

New Delhi, and The Westin Sohna Resort and Spa in nearby Gurgaon are clocking week-on-week "25-30 per cent growth" in leisure guests through their staycation offerings.

Industry analysts find there is pent up demand; and people do want to get away from the humdrum and monotony of being at home, and are looking for safe ways to return to some semblance of normal life.

Car rental company Avis India has also reported a surge in bookings with commuters traveling "solo, in couples, and with their families". According to company sources, they are planning weekend getaways to nearby mountains or cities such as from Delhi to Himachal or Jaipur, or from Bangalore to Ooty. Some are also relocating to work from hills such as Manali or Shimla which is leading to an increase in long term rentals.

As India's Covid numbers fall, doctors advise caution and the need to be vigilant. They advise against letting our guard down, mingling with groups at least for the next two to three months.

The "revenge travel" tendencies of Indians have provided a much-needed boost to the country's hospitality sector over the last couple of months. But it will be a while before the sector goes back to pre-pandemic growth levels.

## ZFW Hospitality enters Mumbai



ZFW Hospitality, a hyperlocal expansion platform for F&B & D2C brands, is entering Mumbai with over 50 dark kitchens and fulfillment centers for brands to expand in the western region. ZFW, which already partners with leading brands, has established a strong presence in Delhi-NCR with over 35+ fulfillment centers. This expansion will help the platform scale up to the 100-store mark by August, before its Bangalore launch.

As part of its first cohort in Mumbai, ZFW will support the growth of 15+ brands such as Keventers and Vadilal among others. Post Mumbai, ZFW will launch operations in the Southern Region & has started partnering with well-known brands for that market.

## G Kamala Rao is new DG, Tourism

**G Kamala Vardhana Rao** has become the new Director General (Tourism). He will be taking up the position after Meenakshi Sharma moved on from MOT to CAG of India.



**G Kamala Vardhana Rao**  
Director General, Tourism

G Kamala Vardhana Rao has become the new Director General (Tourism). The Appointments Committee of the Cabinet has announced it as an additional charge for him. He would remain as the Chairman & Managing Director, India Tourism Development Corporation (ITDC) till the appointment of a regular incumbent or until further orders, whichever is earlier. Rao is a 1990 batch Indian Administrative Services (IAS) officer of Kerala cadre, who has earlier held positions within the state of Kerala and has even been the Director and Secretary Tourism in Kerala.

In the last 30 years, Rao has served multiple positions including Chairman of Indian Tobacco Board; Director of Fisheries Department; as well as Director, Department of Tourism and Culture, Andhra Pradesh government; Managing Director of SC /ST Corporation in Andhra Pradesh, Revenue Secretary of Kerala; and District Collector, Kollam, Kerala.

Rao will be taking up the position after Meenakshi Sharma moved on from the Ministry of Tourism (MOT) to CAG of India.

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**Rao would remain as  
Chairman & MD, ITDC  
till further orders**

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# FHRAI-IHM organizes training for Food Production and Room Division & Food & Beverage Service Staff

The FHRAI Institute of Hospitality Management (FHRAI-IHM) in association with the regional Associations of the Federation of Hotel & Restaurant Associations of India (FHRAI) organized a series of capacity building training programs for Food Production and Room Division and F & B Service staff of hotels and restaurants. The objective of the training programmes was to reinforce knowledge and update skills of the workforce employed in existing hospitality establishments in the country. The programme was rolled out in seven batches starting 3rd June 2021 and concluded on 30th June 2021. Mr Venkatesan Dhattareyan, Regional Director - West & Central Region, India Tourism, Mumbai

inaugurated the first batch which trained 640 hospitality professionals under the stated programmes.

"The training programmes have been developed to strengthen the skill sets of the entry-level or junior staff working in the Food Production and the Room Division & F & B Service departments at hotels. We were anticipating somewhere around 100 to 120 participants for the first batch but were pleasantly surprised to receive an overwhelming response. Over 640 hospitality professionals from across the country registered and participated in the training programmes. The trained participants were awarded certificates upon successful

completion of all four sessions of about an hour across the selected modules," says Shri Arun Kumar Singh, Director, FHRAI-IHM.

The programmes covered several different aspects of Hospitality management including Hospitality and Chef as Professionals, Food Safety – Understanding Contaminants; Safety, Hygiene, Preservation & Good Practices, General Concerns & Spirit of Hospitality under the training module for Food Production Department. In the training for Room Division & Food Service Department, the module covered topics on Interpersonal skills, Body language, Listening skills, Empathizing & mindfulness.

## Sterling Holiday Resorts reports 129% Y-O-Y growth in gross revenue



Sterling Holiday Resorts Ltd., a leading leisure holiday and vacation ownership brand, reported a gross revenue of Rs. 4,159 lakhs for Q1 of FY22 recording an approximate growth of 129% against the gross revenue of Rs. 1,813 lakhs from the same quarter of last year. The surge in revenue is largely due to a shorter span of lockdown in the current year compared to last year and the subsequent increase in room nights.

The revenue reported from resorts rose to Rs. 1,438 lakhs in Q1 FY22 from 632 lakhs in Q1 FY21, while the revenue reported from memberships rose to 2,721 lakhs in Q1 FY22 from 1,182 lakhs in Q1 FY21.

The rise in average room rent has been 9% over last year. Cost initiatives taken during the earlier pandemic continue to benefit and contribute towards a healthy bottom line. Membership sales during the

second wave of COVID were higher than the same period of last year with higher down payment, resulting in higher cash inflows. Revenues from membership included revenues arising out of one-time cancellation of contracts. Conversion of leased resorts to managed contracts and exiting from non-profitable leased resorts also contributed to the benefits of over 30% on costs related to leases.

In the recent past, despite the effects of the COVID-19 pandemic, Sterling Holidays reported standalone revenue of INR 8,430 lakhs in Q4 FY21 as compared to INR 5,738 lakhs in Q4 FY20. Sterling Palm Bliss, Rishikesh, was added into the resort bouquet. Introduction of the 10-year Vantage membership in Q3 helped increase the membership volumes in Q4 FY21 with a growth of 20%.

# Light House Cafe Mumbai switches to DotPe; soon to announce cloud kitchen

Light House Cafe in Mumbai has started using the services of DotPe to enhance its online delivery business. It provides a very user-friendly platform for both the restaurants and the customers. The cafe further aims to strengthen its social media

presence reaching out to the general public and convince them to 'order directly' and not through any delivery apps. The café realizes that improving on the online ordering part of the business is where the trick really lies and that even under

severe restrictions, online ordering is the only area that has not been obstructed. They strongly feel that once covid has passed, the restaurants that have survived will see a sudden boom in revenue.



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# New Member List



## HOTELS

Sr. No	Name of the Establishment	Address
1	Club Estadia (Sterling Goa)	PDA Colony, Alto Porvorim, Bardez, Goa 40352
2	Triose Hotels	Ins Shivaji Road, Rye Woods, Lonavala, Taluka Mawal, Lonavala 410401
3	Hotel Shiv International	Bhuj - Bhachau Hwy, Ramwadi Dudhai Road, Gujarat - 370140
4	Hotel Hrishna Palace Residency	96/98, Sleater Road, Nana Chowk, Grant Road - W, Mumbai - 400007
5	Humming Bird Hotel & Banquet	B/H, Architect College, Near Iskon Temple Road, V. V. Nagar, Anand, Gujarat - 388120

## RESTAURANT

Sr. No	Name of the Establishment	Address
1	Zao Cha Houuse	House No 25D, Plot no F-516 & F-517, Pali Village Road, Bandra West, Mumbai - 400050
2	Ajanta Restaurant & Party Hall	301, Ashoka Super Market, S. V. Road, Near Patkar Collage, Goregaon, Mumbai - 400104
3	Ashapura Restro	Shop No.6, Sagar Pallazio, Sakinaka, Junction, ANdheri-Kurla Road, Andheri East, Mumbai - 400027

## AFFILIATE

Sr. No	Name of the Establishment	Address
1	Ajeenkya D. Y Patil University	Charoli Bk.via Lohegaon,District Pune – 412 105.

## ASSOCIATES

Sr. No	Name of the Establishment	Address
1	Maulana Azad Educational Trust	3, Sea land, 41 Capt. Prakash Pethe Marg, Cuffe Parade, Mumbai - 400005
2	Touch of Class Food	401 Harshvardhan Chambers, Next to Oshiwara Police Station, New Link Road,Jogeshwari West, Mumbai - 400102

# FHRAI delegates meet Minister for Tourism, G. Kishan Reddy



Senior delegates of FHRAI met G. Kishan Reddy, Union Minister for Tourism, Culture and Development of North-Eastern Region to welcome him and to highlight the urgent need for Government intervention for the revival of the Hospitality sector in India.

The Association presented the Minister with a comprehensive wish-list of the Hospitality industry highlighting concerns and recommendations for the revival of the sector from the impact of COVID19. The FHRAI was represented by Mr Pradeep Shetty, Jt. Hon. Secretary, and D V S Somaraju, Hon. Treasurer and Vinod Gulati, Executive Committee Member.

FHRAI has submitted presentations on the support required under EPCG and SEIS schemes, GST rationalization, policy reforms, enabling Ease of Doing Business,

challenges faced by the industry from Copyright Societies and the amendments required in the Copyright Act, 1957 and on challenges faced from the Online Travel Aggregators (OTAs) and Food Service Aggregators (FSAs).

The Minister was briefed on the ground realities of the Hospitality sector and a comprehensive representation recommending the topmost priorities for its revival was submitted. The FHRAI has emphasized the need to provide support to the industry under EPCG and SEIS schemes, GST rationalization, granting infrastructure and industry status and other important policy reforms including Ease of Doing Business in the Hospitality Sector. They also informed the Minister about the challenges faced by the industry from the Copyright Societies as well as from the OTAs and the FSAs.

The Minister stressed that Tourism and Hospitality are one of the most important pillars for the nation's growth and it will be his endeavour to ensure that the sector receives as much attention and support from the Government as possible. He assured focus on the issues highlighted by FHRAI to revive the tourism and hospitality sector from the devastating impact of the pandemic. He also promised wholehearted support of the Tourism Ministry to clear any bottlenecks and introduce reforms wherever possible to expedite the recovery and revival of the sector and in this regard assured to meet the industry stakeholders at regular intervals to seek their inputs. G Kishan Reddy also promised that the Ministry will come out with a National Tourism Policy shortly with a road map for the fast recovery of the sector.

# Pride Group Of Hotels signs a new Ecoresort & Wellness Spa in Dapoli



Pride Group Of Hotels has signed up to launch Pride Chira Meadows Ecoresort & Wellness Spa in the component of Konkan Trails Dapoli. The eco-resort in Dapoli, Ratnagiri district, is scheduled to open by end of August 2021. It will cater to

eco-tourism, wellness spa, business travels, and educational, coastal & marine tourism. It Eco resort is only 7 km from the beaches which are popular for rich marine life eg: Turtles, Dolphins among others.

The Spa will offer well-appointed rooms, modern facilities, and restaurant and banquet spaces. The beauty of Western Ghats and beaches will be well imbibed in the hotel interior while providing all modern facilities.

Currently, Pride Hotels operates

and manages a chain of hotels under the brand name "Pride Plaza Hotel" an Indian Luxury Collection, at Aerocity – New Delhi, Ahmedabad, and Kolkata, "Pride Hotel" at Bangalore, Chennai, Nagpur, Pune, Rajkot, Indore & (2021) Udaipur, Bharuch along with "Pride Resorts" at Goa, Puri, Jaipur, Dharamshala (HP), Bharatpur & Gangtok and also Mid-Market Hotels under "Pride Biznotel" at Anand, (2021) Agra, Rajkot, Jabalpur, Bhavnagar & Surendranagar.

## FHRAI submits curated list of suggestions to the Ministry of Consumer Affairs



India's apex Hospitality Association - Federation of Hotel & Restaurant Associations of India (FHRAI) has shared its suggestions on the proposed amendments to Consumer Protection (e-Commerce) Rules, 2020 to the office of the Joint Secretary of the Department of Consumer Affairs, Ministry of Consumer Affairs, Food and Public Distribution - Shri Anupam Mishra.

Highlighting the various issues based on past experiences with e-commerce and marketplace e-commerce entities, FHRAI's

out by some of the e-commerce entities and FHRAI has been trying to find options to resolve the issues at various levels. In the recent past, widespread cheating and unfair trade practices have been observed in the e-Commerce ecosystem by the hospitality industry as well as by consumers. Keeping this in view, we request the Ministry of Consumer Affairs to amend the policies that will help in redressing such grievances and protect the interest of consumers. Besides, it will bring transparency to the e-Commerce

suggestions aim to cover the duties and responsibilities of sellers, of e-commerce entities as well as to protect the consumer and hotels and restaurants owners in case of deficiency in services.

"The Hospitality industry has been severely affected by unfair trade practices carried

ecosystem and further strengthen the regulatory. Our detailed recommendations relating to the Consumer Protection (E-Commerce) Rules not only protect the rights of our patrons but also safeguard hotels and restaurant owners. The suggestions include Fall back liability to ensure marketplace e-commerce entities act responsibly, to host legitimate accommodations based on local and central licenses and fees paid, no indulgence in overbooking of goods or services, scheme or discounts to be offered with the consent of the seller, transparency in charges levied to the customers, duties of sellers on marketplace among others," says Mr Gurbaxish Singh Kohli, Vice President, FHRAI.

The Association has pointed out that an e-commerce entity provides an information technology platform on a digital or electronic network to facilitate transactions between buyers and sellers and hence Online Travel Agency (OTA), Food Service Aggregators (FSA), Table Reservation Services, Event Ticketing Platforms and such entities should be listed under the market place e-commerce entity to avoid any disputes.

## ZFW Hospitality enters Mumbai to scale 15 brands with 50 Dark Kitchens by August



ZFW Hospitality, a hyperlocal expansion platform for F&B & D2C brands, is entering Mumbai with over 50 dark kitchens and fulfillment centers for brands to expand in the western region. ZFW, which already partners with leading brands, has established a strong presence in Delhi-NCR with over 35+ fulfillment centers. This expansion will help the platform scale up to the 100-store mark by August, before its Bangalore launch. As part of its first cohort in Mumbai, ZFW will support the growth of 15+ brands such as Keventers, Vadilal among others. Post Mumbai, ZFW will launch operations in the Southern Region & has started partnering with well-known brands for that market.

## ITC to unveil boutique hotels to tap post-pandemic rush

Diversified conglomerate ITC is coming up with a new hotel brand in boutique category to make the most out of the expected post-pandemic hotel boom. The hotel segment now has brands like Welcomehotel, ITC-hotels, Welcome Heritage and

Fortune. The new brand will be entirely in the managed property segment in tune with ITC's asset-right strategy for hotel business.

The conglomerate is now planning to reverse the ratio between owned and managed properties from

current level of 60 percent : 40 percent to 40 percent : 60 percent going forward. The hotel segment revenue of ITC is currently at INR 3,369 crore with a profit of INR 190 crore.

## Jumboking opens its outlet at Mumbai's Chhatrapati Shivaji International Airport



Jumboking, the largest home-grown chain of Quick Service Restaurant (QSR) in Western India, has announced the opening of its outlet at Mumbai's Chhatrapati Shivaji International Airport. The outlet is located outside Terminal departure and is accessible to everyone. It will be open to service 24 hours every day. This will be the second outlet at T2, the first one was opened at arrivals, three years earlier on 19th June 2018. The outlet serves a wide range of delicious vegetarian burgers and thick shakes, fries, wraps, and softy.

# After CCI & NCLAT, FHRAI knocks on NITI Aayog's door to highlight Oyo's unethical business practices



India's apex Hospitality Association - Federation of Hotel & Restaurant Associations of India (FHRAI) has submitted a representation to the CEO of NITI Aayog – Amitabh Kant highlighting Hospitality industry's plight with reference to Oyo's business model that has caused irreparable damages to the hospitality eco-system in the country.

The Association has specifically pointed out that certain recent

activities conducted by Oyo to earn goodwill have actually come at the expense of partner hotels. It has stated that any such humanitarian activities organised by the foreign funded entity is just an image repairing exercise to cover up its unfair, anti-competitive and criminal activities. The FHRAI has shared with the NITI Aayog copies of FIRs filed by hotel owners across the country along with details of the Insolvency

and Bankruptcy Code proceedings in the NCLAT and the investigation against Oyo by the CCI.

The FHRAI has submitted several cases reported from across the country about arbitrary cancellation or breach of contract by Oyo causing immense mental and financial trouble on account of non-payment of dues to hotel owners.

Oyo has not disclosed its balance sheets for 2019-20 and 2020-21 and has not complied to the statutory filing of the annual returns. The company has existing loans of around \$300 million and are in the process of raising loans of Rs.4400 crores from international investors. As per Oyo's financial statement for the period April 2018 to March 2019, it has registered a net loss of Rs.36.72 crores for the year ending March 2018 and a net loss of Rs.102.97 crores for the year ending March 2019.

## After CCI & NCLAT, FHRAI knocks on NITI Aayog's door to highlight Oyo's unethical business practices

India's apex Hospitality Association - Federation of Hotel & Restaurant Associations of India (FHRAI) has submitted a representation to the CEO of NITI Aayog – Amitabh Kant highlighting Hospitality industry's plight with reference to Oyo's business model that has caused irreparable damages to the hospitality eco-system in the country.

The Association has specifically pointed out that certain recent activities conducted by Oyo to earn goodwill have actually come at the expense of partner hotels. It has stated that any such humanitarian activities organised by the foreign

funded entity is just an image repairing exercise to cover up its unfair, anti-competitive and criminal activities. The FHRAI has shared with the NITI Aayog copies of FIRs filed by hotel owners across the country along with details of the Insolvency and Bankruptcy Code proceedings in the NCLAT and the investigation against Oyo by the CCI.

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# Signing of Non-Exclusive Development Agreement (NEDA) with Wyndham Hotels & Resorts



Mumbai, Maharashtra 6th September 2021 – Mathur Hospitality Pvt Ltd (MHPL), a Hotel Consultancy & Management firm having corporate office in Mumbai announced the signing of Non-Exclusive Development Agreement (NEDA) with Wyndham Hotels & Resorts to manage WHR branded hotel in India.

Pioneer in Hospitality Consultancy for over last three decades, Mathur Hospitality, under the leadership of Mr. Pradeep Mathur has executed over 250 Hospitality projects pan - India and beyond. These range from

5-star deluxe hotels, to Resorts, Clubs, Restaurants, Lounges & Bars, to mid-market 4 star and 3 star hotels on design and consultancy basis. MHPL has further augmented their offering to hotel operations with 6 hotels operating across multiple locations and another 3 hotels under development, expected to be operational by 2022.

Under the NEDA, over next 10 years Mathur Hospitality will help Wyndham Hotels & Resorts to develop Ramada by Wyndham, Ramada Encore by Wyndham, Days

Inn by Wyndham, Days Hotel by Wyndham, Howard Johnson by Wyndham and Hawthorn Suites by Wyndham brands in India along with independent hotel owners while supporting owners with day-to-day operation and management of the hotel.

“MHPL takes this association as a key milestone to open spectrum for Indian hospitality market in providing world-class franchise branding coupled with customized on ground management services. It would be our honor to develop and operate some of Wyndham Hotels & Resorts’ iconic brands in the country.” said Vaibhav Mathur, Director MHPL, Mumbai.

“Our collaboration with Mathur Hospitality marks another step in our commitment to making travel possible for all. By combining their local knowledge with Wyndham’s scale and international franchise expertise it will allow us to further increase our collective market outreach and support owners with specific business needs” said Nikhil Sharma Regional Director Eurasia, Wyndham Hotels & Resorts.

## Gujarat Govt. Exempts Hospitality Industry In The State From Paying Fixed Charge On Electricity Bills

Taking into account the massive losses suffered by the Hospitality Industry and the closure of several hotel and restaurant establishments in the State, a decision was taken in the Core Committee under the chairmanship of the Hon. Chief Minister to grant exemption to the hotels, resorts, restaurants, water parks, cinema houses-multiplexes, gymnasiums from paying fixed charge in electricity bills for one year and to assess the electricity bill to the extent of actual consumption of electricity for avoiding payment of minimum electricity bill. The exemption will be effective from 1st April 2021 to 31st March 2022.

The Hotel and Restaurant Association of Western India (HRAWI) has welcomed the relief and thanked the Gujarat Government for offering leeway to the industry. The relief will provide hospitality establishments an opportunity to reduce operational costs which will help in reducing the losses. As the industry limps back to business as usual, the exemption will provide hospitality establishments the chance towards reviving their businesses.

Taking into consideration the different billing cycles of electricity bills, the Government has also decided that if any consumer has already paid bills for the period after

1st April 2021, then the amount of fixed charge paid by them shall be adjusted in the subsequent electricity bill.

The financial burden on account of exemption granted to the consumers will be borne by the State Government to the electricity distribution companies. The electricity companies shall have to complete the entire process regarding the electricity bill and apply to the Finance Department through Energy and Petrochemicals Department for reimbursement of the amount of fixed charge actually exempted as per the standards.



## HOTEL AND RESTAURANT ASSOCIATION (WESTERN INDIA)

### **HRAWI – THE FIRST HOSPITALITY ASSOCIATION IN INDIA TO ACHIEVE ISO 9001:2015 AND ISO 27001:2013 DUAL CERTIFICATION!**

Dear Members of the Hotel and Restaurant Association Western India,

Your Association is proud to announce that it has been awarded the ISO 9001:2015 & ISO 27001:2013 certification (attached herewith), an internationally recognized standard that ensures, that the organization meets with the needs of its Members through an effective Quality Management System (QMS), which is a foundation of quality assurance activities and an Information Security Management System (ISMS) which aims to protect the confidentiality, integrity and the availability of Member's information / data.

The ISO 9001:2015 & ISO 27001:2013 certification / accreditation is the assurance that we have robust, clearly defined procedures in place, in all areas such Handling of Documents and Data (Data Management), Strong Business Continuity Processes, Back-Up Plan, Risk Analysis and Mitigation (Risk Management), Communications Security, Office Security, Incident Management, Compliance and Monitoring.

To maintain continuity of our certification, HRAWI in the future, will perform regular audits to ensure compliance and identify areas of improvement. This certification would further strengthen our commitment to our Member's and our Association's quality and security policies, through effective application of the system and with continuous process improvements to our Member's satisfaction.

We remain committed to meeting the highest quality, security and privacy standards.

The HRAWI team would like to take this opportunity, to express its sincere gratitude to the Members for their continued commitment and support. With an assurance that they would strive to meet their high expectations & would stay focused on the long-term goals for continuous improvement of quality, security and service.

Sherry Bhatia  
President - Hotel & Restaurant Association Western India.

September 17, 2021



# BSCIC

# Certificate

QUALITY MANAGEMENT SYSTEM

This is to certify that:

**HOTEL & RESTAURANT ASSOCIATION (WESTERN INDIA)**

**4, CANDY HOUSE, 1<sup>ST</sup> FLOOR, MANDLIK ROAD  
COLABA, MUMBAI - 400 001, MAHARASHTRA, INDIA**

Hereby granted the Certificate Number: **BN20592/19530**

Subsequent to the Assessment of the organization, it has been found to be operating a Quality Management System which complies with the requirements of

**ISO 9001:2015**

For the following scope:

**Providing Services Such as Liaison with Government Authorities, Legal & Statutory  
Counselling, Membership Discount Cards & Certificates, Industry Related Notifications &  
Updates, Conducting Seminars, Training Programmes & Conventions, and Offering  
Scholarships to Hotel Management Students**

**IAF Scope: 36**

For  
**BSCIC CERTIFICATIONS PVT.LTD.**

Originally Registered: **11-Sep-2021** 1st Surveillance Due on: **26-Aug-2022**  
Issue Date: **11-Sep-2021** 2nd Surveillance Due on: **26-Aug-2023**  
Expiry Date: **10-Sep-2024**

Sanjay Seth  
Managing Director

**(In case if Surveillance Audit is not allowed to be conducted; this Certificate shall be Suspended/Withdrawn).**

Please Re-validate this certificate's status at [www.bscic.com](http://www.bscic.com) at REGISTRATION STATUS.  
This Certificate of Registration is granted subject to relevant provisions of the BSCIC Certifications PVT. LTD. Contract Terms & Scheme for Registration Form 8018 (Latest Version). Please see 8018 at our website [www.bscic.com](http://www.bscic.com).  
The certificate of Registration remains the property of BSCIC Certifications Pvt. Ltd. and shall be returned immediately upon request.  
BSCIC Headquarters: 8/Work, 1st Floor, 5B/15A, Crown Plaza Mall, Faridabad - 121 007, Haryana, India.

Version No. 1





# BSCIC

# Certificate

INFORMATION SECURITY  
MANAGEMENT SYSTEM

This is to certify that:

**HOTEL & RESTAURANT ASSOCIATION (WESTERN INDIA)**

**4, CANDY HOUSE, 1<sup>ST</sup> FLOOR, MANDLIK ROAD  
COLABA, MUMBAI - 400 001, MAHARASHTRA, INDIA**

Hereby granted the Certificate Number: **BN20605/19539**

Subsequent to the Assessment of the organization, it has been found to be operating an Information Security Management System which complies with the requirements of

**ISO/IEC 27001:2013**

For the following scope:

Providing services such as Liaison with Government Authorities, Legal & Statutory Counselling, Membership Discount Cards & Certificates, Industry Related Notifications & Updates, Conducting Seminars, Training Programmes & Conventions, and Offering Scholarships to Hotel Management Students Which Includes HR, IT, Admin and Accounts

(This is in Accordance with Hotel & Restaurant Association (Western India) IT Act 2008 Statement of Applicability Version No. 1.0 Dated: 12 August 2021)

For  
BSCIC CERTIFICATIONS PVT.LTD.

Originally Registered: 15-Sep-2021 1st Surveillance Due on: 30-Aug-2022  
Issue Date: 15-Sep-2021 2nd Surveillance Due on: 30-Aug-2023  
Expiry Date: 14-Sep-2024

Sanjay Seth  
Managing Director

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# PRODUCT LAUNCHES

## Baked Delights from JW Baking Company, JW Marriott Mumbai Sahar



JW Baking Company, Mumbai has newly introduced a range of pastries and cakes, freshly baked bread, croissants and gourmet sandwiches available for home delivery via Marriott Bonvoy On Wheels.

There is a variety of artisanal breads, savouries, travel cakes, breakfast pastries and cakes to celebrate special occasions. The team has also crafted a 'Celebration Pastry Box' where one can customize their own box for birthdays, anniversaries and special occasions by selecting pastries.

## Glenmorangie launches three delicious whiskies in Travel Retail



Glenmorangie launched three new whiskies exclusively in Travel Retail, in Mumbai and Delhi Duty-Free. The company claims each expression's unique taste showcases a different and demanding art. Each whisky is distilled in Glenmorangie's signature copper stills, the tallest in Scotland, for a fruity and fragrant spirit. The three whiskies include The Accord, The Elementa and The Tribute.

## QSR Chain WOW! Momo Enters Into FMCG



QSR Momo chain 'WOW! MOMO' has announced its entry into the ready-to-use food category. The company has unveiled a variety of authentic flavours in the frozen ready-to-eat Momo category, such as Veg Darjeeling Momos, Chicken Darjeeling Momos, Masala Chicken Momos, Corn & Cheese Momos and Chicken Cheese Momos. The new category of ready-to-make frozen momos by WOW! Momos will be exclusively available online on Bigbasket in Delhi, Gurugram, Noida, Kolkata, Mumbai, Pune, Bengaluru, Chennai, Hyderabad and Ahmedabad.

## Jimmy's Cocktails diversifies its portfolio



Radiohead Brands, owner of Jimmy's Cocktails' finely crafted cocktail mixers has announced the launch of two new variants in its cocktail mixers portfolio. The new variants - Margarita and Bloody Mary are crafted by an in-house team led by celebrated mixologist Yangdup Lama. The newly launched beverage variants are currently available on [www.jimmyscocktails.com](http://www.jimmyscocktails.com).

# Appointments



**Vikalp Raj**

Director of Sales and Marketing, The St Regis Mumbai

Raj brings with him a wealth of experience of over 16 years in the hospitality industry. Having secured his degree in Business Management from Alliance Business School, post a hospitality degree from the prominent Institute of Hotel Management, Bangalore, Raj joined Marriott International immediately after a short stint in two leading hospitality organisations. He has worked with leading brands of Marriott International like JW Marriott and Sheraton. Raj will lead the sales and revenue teams at The St. Regis Mumbai.



**Saurabh Dube**

General Manager, Sheraton Grand Pune Bund Garden Hotel

Saurabh is in charge for leading the overall hotel operations, human resources management, directing sales and marketing teams, ensuring sustained recovery and growth for the hotel. Dube has a rich experience spanning over 17 years in the hospitality industry. He started his career with Oberoi Hotels & Resorts and swiftly moved up the ranks across working with myriad luxurious brands over the years. Saurabh has worked with some of the premium luxury brands in his previous assignments including The St. Regis Mumbai, The Leela Palaces, Hotels and Resorts, Sofitel Mumbai, Grand Hyatt Mumbai and Renaissance Marriott Hotel & Convention Centre to the list. Dube was conferred with 'Sales Leader of the Year' award for 2019 by 'Hotelier India'.



**Pradeep Rao**

Executive Chef, DoubleTree by Hilton Goa-Panaji

Pradeep Rao will oversee culinary operations of all the restaurants at the resort, in-room dining and the banquet kitchen. With over 14 years of enviable culinary expertise, he has worked with leading luxury hospitality brands such as Oberoi Hotels and Resorts, Starwood Hotels, Marriott Hotels and Hilton Hotels & Resorts bringing in a range of experience to his new role.



**Surajit Chatterjee**

General Manager, Holiday Inn Goa Candolim

Surajit has an experience of more than two decades in the hospitality industry and extensive knowledge in F&B. Prior to this assignment he has been leading teams in several pre-opening hotels and played an instrumental role in achieving great benchmarks. He has worked across the country with several renowned brands like Westin, Novotel, Mercure Hotel and convention centre. He has received several accolades for his performance and has been recognized as the best General Manager by HRANI (Hotel and Restaurant Association of Northern India).



**Aparna Passi**

Director of Human Resources, W Marriott Mumbai Sahar

Passi will be responsible for aligning HR policies and programs to drive optimal employee performance and to accomplish corporate goals and objectives. She has a rich and diverse experience of over a decade in this industry. She has worked in various properties of The Oberoi Group of hotels, JW Marriott in Mumbai as well as real estate giant Kalpataru Limited.



**SIJI NAIR**  
Managing Editor



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## All Eyes on Resurgence in Hospitality Industry

India's hospitality industry experienced its unprecedentedly dark phase due to the spread of corona pandemic. Tourism industry which was growing at break-neck speed before the pandemic came to an abrupt halt. Though there are notable signs of recovery, the persisting second wave of Covid-19 has impacted the long-term viability of many businesses. As per ICRA report, the intensity of 'Covid 2.0' applied temporary brakes on the industry's recovery path derailing it by 6-8 months, and a return to the pre-pandemic levels is now expected only by FY24.

It was rather unfortunate that many states that opened up in Q3/ Q4 FY 2021 and welcomed tourists were forced to shut down due to the second wave which was a setback to the hospitality industry. However, this time the lockdowns and restrictions were more localised. Many hotels across India operated at a reduced occupancy rate or had become Covid-19 centres for travellers who had to undergo a mandatory quarantine at rates stipulated by the government.

The Hotel Association of India (HAI) released discouraging figures which stated that more than 40 per cent of hotels had to either shut or are on the brink of closure, which has affected 70 per cent of its staffers. As part of resurrecting the hospitality sector, HAI urged the government to initiate measures and infuse liquidity through moratorium, restructuring and changes to the Emergency Credit Line Guarantee Scheme. Also, making the hospitality industry part of the priority lending sector will help tame further financial hazards and make monetary infusion easier. These steps will ensure respite to the bleeding industry and initiate a possible recovery to this sector.

With the diminishing coronavirus cases and push to vaccination drive, states like Maharashtra, Karnataka, Uttarakhand, among others have initiated measures to unlock to give a fillip to the hospitality industry. With the unlocking of most states, one can expect high degree of pan-India travel as aspiring Indians would want to move out of their dwellings and explore newer horizons. However threat of delayed recovery on account of second Covid wave remains as various states imposed partial/full lockdown from Feb'21 onwards, which started un-locking from mid-June'21.

Addressing a virtual session on Hospitality industry in August, Arvind Singh, Secretary, Tourism, Government of India said that the pandemic caused severe setback to the tourism industry and the biggest challenge today is to accelerate recovery of the Indian tourism sector. It requires strong collaborations and engagements with the industry as well as with the state governments, he said.

Resurgence of the tourism and hospitality industry, which is considered as an 'engine of economic growth' with its direct and indirect linkage to about 360 industries, which contributes over 7% of GDP of India and about 8% in total employment generated and which is the third largest source of foreign exchange for India, is receiving prime governmental attention and this could certainly see things starting looking up in the days ahead.

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Happy Onam