

FHRAI signs MoU with Sustainable Hospitality Alliance to promote a new era in net positive hospitality

The Federation of Hotel & Restaurant Associations of India (FHRAI), the third-largest association in the country, has taken a significant step forward by entering into a Memorandum of Understanding (MoU) with the Sustainable Hospitality Alliance. This partnership represents a major advancement for India's hospitality sector as it moves towards making a positive impact on destinations, signaling a pivotal moment in the industry's journey towards contributing more to the places it serves than it consumes.

The MOU, signed by Pradeep Shetty, President of FHRAI, and Glenn Mandziuk, CEO of Sustainable Hospitality Alliance, underscores a shared commitment to exploring collaborative opportunities and synergies between the associations to create lasting positive outcomes for our planet and its people. Their collective aim is to pilot and implement comprehensive solutions to address social and environmental sustainability challenges. Through joint initiatives and the exchange of expertise, both entities seek to deepen their understanding of each other's needs and processes.

This collaborative effort within the hospitality industry aims to make a tangible positive impact on both the environment and local communities. By uniting engaged hospitality companies and strategic partners, it harnesses the collective power of the industry to effect change locally and globally. Through this partnership, FHRAI and the Alliance will explore joint initiatives and share knowledge to implement comprehensive solutions towards achieving sustainability goals. Both parties are committed to fostering a mutual understanding of needs and processes to maximize their collective impact.

Commenting on the collaboration, Shetty expressed his enthusiasm, stating, "I am excited to announce a significant step forward in our industry's sustainability commitment through our partnership with the Sustainable Hospitality Alliance. Together, we embark on an exciting journey to revolutionize the hospitality industry in India, demonstrating our strong

commitment to reducing our environmental footprint while maximizing our positive influence on the communities we serve."

Mandziuk added, "As the global hospitality industry strives for a sustainable future, I am pleased to welcome FHRAI to our community. This partnership represents a milestone for the Alliance and will undoubtedly support India's climate action efforts while guiding its expansive hotel and restaurant industry towards achieving a Net Positive impact."

Moreover, FHRAI aims to research and enhance the dissemination and utilization of specific tools, training programs, and resources provided by the Alliance, aligning with FHRAI's initiatives in social and environmental sustainability. It will advocate for the adoption of social and environmental sustainability tools and resources and collaborate with the Alliance to integrate the Hospitality Employability Programme designed for marginalized groups into the curriculum of Indian Institute of Hotel Management (FHRAI IHM) programs. FHRAI pledges to work closely with the alliance in executing projects that are mutually beneficial and align with shared objectives.