



Restaurant body encourages people to vote, suggests discounts on showing inked finger

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Mumbai: Hotel and Restaurant Association (Western India), an association of more than 2,500 restaurants, bars and star hotels in the western region, has taken a proactive step to promote voter awareness and encourage participation in the upcoming Lok Sabha elections with its 'Pledge To Vote' campaign.

One of the key recommendations include displaying placards within restaurant premises, indicating the voting day in

their respective constituencies.

"Apart from installing placards, we have also suggested that member establishments offer special discounts on food bills to customers who display the mark of the indelible ink on their finger, signifying that they have cast their vote. This gesture not only incentivises voting but also reinforces the message of civic responsibility and participation," said Pradeep Shetty, president, HRAWI.

As part of its campaign, HRAWI has issued an advisory to its members, requesting them to ac-

tively engage with their patrons and communities in promoting voter participation.

The campaign includes a series of awareness programmes, outreach initiatives and collaborative efforts with key stakeholders to educate and motivate individuals to exercise their fundamental right to vote.

"We also encourage members to actively engage on social media platforms by posting alerts, updates and reminders urging people to cast their votes. We urge all eligible voters to stay informed about election dates and

candidates," said Shetty.

HRAWI is a 73-year-old association. Its members include restaurants and hotels up to five-star deluxe categories. HRAWI covers Maharashtra, Gujarat, Madhya Pradesh, Chhattisgarh, Goa and Union territories of Dadra and Nagar Haveli and Daman and Diu.

The association is part of the national body of the Federation of Hotel and Restaurant Associations of India (FHRAI), in New Delhi, which was originally founded in Mumbai in 1950 by the late JRD Tata.