

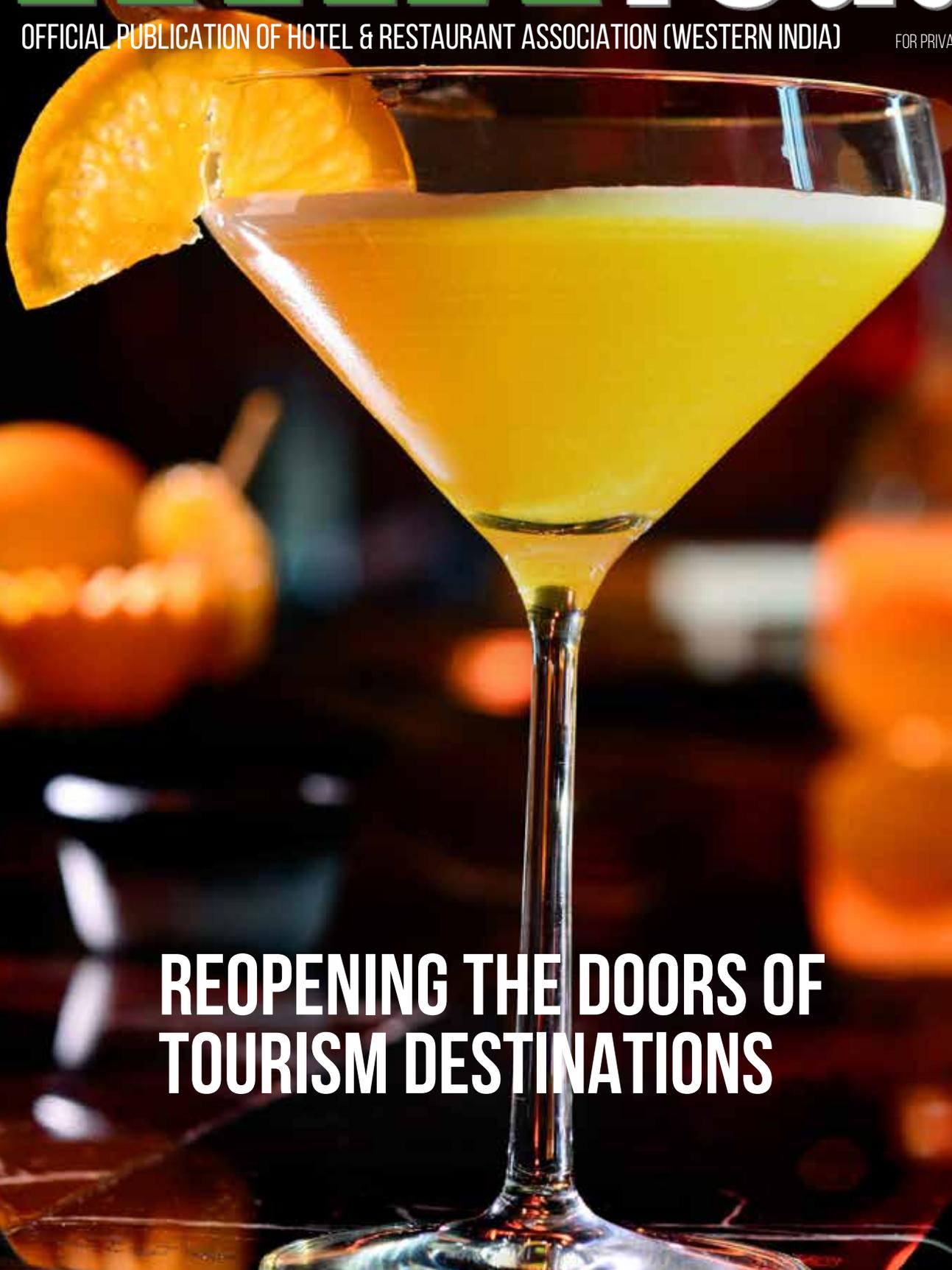
HRA Today



DECEMBER 2020
Vol: 2 Issue 10
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OFFICIAL PUBLICATION OF HOTEL & RESTAURANT ASSOCIATION (WESTERN INDIA)

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**REOPENING THE DOORS OF
TOURISM DESTINATIONS**



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President's Message

My Dear Members,

I wish to begin with congratulating you on the Maharashtra Government's decision to award Hospitality the status of industry. This is a massive win for all of our fraternity and which will help us especially now, during our time of distress. I cannot assert enough on how much the Association is indebted to the relentless efforts made by the previous Office Bearers to have made this possible. The Association, its members and I thank each and every one of them.

This was followed by the Madhya Pradesh State Government's announcement to offer a waiver on the excise license fee. The order came only days ahead of Diwali and came as a good relief to the Hospitality industry in the State. The fee waiver will be applicable pro-rata from the month of April 2020 until August 2020 on account of the lockdown. The HRAWI through its local representative Association played a pivotal role in persuading the Government in agreeing to offer the waiver and the HRAWI is pursuing other States to follow suit. Congratulations to the hoteliers and restaurateurs of MP.

As of today, quite a few member hotels and restaurants have reopened for

business while many others are still contemplating. If you have reopened for business, it is your Association's strong recommendation to follow all the guidelines and take all possible precautionary measures to safeguard the health of our guests. We cannot afford to let our guards down especially now when several States are issuing alerts against the rising numbers of COVID19 cases.

We may witness a temporary setback again due to the travel restrictions and conditions laid down by respective States for controlling the spread. It is holiday season and which usually is the time of the year when the industry looks at generating good revenues. However this year is different and we all sail in the same boat. With no FTAs and an apprehensive domestic traveler, the only way to make guests feel welcome is by instilling confidence through thorough diligence. We are aware that most of you are following the protocols while many others have gone above and beyond to ensure guests feel safe and taken care of. The HRAWI thanks its members for their support and wishes them the very best for the times to come.

Sherry Bhatia

President - HRAWI



The Hotel and Restaurant Association of Western India (HRAWI) continues to expand its membership base across the western reaches of India. In the recent past, the Association has added hotels, restaurants, and other affiliates from Goa, Maharashtra, Gujarat and Madhya Pradesh among other states. The Association's continued efforts and support for the hospitality industry in the regions under its ambit have helped its membership base grow exponentially.

HOTELS	
Name of the Establishmet	Address
Ginger Satellite	Opp. Rajpath Club, Sarhej Gandhinagar Highway, Next to Gordhan Thal, Ahemdabad,Gujarat - 380054
Hotel Dortn	Adjacent to hotel Le-Royale, Near ashok meadows society, Maan Rd, Phase 1, Hinjewadi Rajiv Gandhi Infotech Park, Hinjawadi, Pune - 411057
Bizz Tamanna Hotel	Plot No.10 Opp. Infosys, Phase 1, Hinjewadi Rajiv Gandhi Infotech Park, Hinjawadi, Pune - 411057
Grand Tamanna Hotel,	Plot No.16, Phase 2, Hinjewadi Rajiv Gandhi Infotech Park, Hinjawadi, Pune - 411057
Novotel	Weikfield It City Infopark, Viman Nagar Rd, Pune, 411014
Antariksh Resort	SP 25 Lot No 65 S No 129 Part, 130 A , Dasve Road Village Dasve Opp Dasve View Point, Taluka Mulshi, Disrict, Lavasa
Ekaant Hotel	Village Dasve, Post Mose Budruk Taluka Mulshi, Panshet - Ghol Rd, Lavasa.
Hotel Yogi Midtown	Plot No DX 12,Thane - Belapur Road D' Zone Bonsari, Village, TTC Industrial Area, Turbhe, Navi Mumbai
Radisson Blu Resort	Cavelossim, Beach, Mobor Beach, Goa 403001
Atmantan Wellness Resorts	277, Village Palse, Tamhini Ghar Road, Mulshi, Pune - 412108
Taj Santacruz	Chhatrapati Shivaji International Airport (Domestic Terminal), Off Western Express Highway, Santacruz (East) , Mumbai - 400099
Hotel Shilpa	Next to R Mall, LBS Marg, Mulund Checknaka, Mulund (W) - 400080
RESTAURANTS	
Name of the Establishmet	Address
Subway	High Street Phoenix, Lower Parel
Celebration	Satgurli Prime, Near Vaishnav Dham Temple, Bicholi Mardana, Indore, Madhya Pradesh - 452009
Kosmic Sea Lounge	Ground Floor, Windsea Apts, Behind Shanti Ashram, I. C. Colony, Off New Link Rd, Borivali (W), Mumbai - 400103
ASSOCIATES	
Name Of The Establishmet	Address
Eureka Forbes Limited	B1/B2, 701, 7th Floor, Marathon Innova, Off Ganpatrao Kadam Marg, Lower Parel (West), Mumbai – 400 013
LisaMed Technologies Pvt. Ltd.	401-D, WIFI Park, Road No. 03, Thane - 400604

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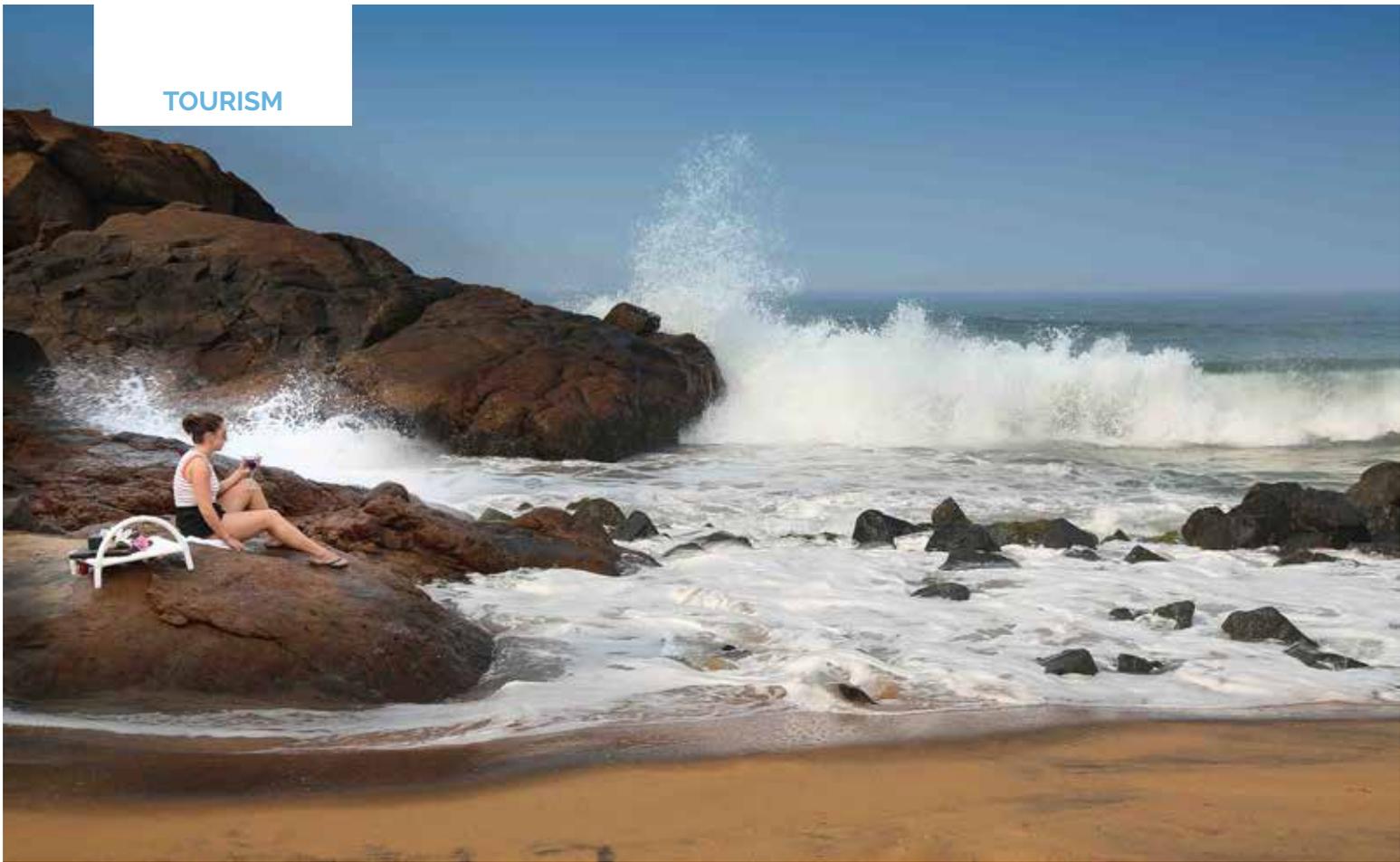
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REOPENING THE DOORS OF TOURISM DESTINATIONS

N.Vijayagopalan

The negative impact of COVID-19 on the economy is the most discussed topic ever since the pandemic hit us. Of the several industries severely impacted by the pandemic, tourism is on the fore front. Tourism industry which has direct or indirect linkage to a host of key sectors, to which one in every eight jobs in India is directly or indirectly linked, which contributes about 40 per cent of the country's revenue, can be rightly considered as an 'engine of economic growth'. India cannot afford to have its tourism industry struggling, notwithstanding any calamity. Even before the outbreak of Covid-19, tourism industry was

plagued by a few challenges and the pandemic has only aggravated the situation. Can we make use of the unlock phase of the economy to fix challenges that have long plagued the sector?

India's tourism revenue loss post the lockdown clamped to fight Covid-19 is projected to be 10 lakh crore, with an estimated five crore people losing their jobs. This being the case, it is no wonder that the central and state governments are rushing to restart domestic tourism, given the possibility that it would be a long time when international tourism is back to air. However, the chances of this exposing vulnerable local communities to the coronavirus, while offering

little reassurance to potential travelers, cannot be overlooked, unless there is a major revamping of tourism policies. This makes it imperative that as we emerge into a new “normal” and learn to live with COVID-19, India’s tourism industry transforms itself to create a COVID-ready destination, which is also sustainable and resilient in the medium and long run.

One of the major issues which has long plagued India’s popular hill stations and ecologically fragile hotspots is over-tourism, which as defined by The World Tourism Organisation (UNWTO) is the impact of tourism on a destination, or parts thereof, that excessively influences perceived quality of life of citizens and / or quality of visitor experiences in a negative way. The congestion or overcrowding from an excess of tourists often results in conflicts with locals. Every summer, the hill towns including Manali, Shimla, Darjeeling, Mussoorie and Leh become overrun with tourists, shops, street vendors and other offshoots of tourism. The price of over tourism is often chaotic construction, traffic jams and ecological degradation.

The pause brought in by COVID-19 has come as a blessing in disguise for such destinations giving them a much-needed breather. Further it also gave them an opportunity to assess their tourism carrying capacity, which is the maximum number of people that may visit a tourist destination at the same time, without causing destruction of the physical, economic, socio-cultural environment and an unacceptable decrease in the quality of visitors, as defined by UNWTO. Implementation of

the carrying capacity concept can be attempted only through prior registration, travel permits, limiting the number of rooms available, having a tiered tourist tax structure etc.

In the new normal, selection of a travel destination will be influenced as much by the ease of social distancing it would provide as by the proximity to nature. More people are likely to choose places where they can easily get away from the crowds. In such a scenario, the implementation of carrying capacity across popular and potential tourism destinations assumes more relevance as it would facilitate travellers spreading out and practice of social distancing and support livelihoods across a wide range of places. In the same vein, the earlier popular destinations can retrieve their original appeal

and fix their ecological imbalance, while emerging destinations can be saved from the looming threat of overtourism.

It is a fact that alongside many spectacular visuals of India, there is the ugly reality of the surroundings being littered with waste materials, packings, bottles and remnants of food materials and rivers and backwaters being choked with discarded waste and even precious heritage sites lined with rubbish.

Absence of proper waste management has been one of the woes of India’s tourism hotspots, particularly the mountains. Even the places where the waste is conscientiously gathered from the streets and rivers do not have access to recycling facilities. This results in either burning of the accumulated waste releasing toxic chemicals, or their piling up in



overflowing landfills, ultimately landing up in oceans and rivers or contaminating the groundwater.

A major threat looming large in the new normal is the unplanned disposal of biomedical waste like face masks, shields, sanitisers, gloves and even PPEs which are expected to increase significantly as tourism rebounds. This would aggravate the waste problem and also pose a serious threat of contamination among locals and tourists alike.

The above mentioned problems warrant resorting to continuous awareness campaigns in tourism-oriented cities, coupled with initiation of measures like the creation of plastic waste collection points across the city. Tourism destinations across India need to also initiate steps to fix their supply chains to ensure biomedical and segregated waste reaches the nearest recycling centres.

The Covid-19 led reverse migration crisis witnessed

in India has necessitated the adoption of effective measures for sustainable and resilient development in rural India. Erratic weather patterns and natural calamities caused or aggravated by climate change are predicted to significantly affect rural communities.

Tourism needs to evolve in the new normal creating better places to live first, and host second. It is essential that tourism development focuses on the needs of the local community through measures like incentivising the preservation of their traditional way of life, also facilitating access to urban conveniences, to facilitate creation of destinations worth visiting. That would certainly help paving the way for long-term sustainability and resilience.

According to a United Nations report, the world is treating the health and economic symptoms of the coronavirus pandemic but not the environmental cause.

In order to reassure domestic and international travellers that India takes the threat of zoonotic diseases seriously, the country must revisit and amend its existing animal cruelty laws which warrant long overdue amendments. That means phasing out attractions and festivals that confine or misuse animals, in favor of national parks and protected sanctuaries that offer ethical and safe wilderness experiences.

The need of the hour in the context of the defiant Coronavirus is to launch a public awareness campaign in the country targeted at potential travellers with clear directions on coronavirus safety and an emphasis on meaningful experiences, supporting local livelihoods and being mindful of the environment. This assumes significance as tourism shifts towards creating better places to live.



VIBAN

DRDO DEVELOPS A NEW FACE FOR DISINFECTION A CHEMICAL-FREE SOLUTION FOR COVID 19



A new leaf to the Atmanirbhar Bharath, Motivation Engineers, and Infrastructure Pvt. Ltd. brought a new dimension to the Disinfection during this pandemic era by the Technical efforts by Scientists from DRDO (Defence Research and Development Organization). After the trial, the DRDO approved and issued a certificate for the commercial production of UV Tower. Likewise, the tagline of Viban, the rapid and chemical-free Disinfection, mainly aims at the pandemic prone areas. The unique system of VIBAN is equipped with PIR Sensor, 32 Bit Microcontroller,

fully WiFi-enabled, and a Mobile App to operate it. The wi-fi enabled mobile app can be used very simply by easy handshaking with the UV Disinfection System. The Laser Science & Technology Centre (LASTEC) based in Delhi, with the help of New Age Instruments and Materials Private Limited, Gurugram brought the idea into reality.

The Disinfection System uses UV C light, which is the latest popular emerging tool in defeating the pandemic worldwide. The UV C Disinfection System employs 6/12nos. These mercury lamps that emit a total UVC output power for complete 360° disin-

fection. A room with a 400 sq ft area can be disinfected in 30/60 minutes by positioning the equipment at different places within the room. The major advantages are that the operation time is selectable, it can detect the Visual message for any Motion, and there is a Visual indicator for all 12 lamps status. The innovation is highly beneficial in hospitals, airports, shopping malls, metros, hotels, factories, etc. and for electronic equipment, computers, etc., laboratories, and offices that are not suitable for Disinfection with chemical methods.

For more details-contact +91 9947733339/9995139933



WORKING IN HOTELS AND COVID-19

Our Bureau

How can those working in hotels and other accommodation establishments protect themselves from COVID-19? Here are the advisories given by World Health Organisation.

What can staff do to stay safe while working at a hotel or other accommodation establishment?

Everyone should follow the basic precautions below:

1. Wash all parts of your hands frequently (at least 20 seconds if using an alcohol-based hand rub, and at least 40 seconds with soap and water), including after exchanging objects such as money or credit cards with guests.
2. Cover a cough or sneeze with a bent elbow or tissue and throw

away the tissue in a closed bin.

3. Maintain at least a 1 metre distance from other staff and guests. This includes avoid hugging, kissing, or shaking hands. If you can't guarantee the distance, wear a fabric mask. Be sure to check local and national guidelines on the use of masks. Staying behind plexiglass boards at reception and concierge desks can prevent droplet transmission.

Teleworking may be a possibility for some jobs, which can help reduce physical contact with others.

Should staff wear a mask while working?

In areas where the virus that causes COVID-19 is circulating, staff aged 60 or over, or who have any underlying health conditions

such as heart disease, diabetes or lung cancer, should wear a medical mask because of their higher risk of getting seriously ill from COVID-19.

Staff under the age of 60 and who are in general good health can wear fabric masks when they cannot guarantee at least a 1 metre distance from others. This is particularly important for staff who are in close contact or potential close contact with others. Everyone should follow local policies and regulations.

What should staff do if a guest becomes sick at an accommodation establishment?

If a guest at the accommodation develops symptoms of COVID-19, such as fever, dry cough or tiredness, staff at the

accommodation establishment should contact the local health authority and follow their instructions. The sick person should be isolated in a room, alone, or at least 1 meter away from others, according to local health authorities' instructions. No visitors should be permitted to enter the room occupied by the affected guest. Staff should also move people traveling with the sick person to a different room, if possible.

It is usually the relevant public health authority, not the management of the hotel and accommodation establishment, which has the authority to demand sick guests to temporarily remain in their room or to

prevent them from receiving visits from other guests. National law will guide the rights of the guests to refuse or not the recommended measures.

Staff entering the room of an ill person should maintain at least a 1 meter distance from the ill person, and request that the ill person put on a medical mask.

If staff need to assist an ill guest within a 1 meter distance, they should clean their hands before putting on appropriate personal protective equipment (medical mask and eye protection, gloves and isolation gown), and clean their hands after providing assistance. Training should be provided on how to avoid contaminating themselves.

“

Staff entering the room of an ill person should maintain at least a 1 meter distance from the ill person, and request that the ill person put on a medical mask.

”



What should staff do if they have symptoms?

If staff develops COVID-19 symptoms while at work, such as fever, dry cough or tiredness, they should immediately stop working, put on a medical mask and isolate in a suitable room while medical services are notified. Disposable tissues and an appropriate waste bin with a lid should be available in the designated isolation area while waiting for medical assessment or transfer to an assessment facility.

If staff develops symptoms while at home, they should stay at home and seek medical attention, following instructions from a health worker that will include a period of time for self-isolation away from others, including family members, according to local guidance. The staff member should inform the management accordingly.

(Source : World Health Organisation)

TOURISM AND HOSPITALITY INDUSTRY IN INDIA – A SNAPSHOT

Our Bureau

Here is a snapshot on Indian Tourism and Hospitality industry basing on India Brand Equity Foundation's study report on the industry. (August 2020)

Contribution to GDP above world average

- According to WTTC, India ranked third among 185 countries in terms of travel & tourism's total contribution to GDP in 2018. During 2019, FEEs

from tourism increased 4.8 per cent* y-o-y to Rs 1,94,881 crore (US\$ 29.96 billion).

- In India, the sector's direct contribution to GDP is expected to grow by 7.1 per cent per annum during 2018-28

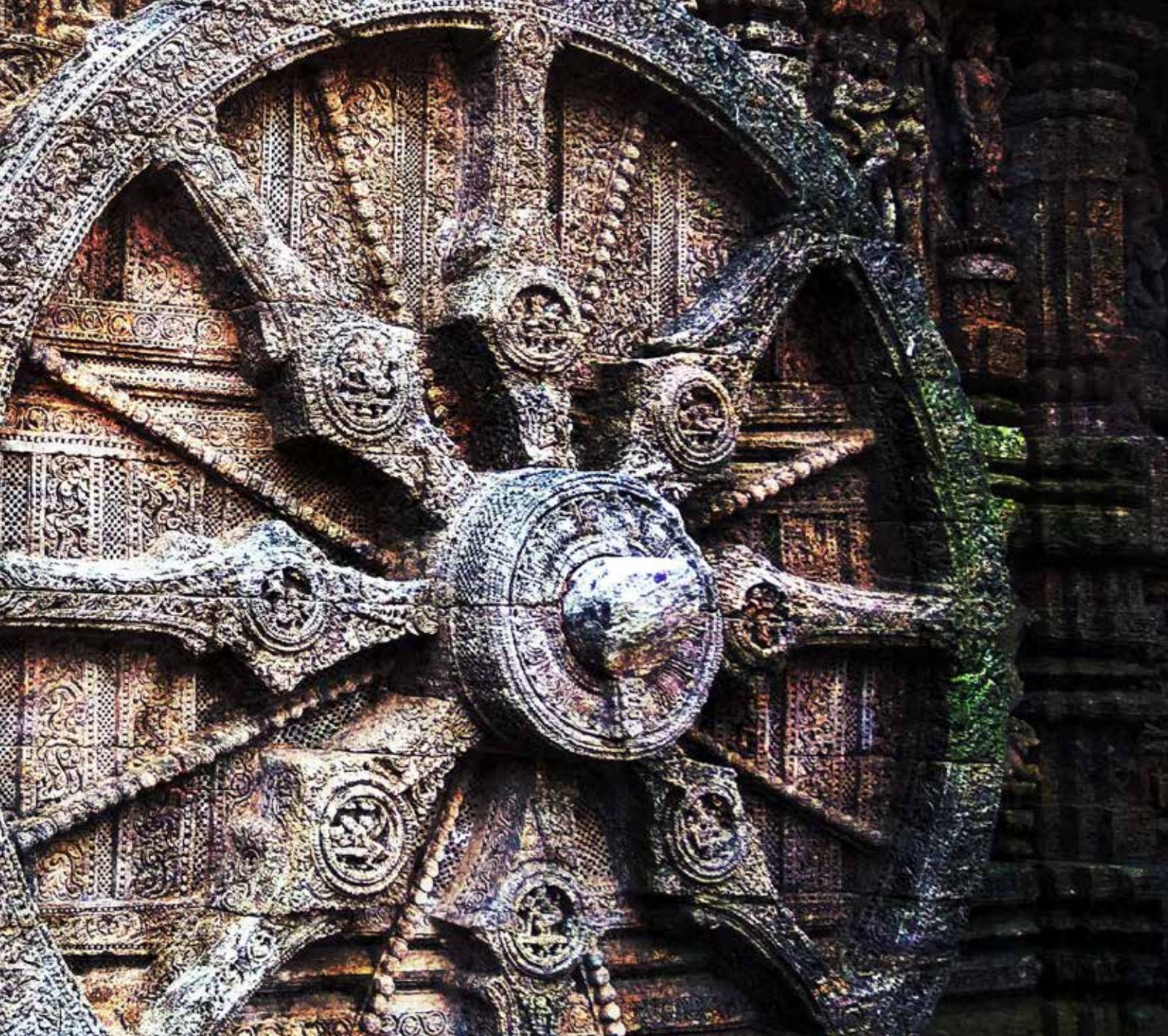
Creating higher employment

- As of 2019, 4.2 crore jobs were created in the tourism sector in India,

which was 8.1 per cent of the total employment in the country.

Higher investment

- Travel & tourism's contribution to capital investment in India is projected to grow 6.7 per cent per annum during 2018-28.
- Under the Swadesh Darshan scheme, 77 projects have been sanctioned worth Rs



6,035.70 crore (US\$ 863.60 million).

Increasing visitor export

- Contribution of visitor export to total export is estimated to increase 5.5 per cent per annum during 2018–2028.
- International tourists arrival is expected to reach 30.5 billion by 2028.

New visa reforms

- Electronic tourist

authorisations, known as e-Tourist Visa, launched by the Government of India, has resulted in increase in number of tourist visa issued in the country. The facility was extended to citizens of 169 countries as of December 2019.

- During 2019, a total of 29,28,303 tourists arrived on e-Tourist Visa, registering a growth of 23.6 per cent

ADVANTAGE INDIA

Robust Demand

- By 2020, medical tourism industry of India is expected to touch US\$ 9 billion.
- During 2019, 10.89 million foreign tourists arrived in the country.
- International tourist arrivals are expected to reach 30.5 million by 2028.
- Prime Minister Narendra



Modi urged people to visit 15 domestic tourist destinations in India by 2022.

Attractive Opportunities

- India has a diverse portfolio of niche tourism products – cruises, adventure, medical, wellness, sports, MICE, eco-tourism, film, rural & religious tourism.

Policy Support

- A 5-year tax holiday has been offered for 2-,3- and 4-star category hotels located around UNESCO World Heritage sites (except Delhi & Mumbai).

- Under the Swadesh Darshan scheme, 15 thematic circuits in the country have been selected for development of tourism infrastructure.
- e-Tourist Visa facility offered to 169 countries as of December 2019.

Diverse Attractions

- India offers geographical diversity, attractive beaches, 30 World Heritage SBPM and 25 bio-geographic zones.
- The country's big coastline is dotted with several attractive beaches.

- Ministry of Tourism is promoting Buddhist Circuit to increase India's share in global tourism market.

SEGMENTS OF TOURISM AND HOSPITALITY

Accommodation and catering

Accommodation could be hotels & motels, apartments, camps, guest houses, lodges, bed & breakfast establishments, house boats, resorts, cabins & hostels. In addition, tourists also require catering facilities, which includes include hotels, local restaurants, roadside joints, cafeterias & retail outlets serving food & beverages

Transportation

This segment comprises airline companies, cruise services, railways, car rentals & more. Atourist's choice of transport would depend on the travel budget, destination, time, purpose of the tour & convenience to the point of destination

Attractions

Another major component of the travel & tourism industry is 'attractions' such as theme parks & natural attractions including scenic locations, cultural & educational attractions, monuments, events & medical, social or professional causes.

Travel agents

A fragmented sector with several independent travel agents & many online businesses. They also sell associated products such as insurance, car hire & currency exchange. Business travel

agencies specialise in making travel & accommodation arrangements for business travellers & promoting conference trades.

Tour operators

Offer customised tours, including travel, accommodation & sightseeing.

EMERGING TOURISM AND HOSPITALITY SEGMENTS

Luxury Tourism

The luxury travel market in India is expected to grow at rate of 12.8 per cent during 2015-25, the highest in comparison with any other BRIC country.

Heritage Tourism

Tourists visit India for its cultural heritage in various cities The country's rich heritage is amply reflected in the various temples, majestic forts, pleasure gardens, religious monuments, museums, art galleries, urban & rural sites.

Medical Tourism

Tourists seek specialised medical treatments, mainly ayurvedic, spa & other therapies The primary purpose is achieving, promoting or maintaining good health & a sense of well-being

Adventure tourism

A wide range of adventure sports are covered under this category with specialised packages The activities include mountaineering, trekking, bungee jumping, mountain biking, river rafting & rock climbing

Pilgrimage Tourism

One of the biggest contributors to tourism industry. India being a religious hub for different cultures, attract many tourists every year.

Rural Tourism

The aim is to develop interest in heritage and culture; & promote visits to village settings to experience & live a

relaxed & healthy lifestyle

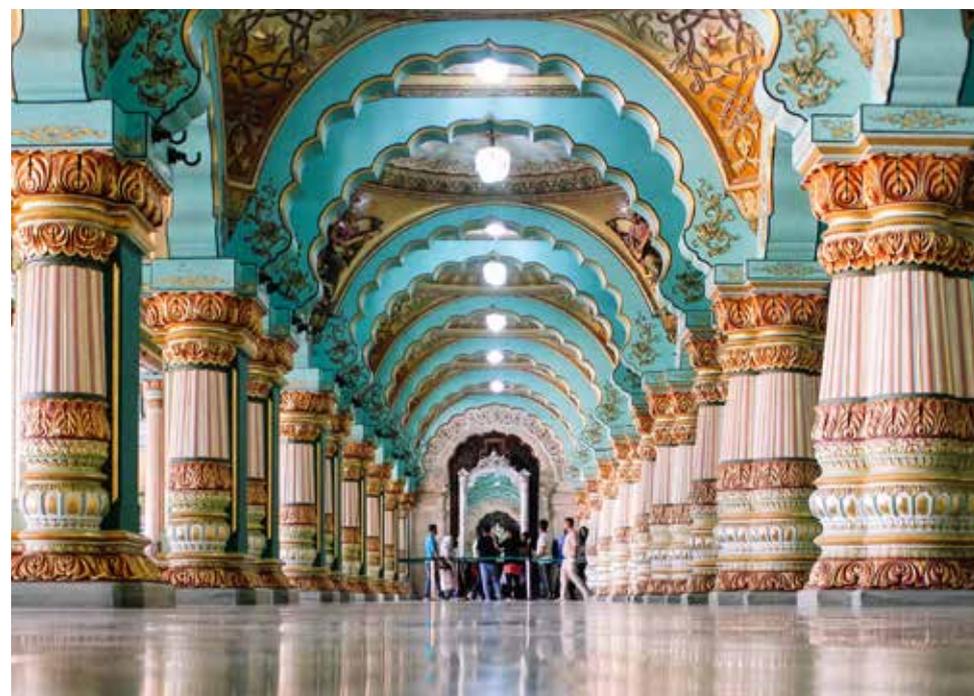
Eco-Tourism

Vast variety of flora & fauna in various states is a major factor behind their growing popularity as tourist destinations. Thenmala in Kerala is the 1st planned ecotourism destination in India.

RISING CONTRIBUTION TO INDIA'S GDP

- India ranked eighth in the world in 2018, contributing almost US\$ 247 billion to the country's GDP. It is the third largest foreign exchange earner for the country.
- India was ranked 34 in the Travel & Tourism Competitiveness Report 2019 published by the World Economic Forum.
- The tourism & hospitality sector's direct contribution to GDP is expected to reach Rs 12.68 trillion





(US\$ 194.69 billion) in 2028.

- According to 2018 report of the World Travel and Tourism Council (WTTC), India was ranked third in the tourism sector.
- Total earning from the sector in India stood at US\$ 28.6 billion in 2018, and it is targeted to reach US\$ 50 billion by 2022.

FOREIGN EXCHANGE

- Tourism is an important source of foreign exchange in India similar to many other countries. During 2019, foreign tourist arrivals (FTAs) in India stood at 10.89 million, achieving a growth rate of 3.20 per cent y-o-y
- During 2019, India earned foreign exchange of US\$ 29.96 billion from tourism, recording a y-o-y growth of 4.80 per cent.
- Foreign exchange earnings (FEEs) from tourism in India witnessed growth at a CAGR of 8.96 per cent during 2007-2019.

RISING REVENUES FROM LEISURE AND BUSINESS SEGMENTS

- Share of revenue from leisure travel to total tourism stood around 94.8 per cent in 2019.
- Leisure travel spending reached US\$ 234.16 billion in 2019 and is expected to reach US\$ 432.3 billion by 2028F.
- Business travel revenue was US\$ 12.84 billion in 2019 and is projected to increase to US\$ 24.4 billion by 2028F

GROWTH DRIVERS FOR THE TOURISM MARKET

Infrastructure

- More than half of Ministry of Tourism's budget is channelised for funding the development of destinations, circuits, mega projects as well as rural tourism infrastructure projects.
- Tourism Ministry is currently developing several theme-based tourist circuits under Swadesh Darshan Scheme to promote tourism.

Rising FDI

- Hotel & Tourism sector received cumulative FDI inflow of US\$ 15.28 billion between April 2000 and March 2020.
- International hotel brands are targeting India. Carlson group is aiming to increase the number of its hotels in India to 170 by 2020.
- Hospitality majors are entering into tie-ups to penetrate deeper into the market. Taj & Shangri-La entered into a strategic alliance to improve their reach and market share by launching loyalty programmes aimed at integrating rewarded customers of both hotels

Growing Demand

- Domestic expenditure on tourism is expected to rise due to the growing income of households.
- Several niche offerings such as medical tourism & eco tourism are expected to create more demand.
- By 2029, India's tourism sector is expected to reach Rs 35 trillion (US\$ 488 billion) with a growth of 6.7 per cent and accounting for 9.2 per cent of the total economy.

Policy Support

A web based Public Service Delivery System (PSDS) had been launched by the Ministry of Tourism to enable all the applicants seeking approval for hotel projects and track their applications online on a real time basis. The Government will develop 17 iconic tourist sites in India into world-class destinations as conveyed in the Union Budget 2019-20 (Courtesy : IBEF Study Report (August 2020))



CENTRE ANNOUNCES SOPS FOR B2B TRADE EXHIBITION

Our Bureau

The big picture of the Industry, an inevitable marketing tool; yes, the trade shows are significant for many reasons in B2B marketing. The trade shows are getting value to the B2B marketers by providing a unique picture of the company. Even though it is for the promotion of products and services, it is associated with the two essential ends, buyers and sellers. Like every other industry, the trade shows also got a massive setback in the pandemic period. Gradually it reaches the shores of revival. The Ministry of Home Affairs announced that the Business to Business (B2B) exhibitions could be conducted outside the Containment Zone from 15th October 2020. As

a continuation, the Centre proceeds with some standard operating procedures (SOP). The Ministry of Commerce and Industry put forward generic and precautionary measures to be adopted, in addition to specific criteria, for holding B2B Exhibitions to maintain physical distance as well as other safety measures against COVID 19.

The Generic Measures

Everybody needs to obey these measures to secure them from the pandemic.

- a. Physical distancing of at-least 6 feet to follow as far as feasible.
- b. Use of face covers/ masks to be made mandatory.
- c. Installation and Use of the

‘Aarogya Setu’ app shall be mandatory for all with smartphones.

Let us commence with the internal system, including the venue providers, exhibition organizers, service providers, and exhibitors.

For the Venue Provider

- ◆ Health/ first aid kiosks manned by optimal staff with adequate equipment like thermal guns and hand sanitizers at all entry/ exit gates.
- ◆ Mandatory self-assessment through Arogya Setu mobile application.
- ◆ The Exhibition Halls shall be disinfected before giving possession.



- ◆ The entry and exit should be separated for visitors, and the Venue must ensure adequate natural cross ventilation.
- ◆ A well-planned garbage disposal policy should be maintained.
- ◆ For air-conditioning / ventilation, the guidelines of CPWD shall be followed, which emphasize that the (i) temperature setting of all air conditioning devices should be in the range of 24-30 degree (ii) relative humidity should be in the range of 40-70%, (iii) recirculation of air to be avoided to the extent possible, (iv) intake of fresh air should be as much as possible and (v) cross ventilation should be

adequate. The air handling unit must be cleaned and maintained regularly to maintain adequate in-hall temperature/air movement as recommended by health authorities.

- ◆ An adequate number of CCTV should be installed in the venue/ campus, including inside the halls and the F&B locations, to closely monitor visitor movement to ensure social distancing and control overcrowding at any point. There should be an adequate AV unit for the announcement to manage the crowd movement.
- ◆ A dedicated lane for vehicle movement with a single entry and single exit of the vehicles

needs to be created. The round-robin arrangements should also follow this dedicated lane. The drop-off points and parking points should be identified. The spaces for parking of vehicles should be clearly defined to maintain social distancing in the parking areas. The parking space provided should have adequate distancing norms between vehicles.

- ◆ The F&B service providers to be advised that proper hygiene be maintained and the infrastructure be disinfected regularly. They may be advised to offer pre-packed food to the extent possible and to avoid a buffet-style set-up to avoid queue-ups. Digital payments must be encouraged. The F&B outlets/couriers shall mandatorily install glass partitions as a physical distancing measure. The serving personnel should wear masks and gloves. The F&B services providers will be required to follow the guidelines issued by the relevant government agencies. The business visitors/delegates are encouraged to bring their own water bottles. There should be a provision of tissue papers near water dispensers, Tea/Coffee makers, etc. to avoid direct contact with the hand. All equipment should be as far as possible made contactless.
- ◆ To maintain social distancing the number of individuals that can be permitted in any given hall, stall/ booth and toilet/ washroom at any particular time may

be moderated such that the latest MHA/ MoHFW guidelines on social distancing are complied-with, which currently translates into a 3.25 sq. m per person in the halls. (10,000 sq. m hall should have a maximum of 3076 persons; a 5,000 sq. m hall should have a maximum of 1538 persons.)

- ◆ The venue owner should create an isolation centre on a permanent basis.

For Trade Exhibition Organizers

- ◆ Exhibition Organizers should assess the risk involved by doing a thorough pre-vent review of the event before the planned dates.' The Organizer should also analyze the health and safety situation of the expected attendees' zones, both national and International.
- ◆ The Organizer should avoid promoting their events to visitors from affected areas whose visit to the event may impact other visitors' health and safety at the show.
- ◆ A plan should be prepared well in advance about the conduct of each activity separately (exhibitions, meetings, shows, food/ catering arrangements, etc.)
- ◆ B2B arrangements shall be permitted outside the containment zones only. Fair /Trade Exhibition Organizers, venue providers, service providers, exhibitors and business visitors from containment zones shall not be permitted.
- ◆ Keeping in view the physical distancing norms, event sites should have adequate floor areas at all locations, which are likely to be visited by the public. The Organizer should ensure that the number of business/trade delegates into the Venue, in respect of their event, is regulated as per the Govt. guidelines during that particular time. The social distance of a minimum of 6 feet when queuing up for entry and inside the Venue as far as feasible. For the purpose, the specific marking may be done at various places like queues at entry and exit of halls, in front of registration desks, in front of booths/stalls in the passageways, etc.
- ◆ Fair/Exhibition Organizers should stagger the operational hours of the Exhibition so that there is organized gathering. The Organizer may also be requested to plan for staggered exit of exhibitors and business visitors/ delegates at the closing time of the show on each day.
- ◆ The Organizer should maintain a record of all the entrants & participants who will enter the Venue regarding their event. They should be able to provide traceability support of suspects to local health authorities if required. In line with the govt. Guidelines, the entrance screened-out based on travel history/symptoms/ information found on the medical interview sheet may be refused entry. Availability of information of any overseas COV ID-19 cases that were detected during or after the event should be passed on to their respective embassies.
- ◆ The Organizer must ensure that they, along-with the exhibitors, visitors, staff/ labour belonging to all the agencies for Construction and Decoration (C&D), Food and Beverages (F&B), Security, Housekeeping, etc. hired by the Organizer and any other stall deployed by them, in connection with the exhibition/conference, are aware of and are following all the precautionary measures advised by the Govt. Authorities, in respect of the Covid-19 virus, from time to time.
- ◆ Appropriate arrangements for personal protection gears like face covers/masks, and other logistics like hand sanitizers, soap, sodium hypochlorite solution, etc. shall be made available by Fair/ Trade Exhibition Organizers/ exhibitors for their staff as per requirements.
- ◆ The Organizer should regularly play recorded messages/announcements on the precautionary measures, good practices, and relevant information regarding the virus during the full tenancy period. Regular Health and safety announcements may be made in English and local languages. They should promote 'Namaste' greetings as a replacement to handshakes. It should highlight the availability of onsite doctors and ambulances. Signage/ boards are to be installed at all prominent places, about preventive measures to be followed by entrants, and spitting inside the premises will be prohibited. A short advisory on social distancing in all signage,

digital messages, boards, etc., may reinforce the standard signage.

- ◆ Business visitors should be given prior information on what they should carry, including a face mask, water bottle, and hand sanitizer.
- ◆ The Organizer should advise all the entrants to practice handwashing etiquettes (even if the hands are visibly clean) with soap and water or alcohol-based hand rub/sanitizer with at least 70% alcohol content.
- ◆ The Organizers should encourage pre-registration of business visitors/delegates to minimize queues at the registration area and seek health declarations from all attendees in a pre-exhibition entry safe zone. All attendees should be registered in order to ensure traceability if needed at a later date. Contact-less entry should be encouraged.
- ◆ An adequate number of ticket counters/registration counters shall be planned duly, ensuring physical distancing norms. The Organizer should consider minimal social contact while setting up the Registration area. Queue masters could be used to manage movement flow. Registration counters set up by the Organizer could have transparent glass partitions to act as a barrier to physical contact.
- ◆ The Organizer shall also encourage online registration with the option of printing of entry badges at home. Further, the QR Code may be generated during the registration, and the entry can be allowed inside the hall

by scanning the QR code by the Organizer.

- ◆ The Organizers should encourage the use of technology to minimize human interface. The organizer should ask its exhibitors to encourage the use of e-brochures to reduce contact and paper wastage.
- ◆ The Organizers should be advised to monitor the number of business visitors/delegates to a particular hall by technology-enabled/outlier means by tracking the inflow and the outflow of visitors in real-time. As soon as the hall reaches saturation as per the hall-rise occupancy load notified by Government agencies, the inflow may be restricted. The number of people in the elevators shall be limited, duly maintaining social distancing norms.
- ◆ The furniture and other surfaces (frequently touched or otherwise) present in each of the halls and will be used in respect of their event need to be wiped with disinfectant regularly by the Organizer.
- ◆ During the event, the Organizer should ensure that sufficient hand sanitizers/soap/tissues in all the washrooms. Their housekeeping agency should be strictly instructed to regularly monitor the hygiene of all the halls, including the washrooms. All the tissues should be in closed bins. Visitors and staff should be advised to dispose of used face covers/masks in covered bins available at premises. The housekeeping agency should ensure that the used tissues are thrown into closed bins immediately after use.

- ◆ If Organizers are providing transport shuttles, they should be cleaned regularly. Avoid transportation to/from any Containment Zones if identified by the Government.
- ◆ The Organizer should encourage prefabricated material while constructing stands to ensure minimum time spent by the stand fabricators, fitters, etc. The Organizer should also instruct the C&D agent to disinfect the booth construction material etc. Stand Contractors should use mechanized trolleys/pallets etc. to minimize human labor while bringing/taking material out of the halls.
- ◆ The Organizers will construct a minimum of one Isolation Room of minimum 3m x 3m (four sides & ceiling covered, with lockable door), which would be manned by the Fair Organizer staff adept in handling a COVID-19 patient and would have adequate facilities like PPE kit, face masks and sanitizers. The Fair/Exhibition Organizer would also ensure to identify and safely transfer the identified suspected COVID-19 patient to the isolation room till the arrival of the medical team or transferring to a COVID Hospital. Disinfection of premises shall be taken up if the person is found positive
- ◆ The Fair/Exhibition Organizer should ensure that the paramedic ambulances that are inside the Venue for their event are crewed by full-time doctor/healthcare staff/nurses with personal protective equipment like

masks, visors, gloves, etc.

- ◆ The Fair/Exhibition Organizer shall set up and chair the Core COVID-19 response team with the involvement of senior officials of all service partners and venues. The Organizer should Identify and convey emergency contact numbers to all the stakeholders on a repeat basis till the exhibition dates.

For Service Providers

- ◆ Duly filled in Self-health Declaration forms shall be collected from all Stand Fabricators.
- ◆ Service providers shall park their vehicles at designated places till they get clearance from the Venue Owner to enter.
- ◆ Vehicles shall be parked by maintaining social distancing.
- ◆ All service providers shall undergo thermal scanning at the entrance of the exhibition venue by maintaining social distancing.
- ◆ Cleaning and regular disin-

fection (using 1% sodium hypochlorite) of frequently touched surfaces (doorknobs, elevator buttons, handrails, queue barricades, seats, benches, washroom fixtures, etc.) to be made mandatory in all public utility common areas.

- ◆ The bio-medical waste (mask, face covers, visors, PPEs etc.) generated may be disposed of following the hazardous waste disposal guidelines.

While setting-up the Exhibition:

- ◆ Arrange maximum pre-fabrication of the confirmed stand design at own premises.
- ◆ Ensure necessary social distancing among workers, supervisory staff, etc.
- ◆ While Transporting the prefabricated materials to the exhibition venue:
- ◆ Sanitize the delivery vehicle and all materials before loading.
- ◆ Drivers and other personnel involved in the transportation

of material must ensure social distancing and wear all necessary PPE.

- ◆ Ensure contact-less transportation of materials to the exhibition venue.
- ◆ Complete stand builds up maintaining social distancing at the site.

While Dismantling:

- ◆ Sanitize the stall along with furniture, fixtures, etc. before dismantling the booth.
- ◆ Dismantle and deliver all material back to the warehouse using sanitized vehicles and mandatory use of masks and other required PPE by the driver and other personnel.
- ◆ Avoid any unnecessary stopover during transit.
- ◆ Duly filled in Self health Declaration forms shall be collected from all Logistic Providers.
- ◆ Sanitize the logistics and warehouse facilities along with all equipment before use by the workers.



During Pickup and Transportation:

- ◆ Exhibition shall be sanitized before packaging.
- ◆ Pick up and ensure contactless transportation of the exhibitor goods to the hall exhibition.

During Re-transportation:

- ◆ Sanitize the exhibitor goods before pick up from the Venue.
- ◆ Re-transport to the port of origin.

For the Exhibitors

- ◆ Aarogya Setu Mobile App is recommended for all the persons operating the stall and is mandatory for the ones with a smartphone.
- ◆ All the stalls should have hand sanitizers. They should ensure that a sufficient gap (of two yards) is maintained at all times between the people operating the stall. All the personnel at the stall should use Face Mask till COVID-19 is prevalent.
- ◆ Every stall should have a covered dustbin.
- ◆ Maintaining social distancing the number of individuals that can be permitted in any coven stall/booth at any particular time may be moderated such that the latest MHA / hloHFW guidelines on social distancing are complied-with.
- ◆ Exhibitors should encourage Digital Payment Options at Food & Beverage (F&B) outlet.

Along with the exhibitors, the visitor plays a vital role for the future. The preventive measures unwind a safe cover for the

visitors also.

For the Visitors

- ◆ Aarogya Setu Mobile App is recommended for all business visitors/delegates and mandatory for smartphones.
- ◆ Visitors should pre-register themselves.
- ◆ The business visitors/delegates should not enter the venue ground if their temperature is not average.
- ◆ Visitors to be allowed entry only if using face cover/masks. The face cover /mask has to be worn by all, at all times, while in public places.
- ◆ Frisking of persons entering the Venue, if planned, shall be undertaken after the thermal screening. Personnel involved in frisking shall wear triple-layer medical masks (in addition to gloves). Proper hand hygiene shall be maintained by such personnel every time they change their gloves.
- ◆ The business visitors/delegates must ensure that they maintain a sufficient distance (of about two yards) from other persons at all the time. Proper physical distancing shall be maintained while exiting the premises too.
- ◆ The number of visitors inside the event venue shall be restricted in accordance with the order issued by the Ministry of Home Affairs from time to time.
- ◆ Seating arrangement in the exhibition halls, food courts, meetings, etc. is to be made so that adequate physical distancing of 6 feet is maintained.

- ◆ In case a person falls sick, he must report to the COVID help desk.
- ◆ Visitors should adhere to all the guidelines prescribed by the Trade Exhibition Organizer.

There are also a specific number of measures to conduct conferences during exhibitions. And the major points are:

- ◆ Identify closed door conference areas for any conference sessions planned during the Exhibition with seating and avoid any standing attendees. Preferably the conference sessions can be held in an Open-air Conference Hall.
- ◆ Speaker/panellist chairs to be placed, ensuring safe distancing.
- ◆ Ensure social distancing for attendees and sanitization of conference areas after regular intervals.
- ◆ For holding B2B meetings during the event, a suitable facility ensuring sufficient space must be created to hold the meetings. The Meeting table must be separated by a distance of at least 6 feet. Not more than two people are allowed to sit at the table at a time for the B2B meeting. E acc shield along with mask and hand gloves must be made mandatory for the B2B participants.
- ◆ The National Directives for COVID 19 Management and the relevant guidelines issued by the Ministry of Home Affairs. Ministry of' Health & Family Welfare, relevant State Governments etc. shall be strictly complied with during all activities.

Organised F&B - QSR industry to gain during COVID times

Organised global QSR chains having strong delivery focus fastest to recover in COVID times.

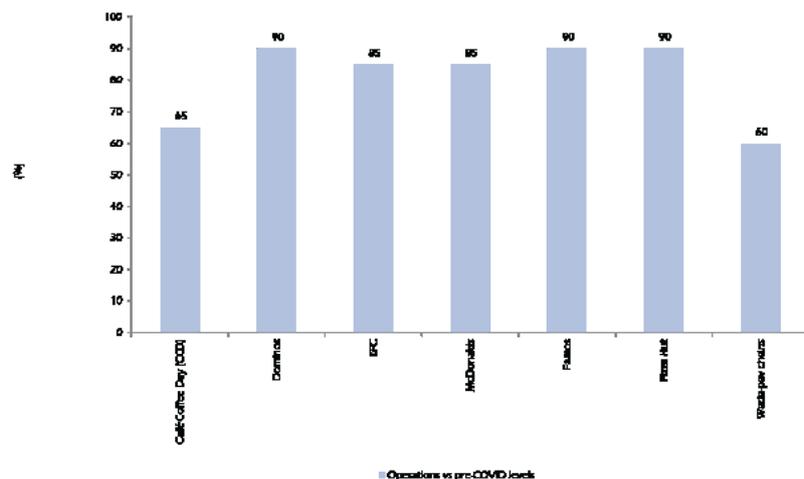


Karan Taurani
Vice President
Elara Capital

With capacity limitations and social-distancing norms, popular restaurants and cafés are currently seeing fewer patrons despite opening up in many states in India since last two months. However, a few quick-service restaurants (QSR) are seeing heightened demand in takeout and delivery, given innovative campaigns of zero contact delivery mechanism and promotional offers on contactless digital payment modes. Major established QSR chains in India have recovered an average of

85-90% of pre-COVID levels and with the shift in focus toward delivery, we believe QSR will witness the fastest recovery to pre-COVID levels wherein Domino's will lead recovery with full normalcy by November and others by January-February 2021, given their higher share of dine in. Even India cuisine based organised QSR chains lag their global counterparts and will see recovery coming in with a lag; many organised wadapav chains too have breached 65% of pre COVID levels in Aug'20 and are expected to move towards 85% recovery rate by Nov/Dec'20

Majority of QSR chains are back to 80%+ of pre-COVID sales



Source: Company, Elara Securities Research

Increasing ticket size with family ordering

With the entire family being at home amid the lockdown, per order value has gone up 25-30% from INR 450 per order to INR 600 per order, which has been a big jump, due to family ordering

vs single person ordering, aiding in higher realization per order leading to value sales growth.

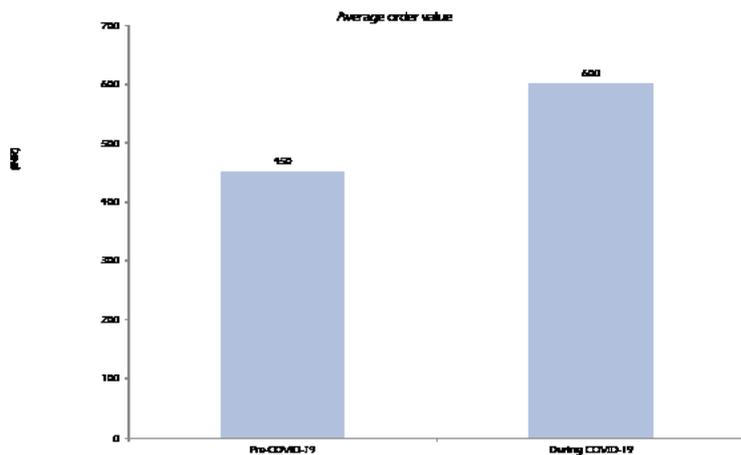
The number of transactions (delivery based) remain down vs pre COVID levels by almost 20%, as stores are operating on timing and other restrictions.

Slow recovery on dine in sales; increased mobility is also a big factor for the same

In case of online delivery, QSR chains were the fastest to adapt to the new normal with campaigns like Zero Contact Delivery and thus witnessed quick recovery vs other restaurants, which struggled due to no digital presence. In case of recovery in dine-in sales too, QSR chains and cafés are expected to pick up faster than fine dining, given longer seating times at fine dining restaurants vs QSR chain dine-in outlets. In terms of dine-in sales ratio, cafés have the highest dependence at 90%, followed by traditional restaurants at 70% of overall sales. Among QSR chains, KFC has 75% contribution from dine-in as well as takeaway sales while Domino's has the lowest at 40% dine-in (pre-COVID). India's small food joints too are dependent 60% on dine-in sales, which will need time to recover post COVID-19.

Around 20% of urban commuters are dependent on public transport in Delhi and Mumbai. In these cities, public transport carries daily 4mn and 3mn, respectively, commuters via local trains and metros. Further, to allow social distancing in public transportation, Delhi Metro will have to bolster capacity 6x to keep passengers safe while Mumbai trains will have to expand services 14-16x, which seems difficult at the moment; thus, we believe normalization of public transportation will take much longer and consequently have a prolonged impact on dine-in sales of restaurants and QSR chains.

Realization per order improves with the jump in average order value



Source: Elara Securities Research

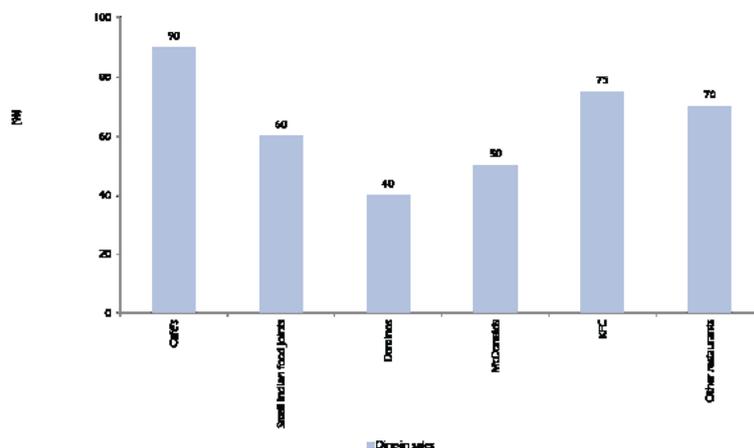
Established brand marketing, trust and reliability to help rebound pre COVID levels

QSR chains with strong brand recall have increased marketing efforts, campaigns and promotions during COVID-19 times to ensure customer stickiness. We believe marketing campaigns during these times will help retain customer interest and benefit QSR chains during post COVID-19 period as people will tend to trust them more vs other organized brands, due to their transparency in cooking processes, quality control standards, automated kitchens, less manual intervention in

processes, digitization across stores for contactless ordering experience and payment.

Domino's was the first brand to launch contactless and zero contact delivery during the COVID-19 period, which provided it with a first-mover advantage. It was later adopted by other major chains & aggregators, such as Zomato, Swiggy and Dunzo, enabling faster pickup in the F&B delivery space. In case of McDonald's, drive-thru and McDelivery were pushed via various promotional offers to offset loss in dine-in sales.

QSR chains are less dependent on dine-in sales vs traditional restaurants



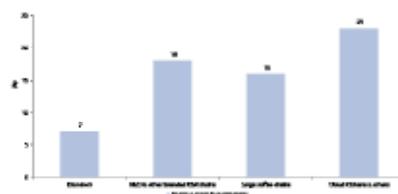
Source: Company, Primary Research, Elara Securities Research

Multiple other factors working in favour of organised/large QSR/F&B chains vs unorganised

The large organised QSR chains have always had an advantage over the unorganised players backed by economies of scale pre COVID. In COVID times too, the larger organised players have many more advantages like 1) lower rental on a revenue share basis (temporary arrangement) with mall developers and high street owners, as their revenue recovery will be faster vs the smaller chains 2) the intensity of outlets shutting down too will be much lower for large organised QSR chains at almost 10-15% (as they have better liquidity and better cash reserves) vs other players as almost 35% of smaller restaurants/cafes are estimated to shut down on a temporary basis 3) arrangement with aggregators too are favourable for the larger

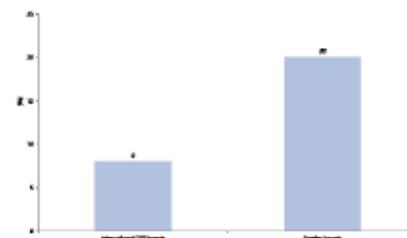
chains as they pay almost 30% lower revenue share percentage basis vs the smaller restaurants cafes. Given the above advantage sustaining for larger organised players during COVID times, they will be clear winners and gain market share. The risks for all of the above working against organised/larger players is 1) the access to an effective vaccine 2) second wave of the virus in India if the vaccine is not launched 3) affordability takes a hit due to lower income levels

Domino's with high bargaining power vs peers in terms of revenue share to aggregators



Source: Primary Research, Elara Securities Research

International QSR chains with higher bargaining power in revenue share-based rent



Source: Primary Research, Elara Securities Research

Fewer QSR chains shutting amid COVID-19 than other restaurants



Source: Elara Securities Research

(The author is a Research analyst in the M&E/consumer discretionary space with an overall work experience of over 14 years in equity research covering multiple other sectors (Tech, Telecom); covering the organised QSR industry closely and ranked 5th best analyst for the India Entertainment sector as per Asiamoney Brokers Poll 2019)

APPOINTMENTS



Charulata Sukhija
Deputy Secretary-General
HAI

Hotel Association of India (HAI), the apex body of the hotel industry in India and an integrated hospitality industry platform, has announced the appointment of Charulata Sukhija as the Deputy Secretary-General of the Association. Sukhija's appointment is in line with HAI's overall strategic restructuring to strengthen the HAI secretariat in its efforts to aid the survival of the hotel industry in India.

Sukhija has been part of the hospitality sector since 1985 and started her career at the India Tourism Development Corporation (ITDC), an organization entrusted with the task of developing tourism infrastructure and promoting India as a tourist destination. Sukhija joined HAI in 2008 and was holding the position of Director, supplementing the association's efforts to strengthen the voice of the industry amongst the external stakeholders.



Manish Gupta
CEO
TajSATS

Manish Gupta has been appointed as the Chief Executive Officer (CEO) of TajSATS Air Catering Limited, Indian Hotels Company's (IHCL) joint venture with SATS, and India's market leader in airline catering. Gupta will move to his current role from his previous position of being the Area Director – East & General Manager – Taj Bengal, looking after the Eastern India hotels, Bhutan and Nepal. He spearheaded the organization's growth in this fast growing part Gupta has over two decades of experience in multiple roles across various categories and sizes of hotels in India.



Sai Shankar
Vice President-
Procurement
The Leela Palaces,
Hotels and Resorts

In his new role, Shankar will align the procurement team and set up procurement processes and policies for The Leela brand. In addition, he will also lead the cost-savings initiatives and resource optimization for the brand that will help in improving profitability. Shankar brings with him over two decades of extensive experience in Procurement, including tendering of new projects, bulk supply sourcing and strategizing for annual capital expenditure.



Anil Chavan
General Manager
Aarya Lords Club and
Resorts

Chavan brings with him rich and varied experience of over 17+ years with reputed chain of hotels such as Le Meridien, Intercontinental and Oak wood to mention a few in both operations as well as sales & marketing. In his new role Chavan will be responsible for delivering high level of customer service. He will also play an integral role in formulating, administering, coordinating and directing activities of all departments to develop result oriented goals for growth and profitability.



Reuben Kataria
General Manager
The Leela Hotel and
Residences Bhartiya
City Bengaluru

In his new role, Kataria will oversee the complete pre-opening strategy, operations and management of the hotel and guide the hotel senior leadership team with his vision. Prior to joining The Leela, Reuben was the General Manager JW Marriott Bengaluru. He brings valuable knowledge from his world-wide assignments with prestigious Indian and International Hotel chains. His professional experience in working with leading global chains includes The Oberoi, Hyatt and Marriott International.

ZEBA

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- Across India & Overseas
- No minimum quantity required
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Zeba is Vertically Integrated

- Conceptualization
- Designing
- Production
- Installation



Taj Wellington Mews, Lobby

PREBIOTIC CHOCOLATE LIL GOODNESS



'Lil'Goodness', a children's food and nutrition start-up, launched India's first 'prebiotic' chocolate. According to the manufacturers, these chocolates have prebiotic fibres, which activate healthy bacteria in the gut and improve the absorption of essential vitamins and minerals, therefore promoting better immunity and good health. They say the brand aims to empower millennial parents by adding good for health ingredients like prebiotics into the ultimate fuss-free food for children, chocolates and to create awareness about healthy eating.

NEW MUESLI, BREAK-FAST CEREALS _ KWALITY FOODS



Kwality Foods has introduced unique muesli with turmeric, honey and ginger among two other launches - crunchy muesli with almonds and honey and muesli mixed fruit. The company says all three variants have no added refined sugar coupled with the goodness and immunity-boosting capabilities of age-old ingredients and 100 per cent natural contents. Turmeric, ginger, honey and cane jaggery, instead of refined sugar are the main ingredients. The company states that with this launch, they become one of the first Indian brands to have the widest range of breakfast cereals in India.

'TIMIOS MELTS' TIMIOS



Timios, part of Firmroots Pvt Ltd, a packaged healthy snack brand for children has now introduced for children new variants of children's finger food 'Melts'. The company says that to cater to the increasing demand for the product, they have introduced new flavours like banana & strawberry and blueberry. In addition to this, the company has also introduced a value pack that comprises existing flavours of apple & cinnamon, carrot & cumin and the newly introduced flavours. The product is puffed finger food for babies (nine months and above). It is made with natural ingredients and whole grains.

AUTO SNACKS FOOD PROCESSING MACHINES KANCHAN METALS



Kanchan Metals Private Limited has launched a varied number of snack machines with an aim of providing global technology with local support. They have launched automatic bhujia/sev production line, automatic moong dal processing line, mixture line, extruded snack frying line, sabudana frying line, corn cooking and steeping line and bucket elevator system. According to the manufacturers, the bhujia/sev machine is a fully automatic line for producing ethnic Indian wet dough based snacks from 500kg/hr onwards, whereas the automatic moong dal processing line would take 500kg/hr onwards upto 3,000kg/hr and the mixture line machine which is a fully automatic line for weighing and blending of traditional Indian snack mixtures can take 500kg/hr onwards.

IMMUNITY BOOSTING MILK, ICE CREAMS HERITAGE FOODS



Heritage Foods has launched three variants of milk, - ginger, tulsi and turmeric. It has also launched classic, unique and new flavours in ice creams like cookies & cream, berry ripple and caramel ripple. The company claims the ginger milk is good for thermo regulatory, thrombotic, and respiratory functions of the body, which makes it an ideal choice for immunity booster.

The tulsi milk has got tulsi extract, sabja (sweet basil) seeds and mint extract. According to the manufacturers, all herbs in the milk make the product a good immunity shield. They expect that given their functional benefits, the milk variants would attract the likes of progressive and discerning consumers who are concerned about their health and are seeking immunity boosting options that ensure wholesome health for themselves and their family. The milk has 90 days of shelf life.

TIFFIN CAKE BONN GROUP



The leading FMCG player Bonn Group of Industries has added a new range of tiffin cakes to its elaborative cake portfolio. The moist and tender tiffin cakes have three flavours, Orange, Chocolate and Classic. The company says the launch is aimed at offering products with better taste and best quality ingredients in affordable price for mass segment of the society during the coronavirus pandemic

EDIBLE SMAART RICE STRAWS SMAART EATS



With the aim of combating the detrimental effects of plastic-based environmental pollution, Smaart Eats has launched Smaart Rice Straws, which according to the manufacturers are 100 per cent edible, biodegradable, and affordable and made of high-quality rice.

The texture of these durable rice straws is claimed to be harder than the regular plastic straws, so they would not melt in the drinks when using them. They are also available in a variety of sizes (6.5, 8, and 13 mm) and colours (gray, white, purple, green, and orange). According to the company, made from high-quality rice grains, they are perfectly safe for human consumption and they remain perfectly neutral and will not alter the taste of the drinks. After use, one can conveniently dispose them as regular straws.

MEGA SUPERFOODS DIETARY SUPPLEMENT PRORGANIQ



Prorganiq has launched their new health product '24-in-1 mega superfoods'. According to the manufacturers, the new product packs a powerful formula of 24 different essential greens, veggies, fruits, and herbs into a single capsule and delivers an improvement in its user's general health and well-being. Filled with amino acids, vitamins, and minerals, the product is 100 per cent plant-based and offers a gluten-free, GMO-free dietary supplement that is aimed at helping people live a healthier lifestyle, according to the company.

The company says users of the product are able to energise themselves in seconds and reap the benefits of rich antioxidants, detoxification, boosted immunity, all-day energy, stress relief and complete nutrition, and in addition, the powerful superfood formula also has anti-inflammatory properties. The product comprises a rich palette of powerful superfoods including greens, veggies, fruits, and herbs.

ENERVA ENERGY SNACK BAR VESTIGE



Vestige has launched a snacking option Enerva Energy Snack Bar, which aims to replace junk-food breaks during online meetings, trainings, studies and post-exercise with a healthy snacking option to munch upon. The product is made of healthy and nutritious ingredients like almonds, soybean, whey protein, honey, raisins, milk, dark chocolate and peanuts that help to provide instant energy without compromising on taste. It is the perfect snack, full of nutrients. The company says the bar, with a rich chocolate flavour, is ideal for satisfying the between-meals hunger pangs and energise the body and mind and is a nutritious healthy snack, provides instant energy, enriched with dry fruits & nuts, satisfies hunger pangs and convenient to carry.

RAW SEEDS DEL MONTE



Del Monte has introduced its edible raw seeds range with an exclusive launch on Amazon. The range includes Flax, Sunflower and Pumpkin seeds which are sourced from the best farms and are packed with nutrition. The company's seal of approval ensures that the best quality seeds make it to every pack. These edible raw seeds are a nutritional powerhouse and can be consumed across all age groups. They are rich sources of dietary fibre, protein and are enriched with antioxidants that help boost immunity.

The company says the exciting new range of seeds adds a healthy twist to your diet; you can add them to your breakfast to kickstart your day or just pop them straight out of the pack while you're on the go. They are available in 250 gram packs exclusively on Amazon.

Hospitality Industry Reinvents Itself In Pandemic- Era through alternate services.

With outbreak of the coronavirus pandemic continuing without much respite, international tourism continuing to be on a halt and locals being hesitant to get out of their homes, the Indian hotel industry confronted with low revenues is struggling for survival. Under the new normal, hotel groups are under strong compulsion to find out alternate sources of revenue and reinvent themselves.

Market reports indicate how severe is the impact of the pandemic on hotel business. There are instances where a 70 per cent occupancy before the lockdown dipped to as low as 7 per cent or even below. And this too was only because those hotels had some expats stuck there. Otherwise new bookings had come to nil.

Industry reports show that many hotels across the country are coming out with innovative revenue generating models. Gurugram's Hilton Garden Inn has launched 'work from hotel' with daily tariffs to break the monotony for those stuck at home for months. The hotel offers a workspace in a conference room for 3,500 plus taxes, which includes lunch and unlimited tea/coffee for 8-9 hours of the work schedule. They have also started delivering food for generating revenues.

Hotels always shied away from this concept as the focus was always on providing a rich dining experience at the property. But food delivery business was one of the very few services

which were allowed to continue even under lockdown as an essential service. Thus, hotels now see it as a perfect opportunity to enter this operation.

Roseate House, a 5-star hotel in Delhi, now also delivers food from its kitchen. However, as some customers were still cautious in ordering food from outside, the hotel made arrangements, so that they can access live footage of the kitchen on their mobile phone. The hotel has also launched laundry service wherein they pick up the laundry from guest's house and deliver it at their home in 24 hours.

Hotel Crowne Plaza in Greater Noida, apart from home delivery of food has started 'dial a chef' program. If a prospective customer has 4-5 people dining at his/her home, the hotel will send their chef that will setup a catering meal for the customer.

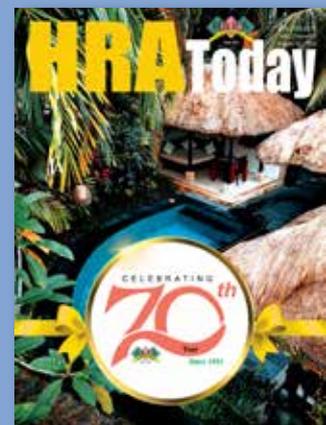
The Federation of Hotel And Restaurant Association Of India, that represents 55,000 hotels and 5,00,000 restaurants in the country, has also written to the finance minister requesting immediate extension of moratorium by 3 months for the hospitality industry. Hotels in different parts of the country are open, Delhi being the latest one to make the announcement. "Occupancy is as low as 10-20 per cent wherever the sector is opened" according to Gurbaxish Singh Kohli, Vice President, FHRAI.



14-days Quarantine: Heavy loss to Jharkhand Tourism

The pandemic hits the travel industry by the safety guidelines. The State government brought mandatory 14-days quarantine for those who arrived in Jharkhand from outside the state. The lack of tourists has a great impact on the top tourist spots. People are reluctant to come to the state due to the 14 days of quarantine; thereby, the hotel remains vacant. Not only the Jharkhand Tourism Development Corporation's (JTDC) Hotels but the private hotel also faced huge losses during the pandemic. The vehicles, taxi drivers, are in crisis because the people are opting for personal cars for travelling.

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Marriott Bonvoy and the Mumbai Indians announces a multi-year agreement



Marriott Bonvoy and the Mumbai Indians, the internationally recognized brand in T20 cricket announced a multi-year agreement. Under this agreement, members of Marriott Bonvoy, the award-winning travel programme from Marriott International will get exclusive experiences with the Mumbai Indians team. As Loyalty Partner for the team, the Marriott Bonvoy

logo will feature on the upper right side-chest of the Mumbai Indians jersey.

Marriott Bonvoy members will be able to redeem their points for exclusive Marriott Bonvoy Moments, while non-members can get closer to the cricket action and players as well, with a simple enrollment to the Marriott Bonvoy programme, via Marriott.com and join the fun and games.

One can also engage with the team through a host of social media contests, where winners stand to win a hosted stay at a Marriott Bonvoy participating hotel in India “Marriott on Wheels” dining vouchers, exciting merchandise and much more. All Marriott International hotels in India will have Mumbai Indians themed menus ready for order and delivery through “Marriott on Wheels” food delivery service. Further, the hotels will also launch curated stay packages, allowing guests to enjoy the game with family and friends with rooms themed to match the cricketing fervor and excitement. Guests can cheer their favorites on to their next win with excellent seating, refreshments on the go, and an endless option of game time favorites to snack on.

MP Tourism brings ‘Drive-in Cinema’, a reality.



The Madhya Pradesh Tourism commences the ‘Drive-in Cinema’ in Bhopal soon. In this pandemic period, the innovative idea enables people to watch films while sitting in their cars or any other vehicle and family and friends. The films and theatre are worst affected by the pandemic for the last seven months. The campus (ground) of the Madhya Pradesh Tourism unit in Lake View Bhopal is selected as the idea’s location. For this, a high picture quality big and high screen and best sound system will be installed on this campus. The tourism department issued the tender and is now in the first phase of the action plan. They will also decide on the rates of tickets to enjoy films safely.

Madhya Pradesh Tourism: Difficulty in enforcing COVID norms

Even in this Covid period, the officials find it difficult to control the people in the tourist spots, especially during the weekends. Major issues are happening close to the big cities in the inappropriate wearing of masks and maintaining social distancing. People travel from destination to destination in their own vehicles, and tourist activities are popular on Saturdays and Sundays. The open spaces like Sanchi and Bhimbetka, the places close to nature like Pachmarhi or Udayagiri in Vidisha, have many visitors. The issues regarding the impolite wearing of masks can be seen in the tourist spots like Bhimbetka, Sanchi, and even Khajuraho.



Maharashtra brings SOPs for Tourism.

The state issued the Standard Operating Procedure for tour operators and tourism service providers. The government also brought protocols for the hotels, food courts, restaurants, and bars, which started working with 50 per cent of capacity. The tour operators' guidelines include that the city tours and heritage walks should be during weekends

when there is less crowded. For maintaining social distancing, the use of microphones is encouraged to provide suggestions. And also a guide can handle only 10 tourists. In the hotel industry, only the cooked food should be served, not any raw vegetables like in the salads. And also from time to time cleaning for restaurant furniture, restrooms, and hand washing.

Maharashtra plans for Hop On, Hop Off Service after four years



The state government prepares for running the Hop-On, Hop-Off service after four years in Mumbai. The Maharashtra Tourism Development Corporation (MTDC) in search of a company to maintain and operate the buses. From 2018, the buses which were bought by the Tourism Department for about Rs 8 crore remain unused in Mumbai's

Santacruz bus depot. The buses' proper functioning will help in the Mumbai Tourism and reach to new tourist destinations. The buses were bought in 2016, but after one year, the project stopped. The air-conditioned bus is equipped with a toilet, a basic pantry with a microwave oven and coffee maker, an entertainment system, WiFi, and GPS tracking devices.



Gujarat Govt. focuses on Sloth bear corridor Conservation.

For the Tourism development, the state government focuses on conserving the "Sloth bear corridor" that covers the stretch between Banaskantha district in the north. To conserve the beast and also to promote tourism, the State Tourism Department created a video as awareness on the behaviour and habitat of the beast, signing off with a message by Amitabh Bachchan. And also a booklet that tabled at the Gujarat State Wildlife Board meeting. The state plans to start a centre for the bear at Ratanmahal Sloth Bear Sanctuary in Dahod district and a sanctuary in Jessore of Banaskantha district. The state is known for the Asiatic lion, wild ass, and migratory birds.

PM inaugurates tourist spots in Gujarat.



The Prime Minister inaugurated 17 new tourist attractions and laid the foundation for four new projects at Kevadia in Narmada district. The important sites are situated around Sardar Vallabhbhai Patel's statue, thereby named as Statue of Unity. The major beginnings include the "Jungle Safari", which has been made "fastest in the world". Another one is "Ekta Mall", as a promotion of handicraft items. Another initiation was a reflection

of traditional healing forms, the "Arogya Van" (health forest), which spread over an area of about 17 acres, containing a wide range of medicinal plants. Other beginnings include the world's largest geodesic dome aviary, the world's first technology-driven Children Nutrition Park and Mirror Maze, "Dynamic Dam Lighting", "SoU website in UN languages and Kevadia mobile app," a cactus garden, and "Ekta Nursery".

Lack of foreign tourists: Goa enumerates huge loss

The COVID 19 completely closed the borders, which reduced Goa's coming tourists, especially foreign tourists. This emptiness creates a huge loss for the economy. The



tourism season of Goa is behind with the receding monsoon when people reach the warmer parts. And most importantly, the foreign tourists occupy the hotels longer than the domestic travellers. According to the Travel and Tourism Association of Goa (TTAG), foreign tourists spend about 14 to 21 days in Goa, while domestic travellers spend about 3 to 7 days. And worse impact happened to the mid to large hotels that depend entirely on foreign arrivals through deals.



GOA TOURISM POLICY 2020

To make Goa the "most preferred destination around the year for high-spending tourists" by 2024, the Government of Goa led by Chief Minister Pramod Sawant approved the Goa Tourism Policy 2020. The policy plans to organize a new tourism board as a core strength for Goa tourism, especially in planning, development, and marketing. The tourism minister will head the tourism board, which includes several tourism committees. The larger autonomous body is a solution for the independent decisions of the earlier model. It focuses on strengthening tourism assets, expanding employment opportunities and tourism infrastructure, and noting eco-tourism initiatives.



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Technology revives hotel Industry after COVID 19

Peace, love, fun, meetings, food - a hotel decorates life in different ways and adds some special moments to the memory. With the increase of COVID cases, people preferred touchless or digital contacts. Industries became adaptable to the pandemic through the digital platform.

To ensure the safety of guests, the hotel industry also adapted some technological innovations and startups. The mobile app Whispr, whispers voice-guidance, and on-demand expertise into workers' ears to guide them through their jobs. It creates a simple and scalable voice guidance platform for frontline services. Another innovation is Checklists and Checkpoints by Nuvola as a part of their StayClean initiative. They implement checklists for healthy standard operating procedures (SOP) of hotels or bring customizable desktops and mobile experience for the supervisors as well as staff. The IntraEdge develops Janus, a new temperature-check kiosk for the health screenings for both guests and staff. STAYmyway remembers you only to stay with your mobile. Staymyway, the digital check-in solution allows the guests to go directly to the room. The welcome may not be so warm, but the affordable and secure mobile key will guarantee your safety. People get access to the on-demand hotel amenities through Daycation, an online booking platform.

The Portier platform also designs continuous "contactless engagements". Through a simple click, the portier portal brings a seamless guest experience. The guest gets access to a Portier phone with unlimited 4G data, unlimited local and international call, a hotel content management system, and a white-labelled Portier city guide. Vouch, the Singapore-based startup brings a digital concierge system that creates a platform to respond to guests for any kind of needs like the need of a towel, ordering room service without even touching the phone.

The hotel industry completely changes its face as suitable for the post COVID period without any difference in hospitality. Many startups support the event and meetings to be held properly in the virtual platform. Many other initiatives like Run The World and Hopin create digital event platforms in the pandemic period.

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