

HOTEL & RESTAURANT ASSOCIATION OF ORISSA *Magazine*

The apex travel trade voice of Orissa

April-June 2010 Issue



Message



Debiprasad Mishra

Minister
Higher Education, Tourism & Culture
Govt. of Orissa

I am glad the Hotel & Restaurant Association of Orissa (HRAO) is continuously trying to promote tourism of Orissa and I appreciate the efforts of the HRAO members in being able to present various facts and other information to the notice of the Government for improving the tourism sector.

As you are aware, Orissa Government under the leadership of Hon'ble Chief Minister Shri Naveen Patnaik is determined to make Orissa an attractive tourist destination in the years to come. Action has been taken to release one of the most attractive tourism policies of the country to attract private sector investments in the field of tourism. Steps are also been taken to make this special tourism area (Samuka) an attractive International tourist destination. Various steps are being taken to promote Orissa as an Eco-friendly destination and projects are coming up in a large way in eco-friendly destinations.

Orissa tourism has in principle decided to participate in all the big fairs and festivals in India and abroad and very soon the Government is going to organize Orissa Travel Mart where travel writers, travel agents, tour operators shall be invited on a FAM tour to see the tourism potential of Orissa and to be able to promote the same.

As Minister, Tourism I welcome all suggestions from the private sectors which will give a boost to the tourism sector of the State.

I wish HRAO all success in promoting the Tourism industry of the State.


(Debi Prasad Mishra)

Message from Chairman's Desk



Looking at the vast tourism potential of Orissa, we should be having more tourist traffic than Goa or Kerala. We need more good hotels in important tourist locations and good pro-active tourism policy besides making Bhubaneswar airport as International airport and having more air connectivity with tourist destinations such as Bodh Gaya, Varanasi, Agra, Jaipur, Cochin, Goa and Srinagar.

We have miles to go for our dreams to come true to make Orissa a truly an international destination.

The Tourism Minister's commitment for giving us an attractive tourism policy is awaited since last year and allotment of land at the Samuka Beach to prospective local entrepreneurs has been delayed since several years. We are hopeful these decisions will be taken soon.

Today the Hotel & Restaurant Association of Orissa (HRAO) has about 215 members in the State and apart from certificates, membership discount cards have also been issued to honour the hotel industry members, and I would like hotel owners to give instructions to their managerial and junior staff to extend proper respect and discount to HRAO members.

Quick action on the repair of the road from Hans Cocopalms to Sterling Resorts at Puri awaited although Honourable Chief Minister has sanctioned Rs. 7 Crores since last two Years.

A very useful meeting was also held with the Commissioner of Police Sri B K Sharma, IPS to sort out some of the issues of the hoteliers. The minutes of the same are given in the Magazine. The Commissioner of police has requested all Hotel and Restaurant members in Cuttack and Bhubaneswar to keep Red Cross Boxes in prominent places in their reception & to donate generously to the Red Cross Society.

The last E.C. Meeting which was held at Jharsuguda was very well attended and thanks to the Jharsuguda members who were excellent hosts. Special thanks to Mr. Ashok Kumar Yadav owner of Hotel Aryan where the meeting took place.

Suggestions from members are welcome any time and the E.C. will be glad to take up issues of common interest.

J K Mohanty, MHCIMA
Chairman

▪ **Editor**
Tarini Prasad Mohanty
Secretary General

▪ **Design & Co-ordinated by**
Durga Das
Executive Secretary

Editorial :

The first News letter of HRAO was widely appreciated by all. I express my heartfelt of thanks to the members who have shared their comments and suggestions with us. HRAO is our association and we as a united entity have to work together to take HRAO to a greater height. I request members to keep on writing and sending us their articles with photographs which can be published in next issues of News letter. With best wishes



Tarini Prasad Mohanty
Secretary General



Seminar on Tourism held during the Entrepreneurs Week. Dignitaries on the Dias are Sr Sourav Gang,IAS, Secy Dept. of Industries, Sr J. K. Mohanty, Chairman HRAO, Sr R N Ganapati,IAS, ADC, Dr. Mona Sharma, IAS, Secy, Dept. of Tourism, Sr TP Mohanty, Secy General HRAO

Classified Hotels in Odisha

5 Star Deluxe :

- ▶ Trident, Bhubaneswar
- ▶ Mayfair Lagoon, Bhubaneswar

4 Star :

- ▶ Toshali Sands Resorts, Puri

3 Star :

- ▶ Hotel Swosti Premium, Bhubaneswar
- ▶ The Crown, Bhubaneswar
- ▶ Hotel Ginger, Bhubaneswar
- ▶ Hotel Swosti, Bhubaneswar
- ▶ Mayfair Beach Resorts, Puri
- ▶ Hotel Hans Cocopalms, Puri
- ▶ Hotel Shakti International, Puri

2 Star :

- ▶ Hotel Mani Krishna, Jeypore
- ▶ Hotel Sai Krishna, Jeypore
- ▶ Hotel Alishan Palace Resorts, Kantabarij

1 Star :

- ▶ Hotel Ganapati, Bargarh



Hotel Shakti International, Puri :
Classified as 3 Star category Hotel and first ISO 9001-2008 Certified hotel in Puri

Hotel Shakti International, VIP Road, Puri



HRAO members during Entrepreneurs Week meeting at Hotel Swosti Premium, BBSR



Sr J. K. Mohanty, Chairman, HRAO inaugurating the workshop on Development of Western Odisha Tourism at Hotel Aryan, Jharsuguda. Other members in the picture are Sr Jasbir Singh Hura E.C Member HRAO, Sri Ashok Yadav, MD, Hotel Aryan & Sri Satyanarayan Mohanty, Treasurer HRAO

Judgment by TDSAT

"The TDSAT judgement of the FHRAI appeal is a very lengthy and voluminous document, and comprehending the legalese in which it is written is not an easy task. Nevertheless, interested members can peruse and/or download the same from the website www.fhrai.com

In short, however, the judgement means that all hotels in the upper market segment of 3 star and above categories and also those having 50 rooms and above are now entitled to get price protection - denied then hitherto by TRAI - while purchasing TV signal from MSOs/ Local Cable Operators (LCO). It may be recalled that TRAI had extended earlier this protection only to hotels up to 50 rooms and /or below 3 star classifications. In other words, there will be no difference in price now between what one ought to pay for domestic cable connection for free to Air and Pay channels and what hotels of whatever class and size ought to pay to MSOs/LCOs.

In concrete terms it means that for each TV connection the channel prices mentioned in Tariff Order No. 4 & 5 of TRAI both dated 26.12.2008 meant for CAS and Non-CAS areas will apply, say very much like in a household. In eastern region, except Kolkata, all areas are Non-CAS, and even in Kolkata only a small area in Behala (where HRAEI has no hotel member) has been covered under CAS. Thus for all practical purposes Non-CAS system will be regarded as operational within our region.

The bottom-line is if you are contemplating entering in to a licence agreement with broadcasters or their agents, remember that you are no longer required by law to sign up.

For more details on TDSAT judgement, please visit website: www.fhrai.com"

Know Your Websites :

- ▶ Hotel & Restaurant Association of Orissa : www.hrao.org
- ▶ Federation of Hotels & Restaurants Association of India : www.fhrai.com
- ▶ Hotel & Restaurant Association of Eastern India : www.hraei.com
- ▶ Guidelines for star classifications of hotels : www.hrap.in / www.incredibleindia.org

Santosh Sarangi, IAS
 Commissioner-cum- Secretary
 Tourism & Culture (Tourism) Department
 Government of Orissa, Bhubaneswar



MESSAGE

Orissa, a State endowed with the bounties of nature, rich cultural heritage, a society rooted in deep religious fervours and most importantly blessed with hospitable and peace loving people has embarked on a path of rapid progress. As part of this progress, it has also geared itself to welcoming more and more tourists to the State and share its traditional crafts, handlooms and culture with the incoming tourists. The progress notwithstanding, we need to take up a number of measures to ensure that the tourists go back with a happy and positive feelings about Orissa. Starting from organizing and streamlining movement of tourists from the Airport, Railway Station and Bus Stand to ensure that they have a wide range of package to choose from, access to quality hotels at reasonable rates and a hassle free visit to the tourist places is some thing that the Orissa tourism along with the Hoteliers and Tour and Travel Operators need to concentrate on. Similarly provision of public amenities in the shape of toilets, illumination, parking, guide service etc are of utmost importance to ensure happy touristic experience.

Orissa Tourism is working on the Draft Tourism Policy to provide incentive to the private sector to invest in Orissa and also working on creation of District Tourism Council, State Tourism Council to infuse more professional outlook to its ongoing strategies.

I will be looking forward to a constructive partnership between the Tourism Department, Hoteliers, Tour Operators and other stake Holders associated with the Tourism Development to ensure that Orissa comes to the fare front of tourism development in the Country. To draw from Shakira's famous song at the Foot Ball World Cup, let us all join hands to make it "This time for Orissa".


 (Santosh Sarangi)

Domestic Tourism shows an impressive growth during 2009

Data by the Market Research Division of Ministry of Tourism on "domestic and foreign tourist visits to States/UTs" received from Ministries/Departments of Tourism of various State Governments and UT Administrations shows that domestic tourism registers an impressive growth.

During 2009, the number of domestic tourist visits to the States/UTs was 650 million as compared to 653 million in 2008 and 527 millions in 2007. During 2009, the number of domestic tourist visits to States/UTs registered an increase of 15.5% over 2008 as compared to increase of 6.9% in 2008 over 2007.

The top ten States in terms of number of domestic tourist visits (in millions) during 2009 were Andhra Pradesh (157.5), Uttar Pradesh (134.8), Tamil Nadu (115.8), Karnataka (32.7), Rajasthan (25.6), Maharastra (23.7), Madhya Pradesh (23.1), Uttarakhand (21.9), West Bengal (20.5) and Gujarat (15.9).

During 2009, the number of foreign tourist visits (FTVs) to the States/UTs was 13.7 million as compared to 14.1 million in 2008 and 13.3 million in 2007. During 2009, the number of FTVs to States/UTs registered a decline of 2.8% over 2008 as compared to an increase of 6.4% in 2008 over 2007. This decline in FTVs is similar to the trend of the decline of 3.3% in the foreign tourist arrivals (FTAs) during 2009.

The top ten States in terms of number of FTVs (in millions) during 2009 were Tamil Nadu (2.37), Maharastra (2.0), Delhi (1.96), Uttar Pradesh (1.53), West Bengal (1.18), Rajasthan (1.07), Andhra Pradesh (0.80), Kerala (0.55), Bihar (0.42) and Himachal Pradesh (0.40).

Data show that domestic tourism registered an impressive growth of 15.5% in 2009 inspite of economic recession and other adverse factors for tourism. On the contrary, FTAs and FTVs registered a decline of 3.3% and 2.8% respectively during the same period. This brings out the importance of domestic tourism in the overall tourism development in the country.

Message from Office Bearers

Message

Puri, the seat of Lord Jagannath is a major tourist destination of the State. A lot is desired for the sanitation and cleanliness of the beaches and development of tourism infrastructure of Puri. We are looking forward to the release of the new tourism policy which will give a boost to the tourism sector of our state and declaration of Bhubaneswar Airport as an International Airport. More greenery on the beaches, beautification and continuous cleanliness of the beaches will keep the tourists happy and we can expect more tourists at Puri. The Hotel Association of Puri is constantly working in close cooperation with the District Administration to improve the scene at Puri.



Mr. Kumar Haldar
Vice Chairman, HRAO
Puri District

Message

With the support of HRAO, the apex body of the travel trade of Orissa and Dept of Tourism, Ganjam District Hotel Association has conducted Guide training programme and district level quiz competitions of all districts of southern zone. Gopalpur Beach Festival was a grand success.

In collaboration with HRAO & Orissa Tourism Dept. this association is going to conduct workshop on promotion of tourism & culture in Ganjam district. Major discussion will be on infrastructure development in all tourist spots in Ganjam District development of eco tourism & health tourism, employment generation in tourism sector. The Gopalpur Beach Festival supported by the HRAO and the District Administration of Ganjam. The State Tourism Dept. needs to consider granting financial help to the Ganjam District Association and we want our Chairman Mr. J K Mohanty to help us also to get the central tourism dept. grants for this festival.



Mr. Uma Sankar Panigrahi
Vice Chairman, HRAO & President
Ganjam District Hotel Association

Message

I am thankful to HRAO for organizing a Mega Travel Tourism meet at Angul recently which was well attended by Hoteliers from all over the state, the political leaders and district administration. Such initiatives by HRAO are highly appreciated and Angul District Hotel Association congratulates HRAO for its initiatives to project Orissa as a major tourist destination. Last year the Angul Mahotsav started and this year we want all the HRAO members to participate. We will welcome all national and international level artists to perform and want to make this festival a national event.



Mr. Sankaracharya Pradhan
Vice Chairman, HRAO & President
Angul District Hotel Association

Message

HRAO, the Association which was formed in the year 1985 has served as intermediary between the State Govt., Central Govt. & Industries, has presented the new policy for development of tourism to the State Govt. by conducting an extensive workshop. All district level members connected with tourism have contributed largely towards the new tourism policy which is awaiting declaration from the State tourism dept. We hope the tourism dept. will take urgent action for declaring an attractive tourism policy without any further delay. Unfortunately we do not have a tourism policy of the state since 1997.



Mr. Srinibash Subudhi
Vice Chairman, HRAO

Minutes of the Meeting with Sri Bijay Kumar Sharma, IPS, Commissioner of Police Bhubaneswar & Cuttack on 5th June 2010 at 1700 hrs

The members were submitted a memorandum to the Commissioner of Police. The highlights of the discussion are given below :

No Entry/No Parking of heavy vehicles at old station road and installation of a Traffic Post at the entry point. (Mr. Tarak Mishra)

The Commissioner replied traffic rush is due to the presence of Godowns in that area. He will carry out a survey and do the needful. Entry time for heavy vehicles may be fixed.

Why special permission is required to keep foreign tourists in hotels and how can we obtain prior permission for a foreign tourist, who checks in the hotel without booking a room in advance. (Chairman, HRAO)

The Commissioner advised that these are the guidelines issued by the Ministry of Home Affairs which has to be followed. When a foreigner landed in your hotel without booking a room in advance, first offer him a room with proper identification then follow up the police station procedure at the earliest.

We request police not to harass Hotel Owners directly (Er. Praharaj & Mr. Sivaram Sahu)

The Police is not there to harass anybody. Guidelines are not issued to arrest hotel owners in any case. When cases are genuine the police is there to take proper action.

Permission should be given to bring back live band music in Hotels, Bars & Restaurants (Mr. Basudev Sahoo)

The Commissioner replied that they were not against playing of live band music in hotels. Sometimes unusual things happen in this type of entertainment. Commissioner informed for this kind of entertainment permission may be obtained



Sri Bijay Kumar Sharma, IPS, Commissioner of Police, Bhubaneswar & Cuttack with Sri J. K. Mohanty, Chairman, HRAO, Sri Jonathan Raul, Vice Chairman, HRAO, Sri Srinibas Subudhi, Vice Chairman, HRAO, Sri Tarini Prasad Mohanty, Secretary General, HRAO, Sri Supel Kumar Mohapatra, Jt. Secretary, HRAO, Sri Tarak Mishra, Managing Director, Hotel Grand Central, BBSR, Er. B. C. Praharaj, Proprietor, Hotel Upasana, BBSR, Sri Basudev Sahoo, Proprietor, Shanti Bar & Restaurant, BBSR, Sri Sivaram Sahoo, Managing Director, Hotel Ramanya, BBSR, Sri Shivasmita Mohanty, Proprietor, Hotel Pushpanjali, Cuttack & Sri-Durga Das, Executive Secretary, HRAO

from the office of DCP.

Complaints and suggestions received from Hotel Grand Central, Hotel Upasana, Hotel Rajmahal, Shanti Bar & Restaurant and Hotel Pushpanjali were also submitted to the Commissioner during the meeting.

At last, the Commissioner suggested the Chairman, HRAO, to deliver a small presentation during the quarterly meeting held at the Police Commissionerate which will help to maintain a healthy atmosphere between police and hoteliers. He requested the members to instal Red Cross donation box in a convenient location in hotels and restaurants from where a healthy amount can be collected. He also suggested that the donation for Red Cross in twin city comes under the jurisdiction of the Police Commissionerate. So it is advised to

donate contribution for Red Cross through the office of the police Commissioner.

At the end members expressed their heartfelt of thanks to Sri Bijay Kumar Sharma, IPS, the Commissioner of Police, Bhubaneswar & Cuttack for sparing his valuable time and giving advice to the members.

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Bhubaneswar & Cuttack

In Brief :

Single Window System for Hospitality Projects

The Ministry of Tourism (MoT) is planning to introduce a single window clearance system for the Indian hospitality industry. A committee of secretaries have cleared the proposal for single window clearance of hotel projects and this is to be presented for cabinet approval soon. The entire system will be established under the yet-to-be-formed Hospitality Development Promotion Board and they will have a state govt. component which will be under the chief secretary of the respective state but will work under the guidelines of the secretary-ship of the MoT

New HRAO Members

- ▶ Hotel Kharavela, Bhubaneswar
- ▶ Paprika Restaurant, Bhubaneswar
- ▶ Digantika Hotel, Balugaon
- ▶ Tripple C, Cuttack
- ▶ Grand Residency, Cuttack
- ▶ Hotel Mamata Palace, Deogarh
- ▶ Hotel Draupadi, Balasore
- ▶ The World, Barbil

We earnestly request our members to ensure appropriate display of HRAO membership certificate in their reception Counters

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Please honour the HRAO Membership Card, issued to members

Highlights of EC Meeting of HRAO held at Hotel Aryan, Jharsuguda on 12th April 2010

The meeting was presided over by Sri Deepak S. Rathor, Advisor, HRAO, and 45 members were present in the meeting.

- Sri J. K. Mohanty, Chairman, HRAO emphasized on the development of Western Orissa Tourism. He requested the EC members from Western Orissa to monitor the progress of tourism developmental works in this part of Orissa through HRAO. He intimated members about Orissa Tourism Fair (OTF) which is expected to be held every year to promote Orissa Tourism. He shared his experience with members how CC TV Camera is useful for safety of hotels in all respect.
- Sri Jasbir Singh Hura, EC Member, HRAO in his speech expressed his regret over Tourism Dept. for not taking any steps to develop Western Odisha Tourism. He emphasized that the places like **Hirakud Dam, Huma Temple, Ghanteswari Temple, Nrusinghanath, Harisankar** and wildlife sanctuary at **Badrama and Debrigarh** can be developed to better tourist destinations in Odisha.
- Sri Srinibas Subudhi, Vice Chairman, HRAO., informed members how the Draft Tourism Policy submitted by HRAO to State Tourism Dept. is under active consideration now.
- Sri Uma Sankar Panigrahi, Vice Chairman, HRAO in his address emphasized on formation of District Level Association.
- Sri Tarini Prasad Mohanty, Secretary General, HRAO in his report highlighted the action taken report on previous agendas. He also narrated the events and achievements of HRAO during last quarter and formation of sub committees.
- Sri Satya Naryan Mohanty, Treasurer, HRAO intimated the financial position of HRAO till date.
- Sri Durga Das, Executive Secretary, HRAO intimated about the letter received and correspondence initiated by HRAO during last sessions.
- At last Sri V. Santosh Kumar, Joint Secretary, HRAO offered vote of thanks to all members, media personnel and all Jharsuguda HRAO members, specially Mr. Ashok Yadav, MD, Hotel Aryan for organising such arrangements. Application for new HRAO membership have taken by Hotel Anant Balia, Hotel Konark, Hotel Natraj, Hotel Amar, Hotel Mid Town, Hotel Upahar, Paul Heights, Hotel Vandana, Hotel Ganpati of Jharsuguda & Hotel Kaveri of Sambalpur.
- Mr. Ashok Ku Yadav hosted a lavish cocktail lunch for all delegates and a cocktail dinner in evening.
(Minutes of the EC Meeting have already been circulated to HRAO Members)



Hunar Se Rozgar Scheme, floated By Ministries Of Hupa and Tourism, Govt. Of India

Ministries of Tourism and Housing & Urban Poverty Alleviation (HUPA), Govt. of India have decided to launch a pilot project under the nomenclature of Hunar Se Rozgar Yozna with the aim of training 10000 persons in the fields Housekeeping, Food Production and F & B Services which in the end will create skilled manpower for the hospitality industry as well as employment to urban poor. FHRAI has been chosen to operate the scheme under overall supervision of both the abovementioned Ministries and their agencies. Ministry of Housing & Urban Poverty Alleviation has held several rounds of discussions with the representatives of the FHRAI to avail the benefits, of employment for the urban poor in the hotel industry. FHRAI has submitted a proposal to this Ministry for the Pilot Scheme for skill training of urban poor in 3 skills namely Housekeeping, Food Production and Food & Beverage Service in 10 cities (in 10 different States). For conducting these training programmes, classified FHRAI members 5/4/3 Star Hotel/Restaurant in each city will be chosen as Training Centre. The theory classes will be held for all the trainees in the Training Centre and practical training will be given in other Member Hotel of the FHRAI in the city which will be monitored by the NCHMCT (National Council of Hotel Management and Catering Technology). FHRAI has proposed that a MOU be signed between Ministry of Tourism (involved in the selection of beneficiary and certification through FHRAI Institute of Hotel Management and NCHMCT), Ministry of Housing & Urban Poverty Alleviation (involved in selection of beneficiaries and providing funds for the project) and FHRAI (involved in developing curriculum, learning assessment system, providing support and maximum placement of the trainees).

In the Pilot Project covering 10 cities in the country, only **Bhubaneswar** and Kolkata have been selected in the east. Further, overall 5 hotels in Kolkata and 2 hotels in Bhubaneswar will be invited to participate in the Pilot Project.



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Tourism as a strategic pillar for state economy

The Travel Agents Association of Orissa – TAAO conducted its long awaited election for new Executive Committee and Board of Directors in its recently held Annual General Body meeting. The New Office bearers are : Mr.Benjamin Simon – President, Senior Vice President Mr.Jagdish Behera, Vice President – Mr.Himanshu Das, Honorary Secretary- Mr.Nihar Patnaik, Joint Secretary- Mr.Alok Moharana, Treasurer- Mr.Purna Chandra Hota. Besides Mrs. Sandhya Das, Mr Kailash Bal, Mr Manoj Mohanty, Mr Pranab Lenka, Mr Saroj Kumar Rath, Mr Biswaranjan Mohanty, Mr L N Panda , Mr Prakash Mohanty, Mr Sarada P Mohapatra, Mr Mr Sudansu Pattanaik and S.Patnaik, have also been elected as the executive body members and eight different committee Chairman's representing Membership, Finance, Tour Operations, Airlines, Railways, Transport, Hotels and Felicitation on the Association.



The Travel Agents Association of Orissa is the only Apex body in the State and a platform for travel agents, tour operators, car and tourist coach operators, and other industry stakeholders in the business involved directly or indirectly. It aims to provide a common podium for all stake holders for in-depth information on destinations, business trends, product development tips and case studies so they can avail the opportunities for progress in the global market. Since the inception of TAAO, government relations activities have played a central role in the organization. As the travel and tourism industry has continued to grow and enter every facet of the world economy government has become increasingly involved at every level. We had our first round of discussion with the Secretary cum Commissioner Tourism Government of Orissa on the present status of Industry. We are very much excited with Government bringing in Shri.Santosh Sarangi -IAS former Director of Tourism as the new Secretary cum Commissioner Tourism of Orissa. The move represents a further step towards recognizing the importance of tourism that delivers on economic growth, job creation and sustainable development.

As a tourism destination, Orissa stands to benefit tremendously as we finally compete with other destinations to attract more domestic and international travelers to Orissa. The failure of the State and Industry stakeholders to simply keep pace with the growth in Industry has cost great loss both in terms of revenue and jobs which could have been created or sustained in the years over the past decades. Apart from the economic benefits, and job creations the visitors provide a natural vehicle for improving Orissa's image within the Country and around the World. Interaction with tourists to the State expressed a favorable opinion and that's the power of people-to-people diplomacy and the benefit of helping others experience the remarkable individuals, exciting places and natural resources our State offers.

We will be more responsible for the growth of TAAO. Over ninety percent of employers in the travel industry are small businesses, and a large number of the community is directly or indirectly employed by Tourism industry. With its new office bearers, TAAO is sure to soar to new heights and will prove its presence in the Industry. We have already planned a series of industry promotion activities in collaboration with the Government and other stake holders that would start this month to make Orissa tourism and its array of innovative products more visible with competitiveness in the global market.

Benjamin Simon

President , Travel Agents Association of Orissa



HRAO and Travel Trade members during Entrepreneurs Week meeting at Hotel Swosti Premium, BBSR

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Duration: 1 year
Eligibility: Matriculation / 10th Pass



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- Integrated eco-friendly campus
- Fully equipped modern labs.
- 600 capacity auditorium
- 17 acres of playground
- Computer lab with internet
- Wi-Fi campus
- Library
- Transport
- Dispensary

Special Features

- 6 months Practical Training at Algonquin College, Canada
- International Standard Course Curriculum and Laboratories
- Placement in Leading Hotels & Travel Industries



Campus : Bidyanagar, Mahura, Janla, Bhubaneswar - 752054, Odisha
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An Interview with Mr. Souvagya Ku. Mohapatra, Executive Vice-President Mayfair Hotels & Resorts Ltd.

How have you created such a national level brand of hotels Mayfair in Orissa?

Over the years Orissa had lagged behind in creating "national brands" in the corporate field. After the presiding deity "Lord Jagannath" 's universal religio-cultural festival "Ratha Yatra" (Chariot Festival) it's the sublime dance form "Odissi" which had a global brand value & appeal. Then came "NALCO" the first major national and now a global brand in the corporate field. In comparison our brand "MAYFAIR" is young and nascent but vibrant enough to catapult itself into the national arena. We had our share of initial difficulties operating in Eastern India, where tourist traffic was low and spending capacity even lower. Over the past two and half decades we have meticulously built the brand by hard work, innovation and learning from past mistakes and adopting quick course correction wherever required as a tool.



We always desired to setup and operate boutique hotels on ethnic / thematic platforms and also to make the infrastructure environment friendly. All along we have stayed that way. Our room décor, furniture and fittings, restaurants, lounges, artifacts and outdoor set-ups are built on certain thematic backdrop with an ethnic and antique touch. We have always chosen the local flavors. One may debate as to whether the full infrastructure should be built front- end and reengineered to customer needs or build the base infrastructure and carry out additions as and when required. We have chosen the first option and it has helped us to stay ahead of customer expectation and competition. All this have created a wholesome facet for each of our units, although maintaining the ambience and environment at their prime has been quite taxing both on our human capital and financial resources.

The third point I would emphasize is that we are learning from customer all the time. Today customer is widely traveled has stayed in best properties across the globe and we engage them passionately on a productive interface about their valuable experience and expectations. We seriously evaluate their inputs and try to bring in the required change in style, approach and execution with the required tools and innovation. While doing this we also give importance to the price-value equations without compromising on our motto of providing "customer satisfaction".

The other most important pillar on which our brand structure rests is "Customer Delight". It is not a large customer base but a small base of satisfied customers who are locked into our culture and value systems and had been our constant collaborator. While volume is important, our strength lies in value brought in by each customer.

The final point I would like to make is about our committed Human Capital. All along they have respected the values and beliefs of the company and worked tirelessly to achieve the set goals while maintaining high standards of service through innovations, intelligent design of products and services, effective marketing through the countrywide network and cost rationalizations.

What is the secret behind success of Mayfair Group?

There is no secret behind any success in business. We have an open and transparent corporate culture. Our success can be attributable to effective leadership of the promoters and a professional board of directors. At operational level we always followed a decentralized approach in managing the enterprise. As far as execution goes our trained human capital which is strengthened through continuous talent acquisition has helped us to achieve the set goals.

What are the future plans of MAYFAIR Group?

After taking leadership position in Eastern India we are looking forward to have a Pan-India foot print by 2015. Towards this our first presence outside east and north east will be in Goa. By 2015 we should be present in 10 locations and the group will have room inventory of 800. However, Mayfair doesn't believe in the number game. We will be communicating with all the stake holders about the uniqueness of our service and product to create the customer need, which will be the basis to create the expanded structure of the company which will be future ready.

Tourist Visit in Orissa during 2009

| Month | Domestic | % Change | Foreign | % Change | Total | % Change |
|--------------|----------------|--------------|--------------|-------------|----------------|--------------|
| January | 740352 | 10.18% | 5281 | 1.89% | 745633 | 10.37% |
| February | 464644 | 1.81% | 5197 | (-)10.51% | 469841 | 1.66% |
| March | 510868 | 9.25% | 3602 | (-)24.0% | 514470 | 8.92% |
| April | 467974 | 8.71% | 3002 | (-)36.45% | 470976 | 8.60% |
| May | 525882 | 9.65% | 2961 | 23.27% | 528843 | 9.72% |
| June | 475911 | 9.13% | 2580 | 8.04% | 478491 | 9.13% |
| July | 497957 | 6.99% | 2598 | 10.93% | 500555 | 7.00% |
| August | 450067 | 4.99% | 4067 | 77.90% | 454134 | 5.38% |
| Sept. | 447574 | 6.7% | 2385 | 4.00% | 449959 | 6.7% |
| Oct. | 747565 | 11.00% | 3063 | 5.28% | 750628 | 11.00% |
| Nov. | 676576 | 10.38% | 4331 | 0.53% | 680907 | 10.32% |
| Dec. | 886140 | 8.00% | 6617 | 8.61% | 892757 | 8.00% |
| Total | 6891510 | 8.38% | 45684 | 3.9% | 36.7194 | 8.35% |

Foreign Tourist Arrivals(FTAs) in India during 2009

| Month | FTAs | | Percentage Change 2009/2008 |
|--------------|----------------|----------------|-----------------------------|
| | 2008 | 2009 | |
| January | 511781 | 421708 | -17.6% |
| February | 611493 | 546675 | -10.6% |
| March | 479765 | 417875 | -12.9% |
| April | 361101 | 348462 | -3.5% |
| May | 304361 | 298578 | -1.9% |
| June | 341539 | 342222 | 0.2% |
| July | 431933 | 434525 | 0.6% |
| August | 383337 | 350370 | -8.6% |
| Sept. | 341693 | 327684 | -4.1% |
| Oct. | 450013 | 445963 | -0.9% |
| Nov. | 531683 | 528493 | -0.6% |
| Dec. | 533904 | 646024 | 21.0% |
| Total | 5282603 | 5108579 | -3.3% |

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