Hotel & Restaurant Association
of Northern India

Hospitality industry VISION 2020

SEVEN PILLARS OF TOURISM

- Welcome
- Information
- Facilitation
- Safety
- Cooperation
- Infrastructure Development
- Cleanliness

1st HRANI Convention

23 - 25 September, 2011
ISTA Hotel, Amritsar, Punjab

Co-host

Punjab
India begins here

Platinum Sponsor

rajasthan
The Incredible State of India

1st HRANI Convention

Hospitality industry VISION 2020

About the Convention

The 1st HRANI Convention will be held from September 23-25, 2011 at ISTA Hotel, Amritsar.

The theme for the convention is "Hospitality Industry-Vision 2020" with focus on planning, development and implementation of sustainable tourism through seven pillars of tourism. Accordingly, the key sessions at the convention would revolve around:-

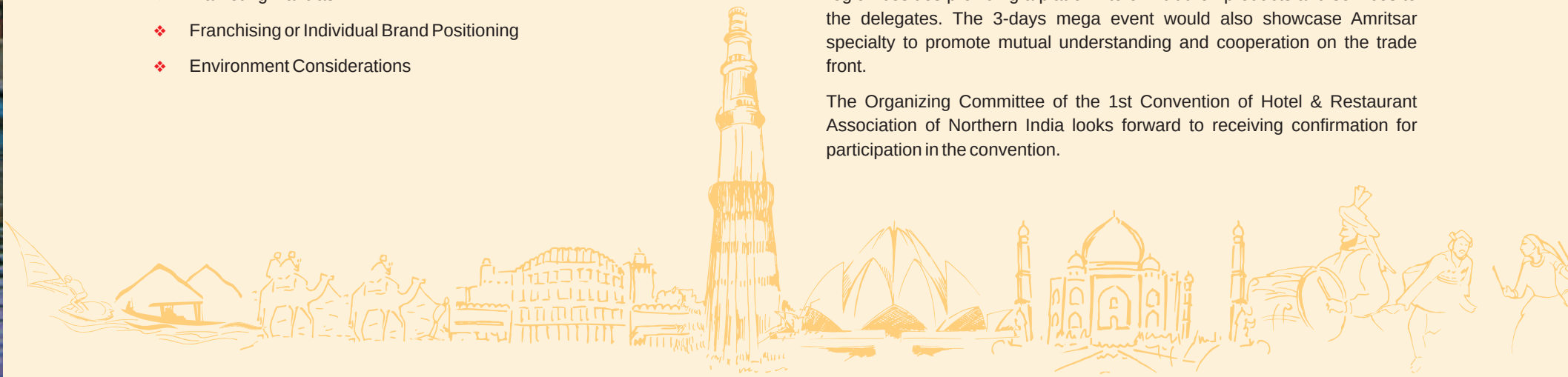
- Human Resource Development of the Industry to create employment.
- Security & safety concerns of hotel industry.
- Marketing Mantras
- Franchising or Individual Brand Positioning
- Environment Considerations

The HRANI convention would bring together Ministers, key policy makers of the Government, strategic thinkers, corporate and media on a common platform.

In view of the national and regional dimensions of the Convention, it would provide unparalleled opportunities to companies and solution providers doing business with hotels to associate with the event as sponsors or exhibitors to showcase their products and services and develop lasting business relationships.

This would be HRANI's first such event to boost trade and industry in the region besides providing a platform to exhibit their products and services to the delegates. The 3-days mega event would also showcase Amritsar specialty to promote mutual understanding and cooperation on the trade front.

The Organizing Committee of the 1st Convention of Hotel & Restaurant Association of Northern India looks forward to receiving confirmation for participation in the convention.



Sh. Sukhbir Singh Badal
Hon'ble Dy. Chief Minister
Punjab

SUKHBIR SINGH BADAL
Tel. No. 0172-2742477 (O)

D.O. No._____
Dy. Chief Minister, Punjab
Chandigarh

Dated _____
July 23, 2011

MESSAGE

It gives me immense pleasure to learn that the Hotel & Restaurant Association of Northern India (HRANI) is organizing the Convention of the North Indian States for the first time since its establishment. I am also glad to learn that this historic Convention would be held from 23rd to 25th September, 2011 at ISTA Amritsar. I am also pleased to learn that Punjab Hotels & Restaurants Association and Amritsar Hotels & Restaurants Association are extending all support to HRANI for organizing the Convention.

Over the years, the Hotel & Restaurant Association of Northern India has made tremendous contribution to the growth of the hotel and restaurant industry and today over 1500 hotels, restaurants projects, manufacturers, suppliers etc. are its proud members.

The Convention, first of its kind, will have brain-storming sessions on industry and business growth on subjects like Eco-Hotels, tapping global chains, staff orientation etc. apart from providing platform for showcasing products related to the industry.

On behalf of the Government of Punjab, I wish Shri S.M. Shervani, President Hotel & Restaurant Association of Northern India and all the people associated with the Convention and all the participants a very grand success.

Best wishes,

(SUKHBIR SINGH BADAL)

Sh. R.H. Khwaja
Hon'ble Union Secretary
Govt. of India
Ministry of Tourism
New Delhi

आर० एच० ख्वाजा
सचिव
R. H. KHWAJA
Secretary

सचिव
भारत सरकार
पर्यटन मंत्रालय
नई दिल्ली
SECRETARY
GOVERNMENT OF INDIA
MINISTRY OF TOURISM
NEW DELHI
Tel : 23711792, 23321395
Fax : 23717890
E-mail : sectour@nic.in

31 May, 2011

MESSAGE

I am delighted to learn that Hotel and Restaurant Association of Northern India is having the 1st HRANI Convention at Amritsar from September 23 – 25, 2011 at ISTA Hotel.

The theme of the Convention "Hospitality Industry – Vision 2020" is extremely relevant and topical. We have to work in a common "Vision – Mission Framework" for promoting Safe, Honourable and Environmentally Sustainable Tourism. It is vital that all stakeholders join hands together in promoting sustainable tourism by adopting best global practices for all activities relating to tourism. We must fully utilise the immense potential available in our country in upgrading skill of workers who serve in the hospitality sector. The private sector and Governmental agencies must work together in close cooperation for achieving this common goal of skill enhancement.

I wish the 1st HRANI Convention at Amritsar in September, 2011 a grand success.

(R.H. Khwaja)

HRANI
Managing Committee

Mr. S.M Shervani
President, HRANI
Managing Director
Shervani Hospitalities Limited
New Delhi

Mr. Paramjit Singh
Vice President, HRANI
Managing Director
Hotel Plaza Bar & Restt.
Jalandhar

Mr. Bharat Aggarwal
Vice President, HRANI
Managing Director
Mansingh Group of Hotels
Rajasthan

Mr. Garish Oberoi
Hony Secretary, HRANI
Partner
Hotel Uberai Anand
Bareilly

Mr. Gurvinder Juneja
Treasurer, HRANI
Partner
Khyber Restaurant
Chandigarh

Mr. Sanjay Sood
Hony. Joint Secretary
HRANI
Managing Director
The Devico's Restaurant
Shimla

Mr. Praveen Sharma
Hony. Joint Secretary
HRANI
Managing Director
Fair Havens, Nainital

Mr. Rajindera Kumar
Former President
FHRAI & HRANI
Director
The Ambassador Hotel
New Delhi

Mr. Vijai Pande
Past President, HRANI &
Hony. Secretary, FHRAI
Managing Director
Hotel Pandit (P) Ltd
Kanpur

Mr. Sushil Gupta
MC Member, HRANI
Managing Director
West Asian Hotels Ltd.
C/o The Clarion
New Delhi

Mr. Ajay Agarwal
MC Member, HRANI
CEO
LMB Hotel, Jaipur

Mr. R.N. Kukreja
MC Member, HRANI
Managing Director
The First Floor Restaurant
New Delhi

Mr. Arun Dang
MC Member, HRANI
Partner
Grand Hotel, Agra

Mr. Deepak Parihar
MC Member, HRANI
Director
Kalinga Hotel, Jodhpur

Ms. Manju Sharma
MC Member, HRANI
Director (Operations)
Jaypee Vasant Continental
New Delhi

Mr. Suresh Kumar
MC Member, HRANI
President
Fortune Park Hotel
(ITC Group) Gurgaon

Mr. Shashank Warty
MC Member, HRANI
Area Vice President
The Leela Palace
New Delhi

Mr. Surinder Jeet Singh
MC Member, HRANI
Executive Director
The Maya Hotel
Jalandhar

Mr. Sandeep Anand Goyle
MC Member, HRANI
Director
Essex Farms (P) Ltd
New Delhi

Mr. Rakesh Roy
MC Member, HRANI
Director
Elchico Hotels &
Restaurant (P) Ltd.
Allahabad

Mr. Akash Garg
MC Member, HRANI
Managing Director
Asia Resorts Ltd
Timber Trail Resorts
Parwanoo

Mr. Vandan Agarwal
MC Member, HRANI
Director
Hotel Hilltone
Mount Abu

Mr. Pawan Aggarwal
MC Member, HRANI
Proprietor
A.P. Residency, Ambala

Mr. Amarvir Singh
MC Member, HRANI
Partner
Hotel Natraj, Ludhiana

Mr. R.D Anand
MC Member, HRANI
Director (Operations)
Hotel Asia Jammu-Tawi
Jammu

Mr. Mukund Prasad
MC Member, HRANI
Director
The Naini Retreat
Nainital

Mr. Manoj Aggarwal
MC Member, HRANI
Director
Hotel Alka
New Delhi

Mr. Vidup Agrahari
MC Member, HRANI
Director
Hotel Kanhashyam
Allahabad

Mr. Rohit Gupta
MC Member, HRANI
Director
Tivoli Group
New Delhi

Mr. Gaurav Jain
MC Member, HRANI
Director
Group of Ruby
Tuesday Restaurants
New Delhi

Convention Organizing Committee

Mr. Paramjit Singh
Chairman, COC &
Vice President, HRANI
Managing Director
Hotel Plaza Bar & Restt.
Jalandhar

Mr. S.M Shervani
President, HRANI
Managing Director
Shervani Hospitalities Limited
New Delhi

Mr. Bharat Aggarwal
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Hotel Asia Jammu-Tawi,
Jammu

Mr. Pawan Aggarwal
MC Member, HRANI
Proprietor
A.P. Residency
Ambala

Mr. Randip Singh
President, AHARA
Partner
Hotel Blue moon
Amritsar

Mr. A.P.S Chatha
General Secretary, AHARA
Managing Director
Hotel Suncity Towers,
Amritsar

Mr. Sanjay Galhotra
Patron, AHARA
Director
M.K. Hotel, Amritsar

Mr. Manjeet Nagpal
President, HRAP
Hotel Nagpal Residency
Ludhiana

Mr. Arvinder Pal Singh
President, HRAC
Metro 43
Chandigarh

Mr. Man Mohan S. Kohli
Chairman, HRAC
CEO
The Aroma, Chandigarh

Mr. Arun Kaul
General Manager
Radisson Hotel,
Jalandhar

Mr. Ashwin Handa
General Manager
ISTA Hotel, Amritsar

Mr. Ajit Mehra
Managing Director
Ritz Plaza, Amritsar

Mr. Gurjinder Singh
Managing Director
Best Western Merrion
Amritsar

Mr. Ajit Singh Dhillon
Managing Partner
Country Inn & Suites
Amritsar

Convention Secretariat

Ms. Renu Thapliyal, Asst. Secretary General, HRANI
Contact: 09810199801
All Staff of HRANI Secretariat

Convention Programme*

D E L E G A T E S

Day 1 Friday : 23rd Sept, 2011

3.00 - 5.00 PM	Arrival of Delegates Registration starts at ISTA Hotel, Amritsar
5.00 - 7.00 PM	**Inaugural Session**
Welcome Address by	**Mr. Paramjit Singh** Chairman, COC
Presidential Address by	**Mr. S.M. Shervani** President, HRANI
Address by	**Mr. Ratan Marothia** President, FHRAI
Key note Address by	**Sh. Navjot Singh Sidhu** MP, Amritsar
Inaugural Address by	**Sh. Sukhbir Singh Badal** Hon'ble Deputy Chief Minister Punjab
7.00 - 11.00 PM	Cultural evening followed by cocktails & dinner hosted by Punjab Heritage & Tourism Promotion Board

Day 2 Saturday : 24th Sept, 2011

Business Session I	**Optimizing Human Capital Investments**
Anchor	**Mr. Suresh Kumar** CEO, Fortune Park Hotels (ITC Group)
Panelists	**Mr. Ashutosh Khanna** Partner, Korn / Ferry India and Director, Balaji Telefilms Ltd
	Mr. Pattu Keswani CMD, Lemon Tree Hotels
	Ms. Meenakshi Nayar Former Director HR, DCM Group, IIM, Ahmedabad alumnus. Currently training under privileged youth in hospitality sector
Presentation by Punjab Heritage and Tourism Promotion Board	
Business Session II	**Franchising or Individual Brand Positioning the way ahead?**
Anchor	**Mr. Homi Aibara** Mahajan & Aibara
Panelists	**Mr. Mandeep S Lamba** President, Ten Hotels
	Mr. Pattu Keswani CMD, Lemon Tree Hotels
	Mr. Uttam Davé President & CEO Inter Globe Hotels (Accor Hotels)
Presentation by KONE	
Lunch	
Business Session III	**Best Marketing Practices for 2020 (online or traditional travel agents)**
Anchor	**Mr. Ravish Swarup** Sr. Vice President Oberoi Contact Centre The Oberoi Group
Panelists	**Mr. Subash Verma** Chairman, Travel Plus & President, ADTOI
	Mr. Jasdev Singh Director Market Management Indian Sub-continent Expedia Partner Services Group (expedia.com)
	Mr. Rohit Kohli Joint Managing Director Creative Travel Pvt Ltd
Presentation by Rajasthan Tourism	
Business Session IV	**Driving Revenue and Profits through F & B**
Anchor	**Mr. Samir Kuckreja** CEO and Managing Director Nirula's & President, National Restaurant Association of India (NRAI)
Panelists	**Mr. Vikram Bakshi** Managing Director McDonald's
	Mr. Marut Sikka Celeb Chef & Owner Magique Restaurant
Presentation by Sponsor	
Tea Break	
Business Session V	**Food Safety Act: Whats in store for us?**
Anchor	**Mr. Vikram Bakshi** Managing Director McDonald's

Subject to Change*

Convention Programme*

D E L E G A T E S

Panelist — **Mr. Subhashis Nandei**
CEO, TQS Global
Management System (UK) Ltd

Business Session VI — **Presentation on Green hotels /Sustainable Tourism**

Mr. Cherian Ramapuram
Owner of Orange County Resorts - winner of multiple awards for Responsible Tourism including the National Award as Best Responsible Tourism Project 2009 -10

Ms. Ritu Primlani
Director
HVS-Sustainability Services

Cultural evening followed by President's Dinner

Day 3 Sunday : 25th Sept, 2011

6.30 - 7.30 am — The Heritage Walk through the old city of Amritsar visiting Jalianwala Bagh and Golden Temple

7.30 - 9.00 am — Visit the Golden Temple

Business Session VII — **Safety and Security Session chaired by Mr. Devesh Chaturvedi**
Additional Director General
Ministry of Tourism
Govt of India

Presentation on Safe and Hon'ble Tourism

Presentation by — **Mr. Ital Dar & Col. Arvind Sirohi**

Mr. Ital Dar has over seventeen years of civil security experience which includes the RTVA and MSP Development to comply with the ever changing security threats (domestic, criminal and terror) in the civil surroundings.

Col. Arvind Sirohi, MD Jaguar Security served the Indian Army for over two decades with an outstanding career record which included serving with Special Forces such as the National Security Guards (NSG) and international organizations like the United Nations (UN)

Presentation by Punjab Heritage and Tourism Promotion Board

Presentation by Sponsor

Tea / Coffee Break

Valedictory Session

Address by — **Mr. S.M. Shervani**
President, HRANI

Valedictory Address by — **Sh. R.H. Khwaja**
Union Secretary Tourism, Govt.of India

Vote of thanks by — **Mr. Garish Oberoi**
Hony. Secretary, HRANI

Lunch

Tour to Wagah Border (optional) followed by departure of Delegates

Convention Programme*

S P O U S E S

Day 1 Friday : 23rd Sept, 2011

Inaugural Session
(Jointly with Delegates)

Day 2 Saturday : 24th Sept, 2011

Session I — **First Impressions**

Personal grooming, creating a powerful presence, Body language, nonverbal communication and nervous gestures by renowned fashion designer- Ms. Charu Parasher

Tea / Coffee Break

Session II — **Entertaining & Dining etiquette**

Table settings and dining styles Etiquettes for parties & social gatherings. Hosting events by renowned Party Stylist-Ms. Kanchan Kapoor

Lunch

Time to explore Amritsar/Shopping

Day 3 Sunday : 25th Sept, 2011

6.30 - 7.30 am — The Heritage Walk through the old city of Amritsar visiting Jalianwala Bagh and Golden Temple

7.30 - 9.00 am — Visit to Golden Temple

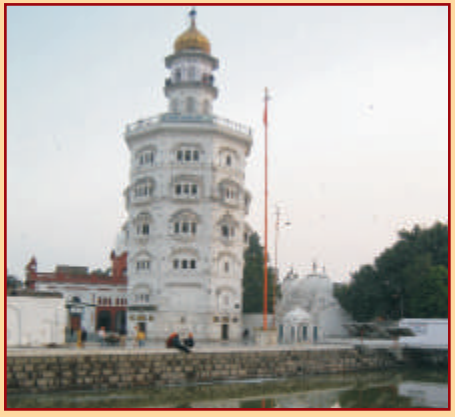
Session III — **Style cooking**
Recipes and techniques of cooking some different and exotic snacks for parties by Ms. Kanchan Kapoor

Session IV — **Energizing body and soul**
Yoga and Meditation by ISTA Hotel

Tea / Coffee Break

Valedictory Session
(Jointly with Delegates)

Subject to Change*



Amritsar: The host city

Amritsar, the holy city of Golden Temple is one of the choicest tourist destination in India. Amritsar is dominated by the history of Hindus and Sikhs and many of their sacred shrines are found in and around the city. It was established by Guru Ramdas. Located in the North West region of India, the most striking feature about Amritsar is its antiquity. In Hindi the word Amritsar means 'a Holy pool of nectar' and it was back in the year 1573 that work for digging the Holy pool had begun.

Amritsar today is a thriving city with active trade and tourism industries. One of the most agriculturally productive cities of India, Amritsar is well connected with most of the important cities of India.

Places to visit

Golden Temple: The Golden Temple is considered holy by Sikhs because the eternal guru of Sikhism, the Sri Guru Granth Sahib, is always present inside it and its construction was mainly intended to build a place of worship for men and women from all walks of life and all religion to come and worship God equally. It has four doorways and gorgeously decorated arches. Reflecting influences of both Hindu and Muslim styles of architecture, the temple standing in the middle of a tank, exudes tremendous architectural brilliance which draws the attention of numerous tourists around the globe.

Jalianwala Bagh: Sited near the Golden Temple, it bears testimony to the disaster called Jallianwala Bagh Massacre at the time of the rule of the British Raj.

Durgiana Mandir: Modeled in the style of the Golden Temple, is dedicated to the Hindu goddess Durga. However, it also offers prayers to deities of Lakshmi and Narayana.

Baba Atal Rai Tower: Baba Atal Rai Tower is believed to have been the place where Guru Har Gobind died. Christened after the son of Guru Har Gobind, this nine-storey building gives you a panoramic view from the top.

Wagah Border: Literally defining the Indo-Pakistan border, Wagah is just 28 km from the main town of Amritsar. The change of guards' ceremony at sunset draws a good many spectators.

Tarn Taran: 24 kilometers south of Amritsar is Tarn-Taran-a town founded by Sri Guru Arjan Dev in 1590. The Gurudwara got constructed by the Guru stands on the side of a large tank. Fairs are held here on every 'Amavas' dark night of the month, birth anniversaries of the Gurus, Baisakhi and Diwali.

Facilities

Hotels

HRANI has blocked rooms for delegates at various hotels in Amritsar from 23rd to 25th September, 2011. ISTA Hotel the Convention Venue Hotel and all other Hotels have offered rooms for delegates at very reasonable rates. HRANI has requested hotels to offer the rates inclusive of breakfast for single or double occupancy. The delegates having HRANI / FHRAI Discount Card are entitled to avail the discount in member hotels of association on F&B (excluding liquor) on production of their respective cards as per the applicable rules and policy.

While filling the "Delegate Registration Form" please remember to indicate the choice of hotels which will be allotted on "first come first serve basis".

All inquiries related to the 1st HRANI Convention may be directed to: HRANI Secretariat at 011-26433590, 26468103, 41306628.

Airport / Railway Station transfers

We shall provide you transportation to & fro from Amritsar Airport/Railway Station /Bus Stand to the Convention Hotels on 23rd & 25th September, 2011. Please remember to mention your Arrival & Departure details in Delegate Registration Form. The details particularly for departure may be reconfirmed from HRANI helpdesk located in the lobby of your Hotel.

Convention transportation

Delegate's transportation by special buses will be provided for all the day sessions and evening functions only from Convention hotels to the Convention venue and Dinner venues. Delegates staying elsewhere may board the buses from these hotels.

Your Convention Badge

On your arrival in Amritsar you will get your Convention Badge which will have the full convention program printed on the reverse. This badge will be your passport to all lunch, Dinner, Event and to all other functions. All the Delegates are requested to display the Convention Badges at all times during the Convention.

HRANI Help Desk

Will assist Delegates with Convention related inquiries during convention. Reach us 09810199801, 09582738567 or email at hrani.1950@gmail.com, hrani@airtelmail.in.

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AHARA
Amritsar Hotel & Restaurant Association

HOTEL

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Travel Trade Journal
TTJ
www.ttj.co.in

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