# PRESIDENT'S MESSAGE



It Matters. Think about it! Thank you TAAI.

George Elliot's quote is apt to review. "It will never rain roses. When we want to have more roses, we must plant more roses."

I have been a student of a dictum "Our lives are a result of our own making". We only reap what we sow.

Our world and our industry today! They are seemingly demanding. They demand us to think differently to begin with. They demand us to rise up to newer levels which relate to the current. They demand that we focus to evolve with the tomorrows rather than cultivate attitudes that depend on our yesterdays.

My response to the Press, the moment our elections were declared is "We must adapt our today's to rise to the fast arriving and challenging tomorrow's – instead to expect our tomorrow's to meet up with our established today's". To have our comfort zones shifted may perhaps lead to more successful approaches.

My most profound gratitude to all in TAAI for the positive mandate that got the current team elected! Every vote in our favour made a big difference. We are truly grateful that our entire team made it big. What matters now is - there's an opportunity to lead and there are challenges to score over. It also matters that we all believe that we have miles to go — to help alter our industry to as attractive and as impressive it was, when we joined.

To seek membership with TAAI was an honour. This flagship must be given attention and must be valued better. For, greater the honour of TAAI, the more privileged we, its members, will be.

Isn't it time to initiate a new page for TAAI? Can we try to re-engineer TAAI to what it ought to be?

It matters. Think about it. 64 Years of TAAI. The only industry association that covers all aspects of the industry – Large and Multi-nationals; Small & Medium entrepreneurs; Government Boards; Principals include Airlines; Hospitality Leaders; Technology & GDS Companies; Global Tourism Boards; Educational institutions; Tour Operators (inbound and outbound); MICE specialists; Overseas Members; and the allied list goes endless.

With the age and size we merit as TAAI – we must revisit a new page. Let us define what we ought to do. Surely, representing members cause is a priority. But the goals do not end there. Life

is not just about fulfilment of "Basic Needs". Life is to create what can to last beyond and to optimize our self-actualization.

There is an exciting momentum that gets created when we recall 64 years of TAAI. We may be the second or the third of generations in TAAI. Our task is even greater – for we cannot be degenerated into a generation that is disintegrated and cannot rise beyond the formidable past. There is thus, tremendous opportunity for all of us as we take on the colossal challenge to renew the "TAAI" brand.

Any association is as brilliant as the industry it represents. However, the flip side should not deter us to continue with our brilliance. For TAAI, our members are our customers and they must discover the "delight".

It is our certain resolve to initiate the design of a new paradigm. We can't do it all by ourselves. We need our members to join us – to collaborate – to integrate – to contribute towards this glory that is "history" as well.

To begin with, the new Committee shall go all out to help identify the right path with the "true north" approach. It may be the pain-and-pleasure theory for TAAI to evolve to better and more relevant forms.

Our Industry Partners can do more. To bring all industry into glory is benefit-to-all. We are more than ready to team up for their cause as much as they can be ready to team up for our cause.

Win-Win need not be about a win always on either side. Sometimes you win and sometimes you encourage others to win. We cannot compete to lose. Absolutely!

The BIG question is "Are we there?"
The preferred answer can be "It Matters" to be there. Think about it.

Inviting you to join us on this journey to a new destination called **– TAAI Positive!** We can do it better with your participation.

With warm regards Sincerely yours

Sunil Kumar President, sunilkindia@gmail.com



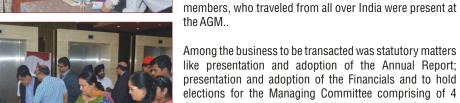
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# TAAI'S 64TH AGM 2015 – WELL ARRANGED - RECORD ATTENDANCE!



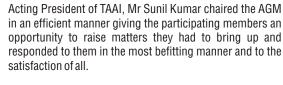
The recently concluded 64th TAAI AGM on the 30th September 2015, ends yet another term for TAAI. The two year term, which commenced during December 2013, was cut short by 3 months in view of the TAAI Managing Committee's decision to hold the AGM during September 2015.





Among the business to be transacted was statutory matters like presentation and adoption of the Annual Report; presentation and adoption of the Financials and to hold elections for the Managing Committee comprising of 4 Office Bearers (President, Vice President, Hon. Secretary General & Hon. Treasurer) and SEVEN members of the Managing Committee for a two year term 2015-2017.





TAAI with the elections was assigned.





Mr Marzban Antia responded to the gueries on financials and the AGM witnessed adoption of all reports - Report of Managing Committee; Report on Financials; and Report of Election Results, unanimously (Election Results given on next page)



There were many accolades by the members on the smooth process of elections and without any dispute the event added tremendous value to TAAI's image for a highly organized, professional and an AGM with FOCUS.

To make it easier for the Delegates to register and vote. there were number of counters created for this purpose.

manner in which they had laid out the Lunch and the space that was allocated for holding the AGM as well as the

adjoining space for the Election purposes.





It was wonderful to have offered the participating members an opportunity to meet up with the old & young and it certainly was a rewarding experience.



The best part of the day was to witness the three contesting teams of TAAI who were more seen as one unit and interacting actively with one another without any reflection of a divide. That certainly is a great spirit in favour of this prestigious association TAAI which continues to work fervently for the cause of strengthening the industry and work beyond self.





# **TAAI ELECTIONS 2015 SUCESSFULLY EXECUTED**



































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### TAAI'S NEWLY ELECTED MC MEMBERS FOR 2015 -17



TAAI ELECTIONS 2015 - 2017

Members of TRAVEL AGENTS ASSOCIATION OF INDIA (TAAI) elected office-bearers and Managing Committee for the 2-year term (2015-17) at the 64th AGM held on 30th September, 2015, in Mumbai. Team TAAI Positive emerged victorious with the entire team being elected. Sunil Kumar R, who headed TAAI Positive, has been elected as

President, Marzban Antia has been voted as Vice President, Bettaiah Lokesh, as the Honorary Secretary General and Jay Bhatia as Honorary Treasurer. The new Managing Committee of TAAI includes R.Venkatachalam, Imtiaz Qureshi, Bhagwan Ramnani, Devaki Thiagarajan, Shreeram Patel, Anil Kumar and Jyoti Mayal.

Talking to the media after the election results were announced, Mr Sunil Kumar said - It is a rewarding result and he is very very excited that the entire team has won. He thanked the I. It will



Mr. Imtiaz Qureshi / Mr. R. Venkatachalam/ Mrs. Jyoti Mayal / Mr. Shreeram Patel / Mr. Bhagwan Ramnani Ms. Devaki Thiyagarajan / Mr. Anil Kumar Front Row : (L to R) Vice President : Mr. Marzban Antia, President : Mr Sunil Kumar R. Hon. Secretary : Mr. Bettaiah Lokesh, Hon. Treasurer : Mr. Jay Bhatia

members for their faith in the TEAM and said that his team will go all out to attempt meeting the expectations of the members. The focus will be on trying to guide members into a changing industry era where the challenges will be many while opportunities too will multiply. To a question on what would be the key focus, he remarked that TAAI will do all possible to boost their positive image levels and take TAAI to its much awaited next level. It will be our endeavour to lead members from the "today-we-exist" into an environment called "tomorrow", rather than trying to get the tomorrows to meet our todays. He added that this is one way to make the association relevant in a changing environment and evolution being the order of the day, our approaches and practices must change. Thus training will be an ongoing process to ensure that members can be successful in the current environment.

He was happy that the members who had attended the AGM were very cooperative and supported the election process which was an almost zero defect process. He added that our immediate agenda will be to design our planning and form committees to assign agenda and accountability to our members. Among the things we need to do is to get a closer connectivity with the Government. He once again thanked members for their support and invited them to join the initiative to drive TAAI forward to its most deserved position.

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### **NATIONAL MANAGING COMMITTEE UPDATES**

Co-Chairman Airline Council Mr. Shreeram Patel met with the Jet Airways Senior Management in Ahmedabad on 21st October 2015.



CEO of Jet Airways Mr. Cramer Ball with Mr. Shreeram Patel: Co-Chairman of Airline Council



Cramer Ball - Chief Executive Officer in centre with Mr. Shreeram Patel: Co-Chairman of Airline Council From L to R. Mr. Jayaraj Shanmugam : Sr. Vice President - Ground Services, Nivaan Goyal : Son of Chairman Mr. Naresh Goyal, Jet Gujarat team :Navaid Desai, Nishali Sheth along with Chairman of TAAI Gujarat Chapter Mr. Paras Lakhia

### HON SECRETARY GENERAL IN TAAI SECRETARIAT

Mr B Lokesh, TAAI's newly elected Hon Secretary General was welcomed with a garland greeting on his first visit as HSG to the TAAI Secretariat. A visibly surprised Mr Lokesh thanked all of the staff members for their kind courtesy. He was accompanied by Vice President Mr.Marzban Antia and Hon Treasurer Mr Jay Bhatia who spent the full day and the next discussing various matters pertaining to the Secretariat and its smooth functioning.

The HSG later interacted with all staff members and discussed future plans with regard to the administrative affairs of the Secretariat and his plans on the anvil. Seen in the pic is Admin Manager Mr K lyer garlanding the HSG as he entered the Secretariat.



#### TIME TO VISIT TURKEY!



Turkish Culture & Tourism Office arranged a "Destination Turkey Workshop" in Mumbai on Monday, 5th October, 2015 & in New Delhi on Wednesday, 7th October which saw TAAI members and others attending earnestly. Our Hon Treasurer & Chairman Tourism Council, Mr Jay Bhatia was a special invitee and attended the same in Mumbai. The event was organised jointly by Turkish Ministry of Culture & Tourism in association with Association of Turkish Travel Agents and Turkish Hoteliers Federation. The organizers are going all out to promote Turkey as one of the best destinations for the Indian outbound travelers.





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# TAAI'S FIRST MEETING WITH AIR INDIA CMD

Mrs Jyoti Mayal our Chairperson of Airline Council met with the CMD of Air India - Mr.Ashwani Lohani in Delhi on 2nd September, 2015. This was the first courtesy visit by TAAI with the CMD who appreciated the gesture and interacted with her and promised to set up many more meetings in due course for close interaction with TAAI members. Picture shows Mr.Rajan Sehgal, Chairman Northern Region, Mr.Ashwani Lohani, Mrs. Jyoti Mayal and Mr. George Kutty, then Co-opted MC Member.



#### **FAM TRIP OF EASTERN REGION**

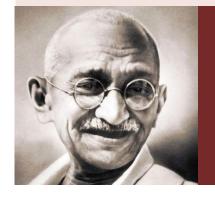


Pictures of TAAI Eastern Region's FAM tour to Srilanka that was attended by 26 agents from Eastern India. Devesh Kumar Agarwal, Chairman- TAAI (ER) stated that the trip was an excellent opportunity for members to bond with one another.

The trip took the members to various beautiful sight seeing spots that are very popular with tourists both domestic and international.

The members enjoyed the FAM Trip and felt that it was both educative and fun.





# **QUOTE OF THE MONTH**

"You must not lose faith in humanity. Humanity is an ocean; if a few drops of the ocean are dirty, the ocean does not become dirty."

- Mahatma Gandhi





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# TAAI SIGNS MOU WITH GARDEN CITY COLLEGE (GCC) OF MANAGEMENT, BANGALORE(DEPT. OF TOURISM) FOR 3 YEARS.

TAAI's endeavour to promote tourism and encourage youth to enhance their skills from grass root levels has seen a change after TAAI Tourism Council Chairman, Jay Bhatia initiated and signed a MOU with HR college in Mumbai, last year.

Working the way forward, TAAI's Karnataka Chapter has signed a MOU with Garden City College of Management in Bangalore. Chairman of TAAI Karnataka Chapter, Mr. M.S Raghavan signed the MOU on behalf of TAAI on 21st October 2015 for a period of 3 years. GCC offers undergraduate and post graduate courses and is affiliated to the Bangalore University. Bachelor of Arts Degree in Tourism, History & Journalism, a three years degree course and Masters in Tourism Administration, a two years Master's degree course, are being conducted by the Department of Tourism at the Garden City College. TAAI will enhance and cultivate on the job value to the students and create an industry and academia platform for nurturing new talent. Garden City college shall also seek TAAI assistance is organising speakers from the industry for guest lectures to the students, sourcing live projects for students and many more activities. TAAI members shall also place the students as interns during the duration of the course.

"Students will get an opportunity to witness specialist presentations and attend industry related seminars/programs organised by TAAI or its partners", stated Mr. M.S. Raghavan, Chairman of TAAI Karnataka Chapter.

The Faculty of the institute shall also assist in training personnel of TAAI members and ensuring continuous education. Mr. Raghavan, shall be a Honorary Advisory Board Member at GCC and assist the faculty, in relation to the Tourism and Hospitality wing. TAAI is already in the process of tying up with various colleges and universities and taking up educational initiatives in India as well as with Global Institutes. The initiative is being hugely welcomed by students as they have a good platform to pursue their interests in the Travel, Tourism and Hospitality sectors and enter the industry as professionals.













### **GOA CHAPTER'S TRIP TO BALI**

Chairman Mr Arif of our Goa Chapter informs us that his Chapter members had a wonderful time on their fam trip to beautiful Bali. It was a time for bonding and interaction amongst themselves and each and every member made the most the opportunity. Pic shows the group in Bali.















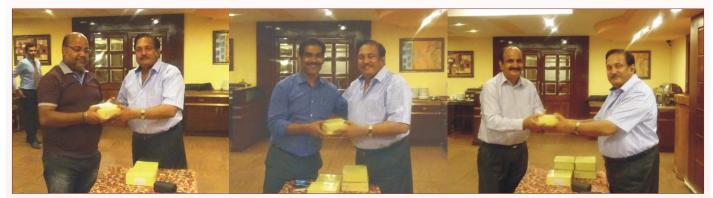




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### **UP & UK CHAPTER MEETING IN VARANASI**

The last meeting of Uttar Pradesh & Uttarakhand Chapter was held at Varanasi which was well attended by members from Varanasi, Lucknow & Gorakhpur. Members were greeted by the Chapter Chairman, Mr. Sunil B Satyawakta & Hon. Secretary, Mr. Kirti Srivastava. Various matters relating to the Chapter and the industry were discussed. The evening followed with a networking dinner which was attended by all airlines apart members.









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# INAUGURATION OF THE HERITAGE CAFÉ

'The Heritage Cafe' was inaugurated recently by Khwaja Haleem, Advisor, Department of Tourism Uttar Pradesh at Paryatan Bhawan in Lucknow. A close interaction amongst Special Secretary and Director General Tourism Uttar Pradesh, Mr. Amrit Abhijat, Officials of Tourism Department, Chairman UP, Bihar & Chhatisgarh Chapter of IATO, Mr. Prateek Hira and the members and OBs of TAAI UP & UK Chapter followed the event.







#### UP CHIEF MINISTER AKHILESH YADAV WITH TAAI CHAPTER CHAIRMAN MR. SUNIL SATYAWAKTA





### **NEWS FROM RAJASTHAN CHAPTER**

Manoj Sogani Chairman of Rajasthan Chapter and his OBs arranged their first Chapter meet at Hotel Park Regis, Jaipur on 17 Oct. Apart from members from Jaipur, the meet included members far away from Sikar, Fatehpur and Jhunjhunu all of whom, made their presence felt in a significant manner at the meeting. In fact for the first time,

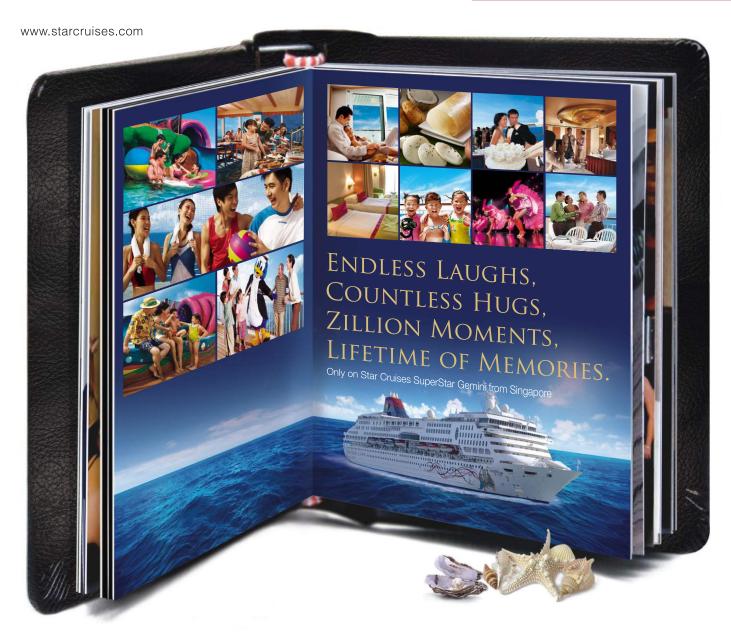


the Chapter invited heads of airlines and GSAs including airport managers who appreciated the invitation. Says the Chairman, "Every one present was more than happy to be a part of our harmony dinner hosted by courtesy of GM Mr Vedyut, followed by exciting cultural show and live music that kept everybody on their feet.





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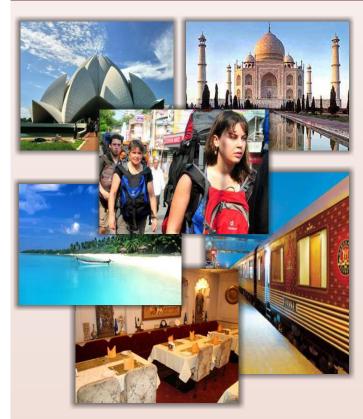
### TAAI GUJARAT CHAPTER GETS FIRST LOOK AT HOTEL TAJ SANTCRUZ



Mumbai is all set to get a new Taj hotel (its third in this city) soon. The Hotel Taj Santacruz will throw open its doors to its 279-room property just outside the Chhatrapati Shivaji International Airport, (Domestic Terminal) in Santacruz (East) in Mumbai. The good news is that TAAI Gujarat Chapter Office bearers arranged for its Chapter members to visit this prestigious and upcoming hotel to get a FIRST LOOK at the property. The members enjoyed checking out this luxury property on 30th September 2015, aimed primarily at the business traveler and includes 22 suites. A stone's throw away from the terminal 1C of the domestic airport, the hotel is a significant move by India's oldest and largest hotel group. Members were hosted to High Tea courtesy Mr. Karan Godhwani, Sales Director.

# TRADE NEWS IN BRIEF. . . . . .

#### DOMESTIC TOURISM ON THE RISE



Diwali Vacations are just around the corner and travel planning is on the top of the priority list! It is a well known fact that domestic tourism has been increasing steadily in India over a considerable period of time. Today more and more people are taking that much – awaited break, visiting tourist places whether it is North, South East or West even little-known areas all over India.

Domestic tourism makes a substantial contribution to the industry's overall economic resilience and sustainability. In fact, many tourism businesses would not survive if it were not for the year round patronage of domestic visitors. The travel patterns differ from people to people and are an important indicator that they matter a lot in the role as an important contributor. Domestic Tourism is promoted from state to state and is the backbone in generating wealth that many regions and places would otherwise lack.

State Tourism Boards in India are going all out to promote tourism in their states. Their facebook pages are being read by both the young and the old pan India. The power of social media is all embracing and is agog with all the latest tourism happenings.

It is wonderful to learn that the number of fans of the tourism department of Kerala on Facebook hit the one million mark. Kerala Tourism is the first tourism board in the country to have more than one million fans on its Facebook page.



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# TRADE NEWS IN BRIEF.....

### 5.608,000 FOREIGN TOURIST ARRIVALS FROM JAN-SEPT

It is good news for tourism industry. !! Foreign Tourist Arrivals (FTAs) during September 2015 were 540,000 as compared to FTAs of 509,000 during September 2014 and 454,000 in September 2013. This means a growth of 6.1 per cent in September 2015 over the same period last year. . The percentage share of Foreign Tourist Arrivals (FTAs) during September 2015 among the top 15 source countries was highest from Bangladesh (18.81%), followed by USA (10.99%), UK (7.96%), Malaysia (4.72%), Sri Lanka (4.69%), Australia (3.39%), China (3.37%), Japan (3.20%), Germany (2.89), Canada (2.51%), Nepal (2.44%), France (2.39%), Singapore (2.13%), Pakistan (1.61%) and Afghanistan (1.27%). These top 15 countries account for 72.37% of total FTAs during September 2015. Foreign Exchange Earnings (FEEs) during the month of September 2015 were US\$ 1.436 billion whilst from January-September 2015 it was US\$ 14.453 billion showing a growth of 3.2 per cent over the same period during 2014.

#### CIVIL AVIATION MINISTER INAUGURATES INTERNATIONAL CIVIL HELICOPTERS CONCLAVE 2015...

Union Minister of Civil Aviation Sh. P. Ashok Gajapathi Raju inaugurated the International Civil Helicopters Conclave 2015 in New Delhi today. Minister of State for Civil Aviation, Culture and Tourism (I/C) Dr Mahesh Sharma was also present on the occasion. Speaking at the inaugural ceremony Shri Raju called upon all stakeholders to come up with new ideas to give a boost to the civil aviation sector as a whole, and the helicopter industry in the country in particular. He said that a new Civil Aviation Policy is in the process of being drafted. Once it is ready, response and comments of stakeholders will be sought, so that a vibrant and forward looking policy can be put in place. The minister also said that the facility of flying should not be restricted to only the privileged people in the country. We should put policies in place so that flying becomes affordable and reaches the masses.

#### RAILWAYS LAUNCHES PILOT PROJECT ON 'E-CATERING' SERVICE - PRESS TRUST OF INDIA: OCTOBER 19

Kolkata. The Indian Railways Catering and Tourism Corporation (IRCTC) has launched a pilot project of a station-based e-catering service allowing passengers to order meals as per their choice, which will be delivered at stations from popular private caterers. In the first phase of the project, all trains passing through 45 specified railway stations, including nine in the east zone, namely Howrah, Sealdah, Guwahati, New Jalpaiguri, Patna, Bhubaneswar, Visakhapatnam, Kharagpur and Mughalsarai have been named. The other stations under this project are namely, New Delhi, Allahabad, Kanpur Central, Lucknow, Varanasi, Chennai Central, Mumbai Central, Delhi, Bangalore city, Madurai, Amritsar, Thiruvananthapuram Central, Chandigarh, Gorakhpur, Varanasi, Jaipur, Bilaspur, Anand Vihar, Hazrat Nizamuddin, Ludhiana, Secunderabad, Tirupati, Vijayawada, Chennai Egmore, Ernakulam, Kozhikode, Thrisur, Yasvantpur, Nagpur, Pune, Agra Cantt, Gwalior, Jhansi, Bhopal, Ahmedabad, Surat and Vadodara.

"Station-based e-catering will be only for stations and not on moving trains. The service will allow passengers to either order meals online at www.ecatering.irctc.co.in or by calling 0120-2383892-99/ 1800-1034-139 (toll free) or by sending SMS Meal to 139 with details of PNR and seat number and the meals will be delivered at their berth," IRCTC group General Manager, East Zone Debashis Chandra told PTI. Besides food from IRCTC-managed food plazas and fast food units, reputed food chains like McDonald's, KFC, Switz Foods, Only Alibaba, Dominos, Haldiram, Bikanerwala, Nirualas, Sagar Ratna, Pizza Hut which have a wide variety in menu have entered into a tie-up with IRCTC to serve the passengers passing through these stations.

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