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# VOICE OF HOUSEKEEPERS



**PHA**  
PROFESSIONAL  
HOUSEKEEPERS ASSOCIATION  
SYNERGIZING HOUSEKEEPING FRATERNITY

- a biannual e-inozine of PHA



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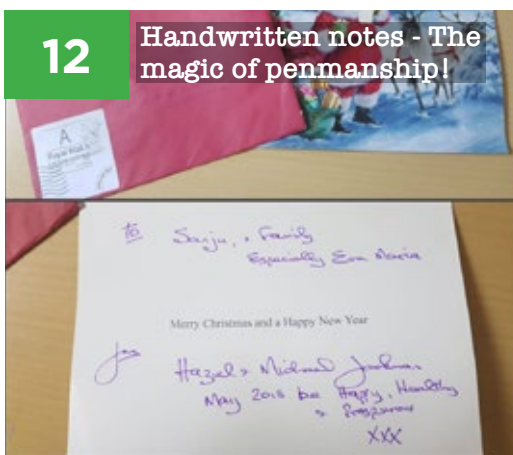
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# FROM THE DESK OF FOUNDER PRESIDENT & CHAIRMAN - PHA

**Jayashree Nagaraj**  
Founder President & Chairman, PHA

**H**appy to see the revival of our industry post covid. A lot has been happening in terms of our role in ensuring guests safety with regards to processes, inventory, protocol etc. The new norms are here to stay.

“To be a non-profit organization that synergises the cleaning industry workforces, provide diverse solutions such as optimizing cleaning processes, innovating cleaning products and expanding the scope of the industry by exploring new markets”. This is the Mission statement of PHA.

I have always envisioned that the future housekeeping professionals should walk tall and take pride in whatever they do. My belief has come true, we witnessed that during Covid times the housekeeping department and the team were the most in demand. We passed the testing times with flying colours and overcame all challenges thrown in front of us.

We were able to do so with teamwork, open-mindedness, and the adventure of finding new solutions to the problems. And solving them didn't just happen on its own. It was possible as the housekeeping workforce brought all their personal experience and expertise to the table.

With more than 170 members across the globe from all sectors of the cleaning industry – retail, health care, hospitality, facilities and educational institutions, PHA has operational

chapters in Karnataka, Telangana-Andhra Pradesh and Delhi NCR.

PHA has helped to create sustainable employment opportunities through strong networking and has also facilitated industry speakers for the YUVA chapter. It plans on starting skill development programs for youth from marginalized sections of the society and support and encourage all employees in Housekeeping and allied industry with

training, education and mentoring through seminars and workshops.

PHA will be able to reach out to the cleaning industry and provide the road map towards providing total cleaning solutions and has plans in mobilising manpower for conducting cleanliness and hygiene audits. We are also planning on creating a pool of experts from the industry who will be available for consultancy on any Housekeeping related areas of expertise- planning hospitality facilities, interior decoration, vendor management, real-time problem solving, setting up entrepreneurial ventures etc. In order that we practice what we preach the contribution and enthusiasm is definitely expected from each and every member in whatever possible way and that will help position our association on a global platform.



# FROM THE MANAGING EDITOR'S DESK

**Smritee Raghubalan**

Managing Editor, Voice of Housekeepers (VoH), PHA

Co-author- Hotel Housekeeping Operations and Management, Oxford University Press

## Greetings from Professional Housekeepers Association!

As I kept reflecting on what to base this edition's editorial on, upon thoughtful contemplation, I figured out that it must be an ode to the hospitality industry's indomitable workforce.

Passion for hospitality, that's what drives hoteliers. Many hoteliers I know lament they don't see the sun set or rise and weekends are even busier than weekdays. Its also true that because of this perception of long working hours, many try to choose an alternate career. It is even more factual that those who do so are often enticed back by the call of the profession, because for them, no other career is more thrilling or challenging enough, anymore.

The above scenario may be set to change as people realise the importance of work-life balance, especially in the aftermath of COVID-19 pandemic. It taught many managers to take care of their employees. I get reminded of a saying by the swashbuckling entrepreneur and founder of Virgin Group.

This holds entirely true for any profession, more so for the hospitality industry with its appallingly high turnover. A manager is worth his/her salt, when he/she is able to manage the new generation of employees and get them to work efficiently in a team. The pandemic gave a boost to the novel gig economy mindset in employees, and employers need to abide by the above saying if they have to contain the unabated wave of employee turnover.

It is especially so with a housekeeping team, a team which in some hotels is still not recognised for their worth in bringing in revenues or creating guest loyalty. Housekeeping managers who create and maintain an excellent team deserve our salute, rather a standing ovation. The pandemic has brought forth myriad innovations to adopt in terms of new processes, techniques, designs, technology and products; housekeeping managers have enough to fill their training calendars with.

It will be good to keep in mind that a respected manager takes on the



moral responsibility for the overall development of each and every individual in his/her team. Employees who are part of such a synergistic housekeeping team then ensure that they always give their best.

With this positive note, we present the next issue of our bi-annual e-Infazine 'Voice of Housekeepers' and hope it is received and read with the same overwhelming enthusiasm as the previous one. In case you missed our previous issue, here's the link to access it <https://bit.ly/VoiceofHKJan2022>

Happy reading and stay safe!

**Train people well enough so they can leave.  
Treat them well enough so they don't want to.**



Sir Richard Branson

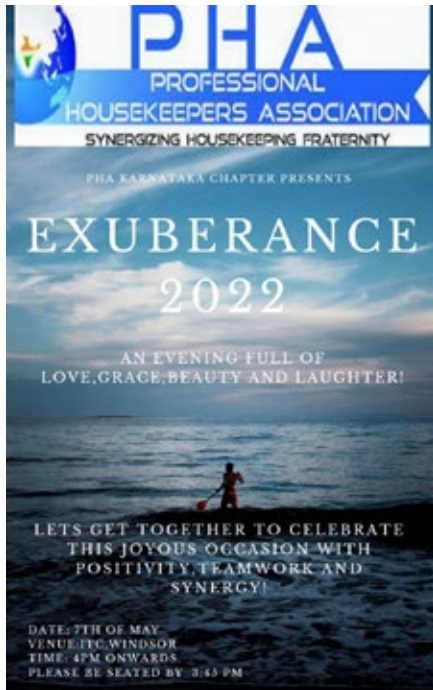
**Disclaimer:** The views and opinions expressed in the articles in Voice of Housekeepers are solely those of the authors.

**Note:** Your feedback is valuable, do send your thoughts to the Managing Editor at [me.ind@phka.in](mailto:me.ind@phka.in)



# PHA KARNATAKA CHAPTER CELEBRATES EXUBERANCE 2022

A VOH editorial report



The Karnataka Chapter of PHA organised Exuberance 2022 on 7th May 2022 as a comeback event after the pandemic. The elegant venue was the Westminster Hall at ITC Windsor, Bangalore, decorated in pastel décor by the

host Ms. Ila Prabhu, EHK, ITC Windsor, and Vice President, PHA Karnataka Chapter and her team. After a gracious welcome by the emcees, Ms. Ila Prabhu, and Ms. Smritee Raghubalan, the dignitaries present were invited for lighting the ceremonial lamp.

The auspicious ceremonial lamp was lit by Mr. Kuldeep Dhawan, General Manager, ITC Windsor, Ms. Jayashree Nagaraj, Founder President and Chairman, PHA, Ms. Asha Premkumar, Executive Vice President, PHA, Ms. Swarnalata Mankikar, an esteemed PHA Karnataka Chapter member and Ms. Ila Prabhu. During lamp lighting, an invocation prayer was sung by Mr. Ganesh Naaraayan (RSG), the cultural ambassador of PHA. This was followed by a rendition of the lively Exuberance song, composed and sung by Team RSG.

Ms. Asha Premkumar delivered the welcome address and stated that PHA would strive to organise more such events which were curbed

in the wake of the pandemic. Ms. Jayashree Nagaraj in her speech, appreciated the much-required initiative taken by the Karnataka Chapter lead by Ms. Ila Prabhu in organising Exuberance 2022 for life members of this chapter.

A hilarious situation handling game followed where volunteers from the attendees acted as guests and housekeepers and tackled situations given to them. A thoroughly entertaining balloon game conducted by Mr. Shivakumar, Treasurer, PHA Karnataka Chapter followed this and members participated enthusiastically.

The fun-filled evening had a musical conclusion after rounds of antakshari conducted by the emcees. Vote of thanks was proposed by Ms. Sandhya Anilkumar. Members carried away auspicious Tulsi saplings as a memorable token. The magical moments at Exuberance 2022 are captured in the picture story section, in the concluding pages of this edition of Voice of Housekeepers.





# MSMEs (Micro Small & Medium Enterprises) in the field of Housekeeping- Hidden Opportunities for Entrepreneurship, Employment and Economy and path towards protecting People and the Planet

This article will provide an overview of MSMEs in the field of Housekeeping based on the issues confronting the country and the industry, as well as the opportunities for entrepreneurship, employment, and economic growth. The article also looks at how MSMEs in housekeeping can help protect people and the planet.

A report published by The Citizen titled, "Why is India still the world's dirtiest and most polluted country?", elaborated on the various improper lifestyle practices followed by the people, leading to pollution and thus contributing to the negative image of the nation as the 'dirtiest'.

There are several factors that contribute to the pollution of water, air, and soil. These include lack of awareness, lack of accessibility to cleaning services; lack of affordability; lack of infrastructure; lack of cleaning-related products and services; lack of policy regulations; lack of support from the stakeholders; and lack of start-ups providing cleaning, maintenance, and disposal services, etc.

Apart from pollution, the next major challenge is the rising rate of unemployment. The news reported by the Economic Times, indicated that the unemployment rate in India is 8.10% as of February 2022.

The scenarios described above, as well as other factors such as rapid urbanization, lifestyle evolution toward luxury and convenience, dual-earning members of the family, lack of time, rising nuclear family structures, increased burden on family members, increased concern for the environment, and

an increasing mandate to fulfil various statutory requirements of private and public institutions, point to the need for MSMEs in housekeeping, cleaning, or place well-being. To manage any place, be it personal, public, or workspace, with the utmost cleanliness and hygiene, there is a growing need for accessible and affordable housekeeping solutions.

Unlike the number of food grocery stores, salons, apparel stores, footwear stores, or pharmaceutical stores, the Micro Small & Medium Enterprises (MSMEs) related to housekeeping is neither popular nor prominently available in the Indian market except for selected companies. To provide and manage the cleaning or place well-being requirements of a nation with a population of 138 crores, more start-ups in housekeeping are required.

Out of 100 + possible MSMEs in the field of Housekeeping, a list of 25 that can be explored is given below:

1. ATM Cleaning Solutions
2. Public Transport Cleaning Solutions, such as Bus Cleaning Services



**Dr. D. P. Sudhagar**

Founder- Click HTI (Hospitality & Tourism Infinity), EAQ (Education Quality Assurance), GRIFA (Global Research and Innovation for All), and YLT (Your Life Trishula)  
Associate Professor, Director-IQAC, CEO- GCU Incubation Centre, Dean-RIC, Garden City University, Bengaluru  
PHA Life member



3. Festival Cleaning and Decoration Solutions
4. High Ceilings and Wall Cleaning Services
5. Special Metal, Copper, and Wood Cleaning Services
6. Cleaning Services for Clinics
7. Cleaning Services for Gardens
8. Services for Deep Cleaning
9. Marble, Tile, and Wooden Floor Polishing Services
10. Upholstery & Carpet Shampooing Services
11. Cleaning Services for Artefacts
12. Sanitization & Disinfection Service
13. Services for Glass Cleaning
14. Washroom Cleaning Services
15. Store Room Cleaning
16. Kitchen Cleaning Services
17. Private Garbage Collection Services
18. Specialized cleaning equipment and cleaning solution stores
19. Housekeeping Training Centres
20. MSMEs Business Creation Centres for Housekeeping
21. Clean, hygienic, safe, and secured public urinals
22. Training Services for Consumer
23. Audit Services for Cleaning and Place Maintenance
25. Post Construction and Renovation Cleaning Services

### 26. Specialized cleaning and decoration services such as pre and post wedding

Let's take an instance of the need for specialized cleaning and decoration services such as pre and post wedding.

As per estimates, 10 million weddings take place per year in India alone. Every ceremony in India is known for its rich traditions. In terms of marriage ceremonies, it starts at least 15 days before the wedding and ends at least 15 days after the wedding. Gone are the days when relatives came and stayed for over a month to support the family conducting weddings by involving themselves in various wedding-related activities, including cleaning, cooking, decorating, and serving the guests. The rise of the nuclear family and lifestyle alterations and situations such as the COVID-19 pandemic have resulted in guests wishing the couples virtually. Conducting a marriage involves planning over 200+ activities. Cleaning and decorating the house is one of the most important activities. Due to lack of time and lack of availability of people in the house to take care of cleaning and decoration services, families are looking for accessible and affordable cleaning and decoration services for weddings in India. In this scenario, an MSME focusing on providing end-to-end cleaning and decoration services at an affordable cost is the need of the hour. Starting such an MSME and making it accessible to the public will take care of not only the cleaning and decoration but also

ensure safe waste disposal, thereby ensuring overall sustainability.

Unlike other sectors of MSMEs, housekeeping-related MSMEs can be started with a budget of less than INR 10,000 using innovative and creative concepts and approaches. The efforts made to establish such MSMEs will not only benefit market consumers, but will also help to reduce pollution and generate more employment and economic growth for the country. Overall, MSMEs in housekeeping will be a sustainable game-changer in India.

If associated with existing government initiatives such as the "Swachh Bharat Mission", housekeeping-based MSMEs with affordable and easily accessible services may bring about significant changes in creating a cleaner and healthier India.

Stakeholders interested in starting an MSME in housekeeping can contact the author at [dpsudhagar1986@gmail.com](mailto:dpsudhagar1986@gmail.com) or 7619420727. End-to-end consulting services right from selecting a suitable MSME related to housekeeping based on the expertise, opportunities available, affordability, development of the business model, standard operating procedure creation, soft launch of the services, auditing, and maintenance of the business will be provided.

### References:

<https://economictimes.indiatimes.com/jobs/unemployment-rate-decreasing-in-india-cmie/articleshow/90624064.cms>

<https://www.thecitizen.in/index.php/en/newsdetail/index/4/19724/why-is-india-still-the-worlds-dirtiest-and-most-polluted-country>



# ACCELERATE TO SURVIVE SUSTAINABILITY FOR HOSPITALITY



**Karthik Ponnappa**  
Co-founder - Smarter Dharma

Everyone today knows about the Paris Climate Accord, a legally binding international treaty on climate change. It was adopted by 196 countries at COP 21 in Paris, in 2015 and came into force on 4 November, 2016. The goal of the Climate Accord is to limit global warming to well below 2 degrees Celsius, preferably to 1.5 degrees Celsius, compared to pre-industrial levels.

To achieve this long-term temperature goal, countries across the world aim to reach global peaking of greenhouse gas emissions as soon as possible to achieve a climate neutral world by mid-century. Each country submits their plan for Climate Action and how they will contribute to achieve this goal is known as nationally determined contributions (NDC's).

India today has a structured approach and has volunteered a forward thinking and aggressive NDC plan which has to be achieved. This means that every stakeholder in the country today, be it an organization, community or individual has the responsibility to be part of the solution and contribute positively towards it. Goals have been set both at national and state level, with both policy and implementation engines now maneuvering in the direction being led by the 17 United Nations Sustainable Development Goals (SDG's).

The hospitality sector therefore, will now be forced to relook at this relationship in order to decide whether they can proactively be a part of the solution or grudgingly be forced to do the minimum required to achieve the mandate. Experience

suggests that even though a bit slow to start, it has the potential to lead in showing how we can achieve the goals.

## Re-defining Hospitality in Service

The hospitality sector is a part of the services industry, which has become synonymous with luxury, a world of excess and of creating experiential delight. We are sitting on the precipice of a climate emergency (if we haven't already entered it as yet) and if we do want to achieve the climate goals we have voluntarily set, we have no choice but to give a serious relook on the current state of ecological imbalance, social injustice and skewed economic structuring.

This means that we will have to rethink hospitality as a whole and even change the consumer



expectation of what it means, to be able to achieve our goals. We can no longer look at it in a simplistic manner in the limitation of changing to energy efficiency design, reducing water demand or waste management. While our plans of increasing the indoor room temperature to 25 degrees Celsius, removing packaged drinking water from room service, green linen programs and dual flush toilets to save water are needed; they are profoundly inadequate.

The time for 'only' individual action and personal behaviour change is well past its effectiveness and we need to aggressively complement if not allow systemic change, policy implementation and a mass change on industry performance to take the lead.

- Decouple excess consumption and the delivery of hospitality experience.
- Redefine hospitality to empower social justice and allow environmental excellence to the forefront to guide your policy.

- Set aggressive organisational and individual entity goals to meet and exceed in its contribution to India's INDCC's and climate goals.
- Create a P/L account which includes and is guided by the land's carrying capacity or true value of natural resources.
- The industry as a collective should work with national & state policy to hasten the support and create institutional mechanisms that support achieving the goals stated. It can no longer cradle itself with the excuse of not getting support, rather demand for it.

### **Creating Solutions on the Ground**

- Hasten implementation of sustainability goals; move timelines of 5-10 years to shorter 2-4 achievement cycles.
- Create awareness, educate and sensitize both internal and external stakeholders. Allow customers and your supply chain to be part or even assist in designing your solutions.

- Allow data and analytics to guide and hand hold you; without forgetting that it is a scale agent but not the solution by itself.
- Create communication campaigns to re-define luxury, re-create demand and what it means.
- Re-define goals on being sustainable – move the current aspirations to become base requirements.

Our industry has the brightest of minds and our ethos will always be to provide the highest value to our stakeholders. The question is no more whether we will be front runners or laggards, but on whether we will weather it or let go of this opportunity we have in our hands.





# Benefits of Rental Linen for Hotels

For ages, hotels have purchased their own linen and deployed in their rooms and maintained them at their in-house laundries or have outsourced them to third party laundry vendors. As the quantities, sizes, colors and cloth type of linen required varies from businesses to businesses, it can be a pretty daunting task to source the entire inventory, which in itself is a huge investment. Apart from linen sourcing, as a business unit, one has to hire and train manpower for linen & laundry management and allocate a dedicated space for washing equipment and storing all the clothing.

Today, the hospitality industry has to maintain a minimum of 3 par stock as per industry standards. After all, linen is one of the easiest items to get damaged or worn out after a certain time period. Replenishing these again starts the cycle of sourcing and maintenance which is an ongoing year-on-year process. At some point in time, core business of the organization gets sidelined due to laundry and linen management. The best plausible solution for any business is to go for asset light model. But then again, a question arises-How? Simple answer: Rent Linen on Demand for your business.

When ordering linen rental for your business, start by determining what kind of linen/clothing your business requires, it can be from various categories like Bed Linen, Bath Linen, Staff Uniform or F&B Linen. Some businesses may have their own custom requirements as well. Once you identify your clothing requirements, the next step would be to look at the price range to determine whether one is going to provide the proper quantity and quality of linen for your business. You can easily figure it out through your budget.

The shift to billing methods based

on usage only has shifted the customers focus away from stocking levels. Expectation of sufficient stock to support the heaviest usage is possible. Linen rental companies should agree to the stocking ratio with hotels and regularly review with them to avoid overstocking situations and manage their perception of the value of rented textiles. It is strongly recommended that hotels order their linen rental from someone who offers a great customer service, touch and test the linen before it ships out.

If you are wondering how long the linen rental will last? - It depends on the business requirement; a linen rental plan can vary from a single month to years of operation.

## Listed here are a few benefits of renting linen

- Save capital: Wherever you are in your business journey, cash is often in short supply rather than investing huge upfront amount in purchasing linen for your business. Rent essential linen required and save capital.
- Earn interest: Keep your cash in your core business or you can simply deposit excess cash and start earning interest.
- Free up valuable storage space: When you start renting, you can save up on the valuable storage space that can be used for good.
- Pay for what you use: Order based on occupancy and get billed only when the linen is used.
- Save manpower: Effectively utilize your manpower for your core business rather than using them for Linen and Laundry management.
- Track linen movement: With UHF RFID technology driven inventory management systems in place, linen usage can be tracked easily. This will also help you



**Srinivas Rao B**

CEO, The Linen People, Bangalore  
PHA Vendor Member

avoid manual counting and any inventory loss.

## Features of good linen rental company:

- They provide 100% cotton with high thread count, hygienic, fresh, crisp and ready to use linen.
- They undertake comprehensive management of linen from renting to hygienic laundry.
- They provide uninterrupted, daily services of linen delivery and pick-up at your doorstep.
- On -call linen rental services help in easily placing an order as per occupancy surges with flexible linen rental plans.
- All the inventory comes with RFID enabled chip to track linen usage and enhance guests experience.







# GOOD NEWS TO THE HOSPITALITY INDUSTRY

- No more Linen Management issues

**RENT YOUR ROOM LINEN** - BED & BATH based on the occupancy levels

## GO ASSET LIGHT

You focus on your core business, We take care of Linen and Laundry.

## RENT & SAVE

Save Capital on Inventory Purchases, Valuable Space & Manpower.

## QUICK & EASY

Instant Rentals, On Call Services and Quick Turnaround Time.

## TECHNOLOGY

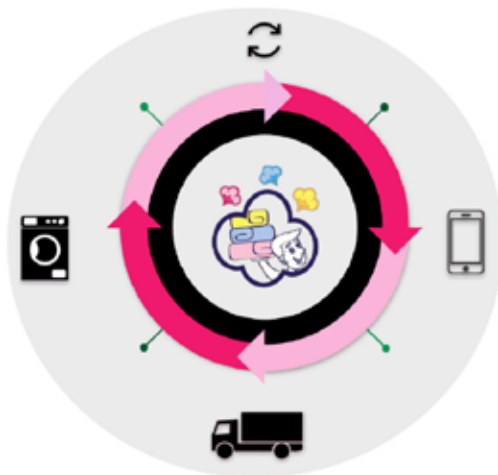
Driven Linen and Laundry Management Systems.

## WHY RENT LINEN?

- **Save Capital** on purchase of inventory year-on-year
- **Earn Interest** on Saved Capital
- **Save Manpower** on Linen and Laundry Management
- **Free up** Valuable **Storage** Space
- Only **Pay** for what you **Use**
- **Track Inventory** and its usage

## WHY CHOOSE US?

- We provide **Quality Linen** 100% cotton with high thread count. Fresh, Crisp, Hygienic ready for use
- You get **Quick Service** with Our RFID technology driven Inventory Management system, Track Linen Movement with our Uninterrupted Daily Services at your doorstep
- Make it **Cost Effective** by Renting Linen and Save your capital from buying 3 par stock You



## HOW IT WORKS?

**Step 1** Soiled Linen

**Step 2** Our team processes the order and dispatches it

**Step 3** Doorstep delivery and RFID enabled Inventory check.

**Step 4** Soiled Linen Collection for Laundry

## GET IN TOUCH TO RENT LINEN FOR YOUR BUSINESS

[www.thelinenpeople.in](http://www.thelinenpeople.in) | Email: [info@thelinenpeople.in](mailto:info@thelinenpeople.in)

Level 3, No. 58/1, 13th Cross, Margosa Road, Malleshwaram, Bangalore - 560003



# Handwritten Notes - The Magic of Penmanship!

When was the last time you took that pen and penned down a personal note to your favourite guest, customer or your loved ones? I'm sure, for most of you, the answer must be - it's been a while!

In the new world order where people even avoid a phone call in favour of a WhatsApp message or an SMS, the old school style of personalised notes are a rarity!

During my days as a department head in the best of the hotels, I used to make sure that I wrote to at least 5-10 guests during the week. It could be a short note saying 'Hi' to the guests whom I met during my rounds anywhere in the hotel or a detailed letter if our interactions were longer, sharing our life and career experiences.

For every complaint directly related to my department or associates and for any complaint I had directly dealt with, I ensured that I wrote a detailed letter; firstly apologising for the incident, then explaining the corrective actions as well as any compensations offered to the guests followed by an assurance to not repeat such unfortunate incidents!

All these letters and notes used to be sent to the guest rooms in an envelope with the guests' names beautifully calligraphed by yours truly!

It used to be pure magic when guests received these letters. Over the years, I've had several interesting responses from my guests! I've seen reactions ranging from a simple awe to the most serious of complaints being forgiven & forgotten and the guests turning around to be our repeat guests and life-long pen pals!

There were elderly guests who had tears in their eyes saying they didn't remember the last hand-written letter they had received, that not even their kids wrote to them anymore! I have guests who still write to me during the festive seasons or to simply appraise me about their lives! Such is the bond that is created that started with a simple hand-written note!

That's the beauty and the magic of the old school penmanship! The simple act of putting your heart and mind on a piece of paper! It immediately connects you to your guest/customer at a different level, it makes it so much more personal! It creates that thought in the minds of the guests that the person took that extra time & effort to pen those words down for them.



**Sanju Samuel**

Hospitality Consultant  
[www.tecxotic.com](http://www.tecxotic.com)  
PHA Life member

The results have always been amazing! My team and I get special mentions in the guest feedback, both online and offline. The severity of the complaints and compensations drastically reduced during the stay of the guests, trust and confidence in the hotel's management growing leaps and bounds, guests choosing to come back to the hotel as we accepted and owned up to those mistakes and assured to take good care of them.

I used to encourage my team members in Housekeeping to leave personal notes in the room for their guests. To make it easy and error-free, we gave them a template to choose the messages from. The results were, once again, amazing! They started getting more recognition, better tips and even thank you notes back from the guests!

I urge you all to try this simple, but effective means of communication with your own clients. In hotels & resorts, you could always start with the hand-written welcome letters.







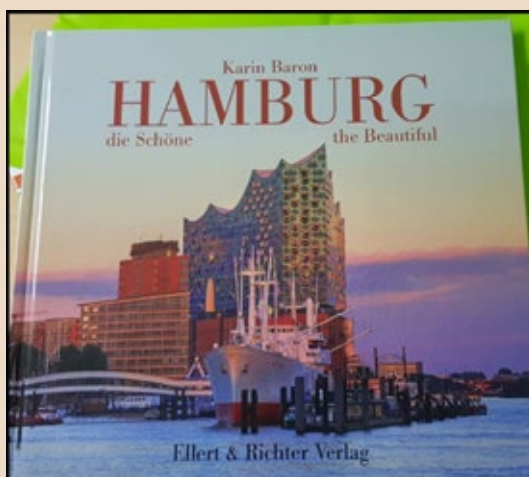
Many high-end hotels do this very religiously, straight from the GM's office. Once you're comfortable with this, you could move on to notes on birthdays and anniversaries and later on upgrade to personal notes drawing up on the specific points discussed during your conversations anywhere in the hotel during their stay.

GM's cocktail parties, casual conversations during Manager On Duty rounds or the elevator rides, welcoming guests during busy check-in periods, are all points of contact where you could pick up a conversation with your guests and make that connection.

For non-hoteliers, you always have several occasions to write to your customers - when fulfilling a large order, when they make a large purchase at your store etc. You could always send them a note on their special days or festive seasons. Frankly, if you look around, you will always find an occasion to write to them! You have to be passionate and genuine about it; that's all!

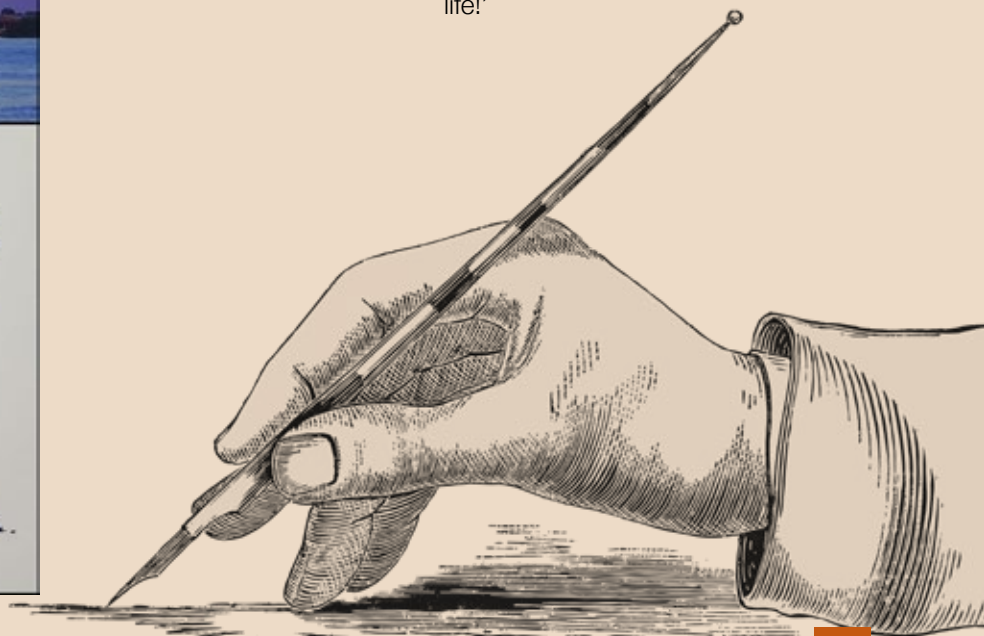
And coming to those personal notes to your loved ones, do not hesitate a moment to write that 'letter of love' to the special one; be it your partner, parents or that 'thank you' note to dear friends or colleagues. Try it out & see the pure magic; I assure you, it will be worth your time and effort!

I wish you all the best in your careers and businesses. Invest in a good pen & stationery, make that connection, create that 'guest for life!'



Dear Mr. Samuel,  
we would like to thank you for your help  
and would like to introduce you to this  
book, our home (Hamburg).  
Thank you Norbert + Hilke Korbmacher.

Lieber Herr Samuel,  
wir bedanken uns sehr herzlich für Ihre  
Hilfe und möchten Ihnen mit diesem Buch,  
unsere Heimat (Hamburg) etwas näherbringen.  
Vielen Dank Norbert + Hilke Korbmacher.





# GOING BEYOND GREEN RATINGS

While India is a world leader in green buildings today, there is a great deal more that bulk water- and energy-users have to do.

**Hariharan Chandrashekar**



**Dr. Hariharan Chandrashekar**  
Founder, AltTech Foundation  
Senior Fellow, IGBC Foundation





Last week I had a call from a facility manager in the Chinchwad area north of Pune, 'Can we implement solutions for water efficiency in our building which is 9 years old? Our water shortage is so severe that even tanker water supply is uncertain sometimes.'

Says another young engineer in a Pondicherry hospital, "Though the senior management does not easily admit it, the simple solution you offered and we implemented on energy systems, has brought down bills by at least 5 lac a month from the average monthly bill of Rs 25-27 lac we had prior to the work that was done in March 2021." The management is loath to admit the massive saving that this means for the building for fear of the 'consultants' and experts will charge more the next time such work is sought!

Asks the young CEO of a Hyderabad-based consulting firm, "If we have a high-rise apartment of 800 flats, is it still possible to make the building Net Zero Water?" and adds, "I guess it is easier for such water solutions that make a building water-neutral if

they had more land and more rooftop areas for harvesting rainwater."

There's a churn among building managers and working professionals who have to manage to secure or foot the bills for water and energy. The awareness of the range of solutions available for addressing need for efficiency in the management of these two resources, or of the understanding of the potential revenue from smart waste management is very low.

Says a senior professional at the Indian Green Building Council, "We have thirty rating systems that have been evolved over 20 years. We are a certifying body. So, we are not actually into offering solutions but

in assessing the efficiency of what has been set up by a building or a company. Senior management of such companies ask my colleagues for specific solutions for achieving outcomes that the IGBC can then certify. In many cases, we have the predicament of not having enough professional knowledge among consultants for helping such applicant companies to achieve the green norms under the various parameters of rating protocols."

One head of sustainability of a realty company which is committed to implementing such solutions for building efficiency bemoans the fact that the solutions offered are either too expensive in project cost terms, or are not convincing enough for the management to want to invite such a green professional to go ahead with a

ecological footprint with economic viability for such projects, while they are slowed down and stymied by the lack of enough professional expertise among servicing consulting firms. "Let us not mistake our ability to certify for knowledge on how to design the solution," says a LEED consultant. "We are constantly on the lookout for the combination of experience and strategy understanding from professionals who can make buildings sharply more efficient both in terms of costs and green."

Prasad L G, a young accredited professional from Pune says, "From my experience of the last 5 years of talking to various companies and project heads, I find that the question boils down to one single thing: How do you create plans that offer low-carbon, low-energy outcomes, that are climate-friendly, and offer resilience over the long term with capital costs and operational costs that are reduced?" He adds, "This seems seemingly

impossible, but we have found some professionals, though not too many, who bring this rare blend."

That leads us to some basic questions: Is green rating of a building important, or the identifying of the right resource expertise for achieving such smart management of water or energy or waste, or even air management? How do we make a business case to management as outsourced managers of facilities, or as middle and senior management professionals in companies which foot large bills for water or energy? Says a Chennai-based senior consultant for hospitals, a medical doctor himself, Dr B Krishnamurthy, who has learnt the importance

proposal that is offered. She admits, "My company wants to, for instance, go for the Net Zero Water rating for two residential high-rise projects, but are yet to find the right professional who knows how to go ahead with the plan, for want of specific knowledge."

So there is a bind. Green rating and certifying bodies in India are pushing the agenda for enlarging the





of providing clean, safe drinking water for large healthcare centres in the country. "I did not realise until recently that central air-conditioning alone can demand as much as 3.5 to 4 crore litres a year of treated clean, soft water for the chiller plants in a hospital of 200 beds. That's approximately one lac litres a day," Dr Krishnamurthy explains, and adds with a touch of regret, "Most administration officials in the hospital are fine with borewell water being transported to the hospital every morning by dozens of tankers, but are averse to implementing solutions that will treat and apply used water that can not only save lakhs of rupees every year, but can eliminate the serious long-term threat of water availability in local areas where groundwater levels have alarmingly dropped and even tankers cannot sustain water availability for a long time." Administrators are wary of new solutions. They recoil at the prospect of used water from the hospital being treated and reused. "How can inmates and visitors be exposed to the risk of such waste water being

treated and reused. If our patients know we are doing such a thing and, God forbid, the system fails even for one day, then the hospital management will be exposed to serious business risks," says a concerned hospital official.

A well-known builder in Bangalore took all of nine months to take a decision on going Net Zero Water. "The project the company is offering hosts about 500 independent homes. Over 25 years of the company's existence, we have offered borewells as water infrastructure and transferred the infrastructure assets to the RWA," said the CEO and founder of the company who wishes like many others I have quoted in this discussion, to remain unnamed. "By law, we are not required to do no more. But as a company upholding the best interests of our customers, we want to do more. We are acutely aware that the project's groundwater resources are very low with only two or three borewells now yielding only about 1000 litres per hour with the groundwater depth at an alarming 1500 feet." The company took the

risk of plunging about 11 borewells and spending about Rs 4 lac per borewell, before realising that this is not a long term option at all. "By the time we complete the project and have all 500 homes built at this campus, we know the water crisis will have only deepened. So we want to explore cost-effective options for providing long-term water availability for the prospective residents of this new campus. We do not mind the additional cost although we are not obligated by legal provisions to offer this." This campus needs 350,000 litres, or about 130 million litres every year at full occupancy which will be reached in about 5 years from 2022.

### **Every building and the city is first a 'Water Economy'**

Across India's cities builders, residents of existing apartments, offices, hospitals and hotels face this serious predicament. Essentially every city economy and the national economy first depends on the strength of the water economy. We often forget that the prosperity of any economy depends primarily on water





availability and then upon other resources for a city or any human settlement to grow, to thrive and to prosper. Every city and civilisation for millennia has grown first around a river with the exception of the last century when Man chose to abuse beyond tolerable limits.

Water is not about water alone, but about energy that is needed to long-haul water to cities from rivers, or deep-draw from borewells that were brought in only 50 years ago. Every 10 billion litres of water that a city like Bengaluru or Chennai needs every 5 days, uses up about 300,000 units of electricity. This accounts for about 350 tonnes of carbon kg emission and therefore 24 million tonnes a year.

Therefore every 1,000 crore or 10 billion litres is about 0.3 million tons of Daily Carbon Emission thanks to energy for long haul from rivers, or deep draw of water. That's about 22 million tonnes a year for a Chennai or Bangalore, and 35-40 million tonnes annually for a Delhi or Mumbai. Over ten years of consistent reduction in fresh water demand, with 80 percent drop in fresh water demand by the use of rainwater or reuse of treated water, India's potential carbon reduction from just this one area of efficiency will help meet nearly 25 percent of India's carbon reduction target for 2030. The linkage to India's need to achieve 2.5 billion tons of carbon emission reduction by 2030 cannot be forgotten. Check the IndiaSpend report 'Budget 2022: India's New Climate Pledges Await Funding Push' which says, India is targeting reducing total greenhouse gas emissions by 2.5 to 3 billion tonnes by 2030 even before COP26 in Glasgow.

Every building and every farmer has a significant role to play in helping India achieve these goals. The government in its wisdom focuses on what it can do with central solutions--PM Modi announcing the creation of 75 lakes for every district or the New Water Policy announcing the creation of STPs for treating 36 billion litres of waste water before they enter lakes

in every AMRUT city are all part of such effort to meet the Carbon reduction target of 2030. But the Government, understandably, is not focusing on demand-side management and water conservation for fear of public resistance. One policy planner in the Jal Shakti ministry says, "You must understand. It is like measures to reduce population. The Government cannot legislate in a democracy the forceful measure of 'nasbandi', while we must bring greater education among people on the need to have fewer children."

It is useful for facility management professionals and senior management in industry as well as committees of resident welfare associations across thousands of apartments in our cities, to know how to bring about such solutions that can reduce fresh water demand, reduce energy demand and therefore bring a reduction in carbon emissions in billions of tonnes in urban India. It is important that such solutioning is understood of what impacts a company or an industry, or apartment or any commercial building at the last mile. Says one citizen leader, "Government cannot force us to do rainwater harvesting or used treated waste water. The rooftop is in our building, not owned by the government," and then we add with impact, "When we want a job we go and look for it. We don't ask the government to give us a job. It is our home, our building. We

have to seek solutions and solve our own challenge at our cost. And the cost is so little with such high returns for the small investment in water solutions, that it is absurd not to do voluntarily in our own best interest, whether we are a residential block or a commercial building."

Challenge also is that even among companies professing the green cause, they demur when it comes to an 'additional spend' of Rs 10-12 lac on even Rs 200-crore projects. Senior and Middle managers down the line are astoundingly ignorant, and at once all-knowing on decisions they think their management will not accept.

This is doable if only each city utility for water and energy moves away from the supply-side apologists to demand-side doers. Fresh water demand can drop in cities by 70 percent in every building typology we all know. This is not by legislation, the government has little to do with this, as much as bulk water-users and professionals who belong to associations like PHA.

Solutions today offer IRRs of 25% and more, and so companies or RWAs or others should not demur. The water utility boards and Jal Nigams as well as the state water administrations across all cities also





have to do their part in reducing the massive distribution leakages of precious fresh water from 45% in cities like Chennai or Bengaluru to single digit. City administrations also have to focus on good and effective surface water management that will help every city become water-neutral or even water-surplus. It takes both hands to clap: Central and State governments are today focusing on massive public expenditure on more central solutions for water treatment: instead, the shift should be for governments to balance such public expenditure, with a similar effort to secure every bulk water-user to implement such localised solutions to reduce fresh water demand by 70-80 percent in their own buildings. It is such a combination of effort by both city water utilities and bulk water-users that can make the difference, both in terms of costs and the effectiveness of solutions.

Groundwater use has to stop. The risk for the private sector and for the country is enormous. The threat of land subsidence due to groundwater abuse and exploitation in most parts of India is real. UP, Haryana and Punjab alone account for 60 percent of India's total groundwater extraction. The risk of massive tracts of agricultural land subsiding and 'sinking' thanks to excessive use of borewells and unbridled groundwater exploitation is something we will see in this decade as a consequence of incalculable damage that has already

been done. We need to stop such abuse of deep aquifers, and restore shallow aquifers, so as to ensure that deep aquifers heal over the next 30-50 years of such nurturing.

### There is No Want of Solutions

There are potential technologies, processes and solutions that are available, and at very attractive economic terms. An apartment, for example, with 300,000 litres of water discharge can secure a water treatment system beyond the regular STPs that enable use for gardens and flush tanks. Practical and viable NEWater systems can further treat the other half of such treated water to drinking water grade and sell it to other companies close by, if the apartment's residents are averse to drinking this water which is better than bottled water!

A large apartment producing about two tons of wet waste a day can convert this waste with high economic viability into kitchen gas of up to the equivalent of 40 to 80 cylinders of cooking gas with investment options that offer payback within 3-4 years and a lifetime of such cooking gas yield at just the cost of maintenance.

This writer is witness to any number of hotels and manufacturing plants having reduced their energy bills by over Rs 1 crore annually, when their monthly bill was about Rs 50 lac

a month! The new crop of energy and water efficiency professionals, as well as those who bring smart solutions for waste management can quietly change the face of such use and abuse in every company, and building across India.

To the specialist and the discerning expert in India today, there are many options that can enable drop in use of fresh water by 80 percent, drop in energy use by 60-70 percent and a complete elimination of dumping wet waste that a building generates. However, to the common bulk user of water or energy or bulk generator of waste, these solutions are hard to find because such Solution Providers are few and far between. But Net Zero Water, or Net Zero Energy or Net Zero Waste is the only way forward if businesses have to survive.

Going green is not simply about securing a certification that will boost the brand image of a company or offer legal compliance of PCB and other regulations. It's about building your company's, and the building's, ability to battle the long-term need for a liveable option that beats the crisis around us that is growing rapidly. Green certification is only a tool that assesses the effectiveness of your building's solutions; it is not the solution itself for achieving efficiency and cost effectiveness which are outcomes of what you do as professionals to achieve these results.





# FUTURISTIC HOUSEKEEPING

I believe that hotels and hospitality businesses as a whole can improve in the future, and one of the ways is through housekeeping. The time has come to change the page!

It's 2022.

Take a moment to reflect about what that implies. Futuristic films were set in years like 2020 for decades, even into the 2000s. 2020 was considered the year of the future. At least, that's how it sounded.

Of course, now that we've arrived, there isn't a single flying car in sight, and we don't have robot butlers to look after our homes. We aren't saying that all of those filmmakers were incorrect. We are unquestionably living in the future when it comes to cleaning technologies and facility management.

Let us look at few futuristic ideas that may revolutionise housekeeping in hotels.

Robotic cleaning equipment that can safely operate in complex, real-world conditions are now available in major retailers around the country. They aren't the terrifying, take-over-the-world sort of robots.

Autonomous mobile robots (AMRs), such as the Robotic Floor Scrubber, are equipped with modern, automated technology that enables complex navigation and mobility without the need for human intervention. What exactly does that imply? It essentially allows a team member to be in two places at once, cleaning the floor with the AMR while also executing a high-value work elsewhere in the building.

Nothing says "we're living in the future" like robots, and these machines can solve labour problems,

increase efficiency, and keep a high standard of cleanliness while working alongside humans.

Some hotels have already begun to provide more futuristic services, like the robot butler called Botlr, which apart from delivering food to room guests could also be used to move between the hotel's various floors to carry amenities on request like toothbrushes, chargers etc. These technological solutions will not only make it viable for hotel employees to hand over guest requests, but they also will engage the guests in an awesome digital experience.

The invasion of privacy due to the number of times housekeeping and other department staff knocking on the guest room doors to



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place amenities or perform some necessary tasks can now be reduced using infrared scanners. Rather than hanging a “Do Not Disturb” board on the door or having housekeeping staff wake up customers by either knocking on the doors or calling through the room phones, housekeeping staff can now utilise infrared scanners to sense body heat within the guest room and may decide to go to the room later if it is currently occupied.

In the future, interactive walls and areas will be widespread in hotels. In place of traditional wall-art, future

hotels will incorporate walls that react to visitors’ movements. They’ll also include interactive wall space that may be used as an information desk. Tourists can use this site to find nearby sights, restaurants, and activities. Guests will be able to interact with the wall to watch television, potentially replacing standard in-room entertainment systems. The wall is constructed using projectors, motion detectors, 3D cameras, and reflective material. And this will definitely be an add-on to the aesthetics of the hotel areas.

Mobile phones could be used to unlock hotel rooms by simply

showing them over a keyless pad that is placed on the door, this will definitely become more widespread in hotels in the near future. Hotels like Weston, W have already used this technology of the future and replaced locks of about 30,000 rooms. Another hotel chain that will be introducing the technology in 10 of their properties is Hilton. The responsibility of the guest to return the key to the reception and the employees’ burden of ensuring that the guest room keys are safe no longer exists in case the guest happens to misplace it.

Technological upgradation that the hotels will adopt in the future is important not only from the point of view of guests’ satisfaction and experiences, it is also a well -tested marketing strategy.

Hilton is revolutionising room cleaning by offering three different housekeeping “packages”: the conventional, daily routine service; a “light option” where the housekeeping personnel will only provide fresh towels, replenish amenities, and empty the waste every other day; or a no service required for the day option, which is an option for the guests who do not want to be disturbed by have any housekeepers in their rooms during their stay. These services were probably provided in the past but the names that have been re- invented are definitely here to be used in the future. These technological advancements are giving management, marketing and hotel executives the opportunities, resources, and strategies they need to make memorable guest experiences that can result in expansion and transformation of business.



Source: [www.tennantco.com](http://www.tennantco.com)



# Demystifying sustainable development holistically

## Social landscape: Past, present and future

### *Past: 1988 to 2014*

Sustainable development means focusing on Planet, People and Profit as part of our business process. The people aspect is also referred to as the social dimension of business. For the purpose of this brief article, I will have laser focus on what housekeepers of hotels can do individually or collectively.

In the 80's, the hotel industry used to invite orphans during Christmas for high tea. This was considered CSR- corporate social responsibility, a feel nice factor. My own understanding of this subject became deeper in geographical isolation of the remote islands of Andaman & Nicobar Islands in the late 1980's when I was operating a small, prominent hotel in Port Blair. Some local NGOs used to come to seek our financial help and we were not in a position to assist them as our revenues were constrained due to 2 flights per week.

I learnt that helping in the social domain needs three approaches: treasury, time and talent. Keeping this learning in perspective, we helped a local orphanage financially with a symbolic amount for purchasing stationery every month for the children. After we went to see the orphanage we found its plumbing, electrical and wood work in a shaky, leaky condition. In the islands, availability of carpenters, electricians and plumbers was in short supply hence we sent our hotel's skilled staff to rectify the creaky infrastructure into a robust system.

We imparted vocational training to the orphans in food service, with an offer that if we have vacancy, we will give them a job, otherwise they were free to join any other hotel. The other small hotels in the islands happily absorbed them because of our hotel imparting good training.

Later the same model was scaled up by taking boys and girls for vocational training in housekeeping, food & beverage service and food production. We shared this initiative with the government officials [Responsible advocacy as per National Voluntary Guidelines (NVG) of 2013] and after a few months, the Ministry of Tourism came out with a scheme called 'Hunar Se Rozgar' - jobs through vocational training, for hotel industry to adopt, in order to impart training to the underprivileged sections of the society on a scale and to fulfil its own needs for skilled staff.

### *Present: from 2016*

I hesitantly started BON - Bank of Nutrition, a humble effort, in partnership with NGOs to address the problem of malnutrition in a village in Koppal district. This proof of concept was scaled up in a



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partnership with an NGO NavSahyog Foundation in Bangalore in 100 villages. They work in village schools through a concept called experiential learning, that is, the children were given saplings of 5 superfoods like moringa, papaya, guava, amla and banana to grow in their garden and nurture it, and thereby add value to their family nutrition profile.

In 2019, some NGOs requested for old, discarded clothes for orphanages and we procured the dead stock of about 15000 units of pants, shirts and skirts (in terms of quality, all new apparel), from MSME and some big apparel companies for the orphans and street children.

In 2020, we undertook vetiver grass planting on the embankment of check dams to reduce soil erosion as vetiver grass is a soil binder, it absorbs CO<sub>2</sub>, is good fodder crop and has good aroma too. A vetiver farm has been started in one acre in Karur district by the villagers.

## Future

### Learning for actions

The migrant crisis in 2020 opened the minds of urban citizens to the true value of migrant labourers who provide us services as couriers, food providers, construction labourers and the most common people called domestic helps in our homes. Our domestic helps who come every single day to care and tend to our home needs lead lives that are still unrecognized labour - unorganized, voiceless and sometimes exploited.

What can PHA do to add value to marginalized stakeholders who work in our homes like domestic help, drivers and cooks.

Hoteliers excel in food preparation, delivering service and implementation of safety, security, hygiene and diplomacy. The same skills, though in diluted form, are expected in our domestic helps. Thus, housekeepers are ideal to bring in this excellence of the industry in a simplified manner to home levels in coordination with people in homes. A simple digital hand book can be made for distribution to urban dwellers, which can be translated into regional languages.

The domestic helps of Philippines and Sri Lanka are given certificate after vocational training which helps them to get better jobs in other countries.

Here are some illustrative ways to get us started





for home owners to build the capacity and improve the skill sets of the domestic help. Similar efforts may be taken up with migrant labourers, who are part of renovation activities and reopening phase in hotels.

### Gold standard illustrative 10-points for people to adopt:

1. Basic induction at home when their domestic help joins - communicate the work process at home, take them through the layout - each home will have variation. This leads to build up of rapport as well as puts them at ease in the new environment.
2. Check if they have a bank account, if not, help them to open an account. Take them through the nuances of basic bank operations, as most of them are uneducated or semi-educated.
3. Insure the domestic help for Rs. 2 lakhs, annual premium is Rs. 12/- through any bank.
4. Apprise them about the PPF account and its benefits; encourage and help them open one.
5. Enhance their skills in cooking, soft skills, fire safety awareness, conscious water use etc.
6. Organize free health camps - general check-up, eye care in gated colonies.
7. Offer free tuition, in spare time, to their children, whenever possible.
8. Support any special talent in sports, music, handicrafts and so on.
9. Some adult literacy helps.
10. Simple advice in their own small home - health and resource management - like water management, clean cooking stoves, low-cost renewable energy devices, bank of nutrition; explaining them in simple terms, the importance of local ecosystems - local lakes, flora & fauna there, and local forests.

11. A weekly holiday.

The hotels can start common training hubs in different parts of the cities for them to be trained professionally by our associates. We will become a great country when we add value to our invisible workers in the informal sector.

As we create a large pool of skilled informal sector labour, we should be in a position to send them to other countries with confidence to earn better like people in the different sectors of industry who migrate aboard.

The inputs given above may be shared with hotel HR departments through PHA community, with instructions to share the note with all managers/staff so that the invisible pillars of the country become more skilled and learn financial literacy to make them self-reliant - Atma Nirbhar in times of crisis.

Just a food for thought for this august group of leaders and forward-looking thinkers to impart their skills to the disadvantaged sections of the society.



**“Education is, quite simply, peace-building by another name. It is the most effective form of defense spending there is.”**

- Late Secretary General UN  
- Kofi Annan



# VoH WORD PLAY

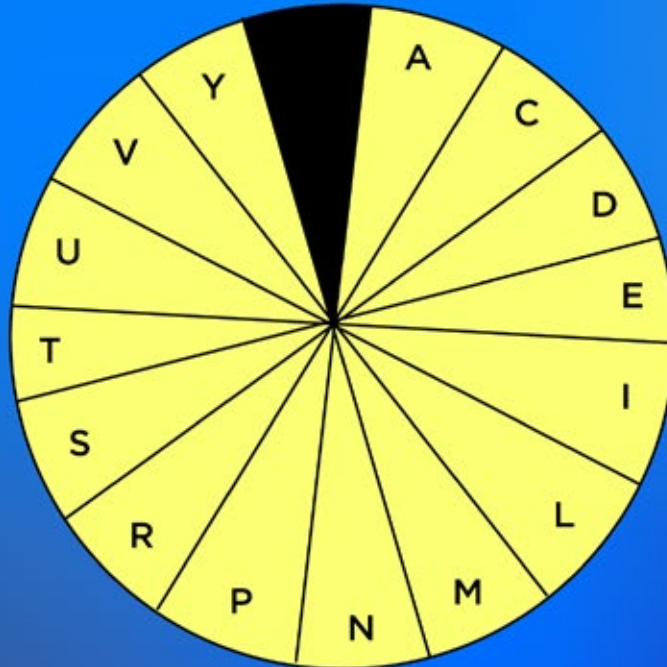
How many nouns related to the hygiene & cleaning industry can you build with the letters in the circle?

Note:

-You can repeat the letters in a word.

-The word has to be a noun.

-You can jot either the noun or its plural if the letters permit. Both the noun and the plural of it isn't accepted. For eg. You can't have paints and paint as two separate words.



### Score yourself:

<20: You got a long way to go!

21 – 30: Fairly fine

31 – 40: Quite satisfactory

41 – 50: Good going

51 – 60: Great going

>60: Fantastically superb



# GREEN SOLUTIONS TO CARBON EMISSION REDUCTION IN THE HOSPITALITY INDUSTRY

The term carbon footprint literally refers to the total greenhouse gases (including carbon dioxide and methane) generated by our actions. Maximum carbon footprints are caused by food, consumption, transportation, and household energy. Food and meat are the major contributors to carbon footprints, and meat, in particular, is an issue, especially if they are to be imported from another country. When food is imported from another country, logistics with cold chain technology are followed to maintain transportation vehicles' ambient temperature. As a result, greenhouse gases are generated.

A new breed of sustainable chefs use seasonal harvest to cook and pick up local farmers' raw materials to overcome this issue. Chefs are also making the menu local and supporting the cause of vocal for locals by reducing the transportation cost. Hotels have reduced waste generation by purchasing environment-friendly products from local grocers, putting money into the local economy, and supporting small businesses and farmers by procuring locally available organic ingredients.

Hotels utilize extensive resources, i.e., energy, water, food etc. Hotels need to review their carbon emissions because the waste is generated in every room. Guests are

provided with miniatures of toiletries, either carried over or thrown in the waste bin, resulting in plastic pollution.

InterContinental Hotels Group (IHG) has cut down on small plastic bottles of toiletries and soaps wrapped in plastic to go green. All the brands have replaced bathroom miniatures and introduced bulk-size amenities. Switching to bigger amenities has reduced waste footprint, and environmental impact as hotels do not need to dispose of the small sachets and bottles in a landfill. In IHG brand, 20 crore miniatures were utilized across the hotel properties. As a result, there is a noticeable reduction in plastic pollution, and now they are bidding adieu to plastic straws as well.



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Six senses hotels, resorts, and spas offer bathroom products in refillable ceramic dispensers; Kimpton Hotels & Restaurants is already moving to bigger amenities. Over 1,000 Holiday Inn Express hotels in America have also streamlined the process with Staybridge and Candlewood suites. Hyatt, Intercontinental, and Marriott hotel chains have replaced miniature amenities with bulk amenities.



## CARBON FOOTPRINT



According to Marriott News Center, this prevents 500 million tiny bottles annually from landfills.

To limit the use of plastic, business operations are investing in edible utensils. Cutlery made of edible food items limits the use of plastics; they are biodegradable and decompose. The guest can chew the cutlery after utilizing it. Initiatives like this are likely to minimize plastic pollution.

Restaurants are switching to paper bags, cups and edible cutlery. Starbucks has replaced its green plastic straws with paper straws and serves even cold frappes in paper cups. Hotel Sahara Star is disposing of its plastic and replacing it with aluminium bins, cloth bags, glass cutlery and reusable toiletries. Paper and steel straws are also used in some establishments to minimize plastic pollution.

Hotels integrate biophilic design using natural materials, organic shapes, plants, water, and natural light in an interior environment with living walls, rooftop gardens and streaming water features. The greenery in and around the hotel improves air quality and makes the place cooler with shady trees, climbers and creeper plants. Housekeeping is involved in developing the biophilic design; the technique integrates nature within all aspects of hotel design and style, focusing on health improvement and people's well-being.

Few hotels have integrated biophilic design during conceptualization. West Hollywood in California is settled in wild settings with plant-filled interiors and grassy lawns that speaks volumes about the sustainability ethos. Kasiya Papagayo in Costa Rica has a jungled landscape combined with coastal rainforests. The tented guest suites are situated amid plant life, with prevailing flora, fauna, and tropical birds. Kisawa Sanctuary blends into its surrounding dunes, beaches and forest and is home to subtropical ecosystems in the Indian Ocean. Arctic Bath in Sweden is a wellness destination and is a true example of nature-central design. Parkroyal Collection Pickering, Singapore, is a "hotel in a garden,

structures a flowering understory, a waterfall, tall palm trees and hanging vines.

Installing solar panels on the roof has resulted in green energy consumption for electricity and heating, improved the hotel's energy efficiency, uses less energy overall, and increased cost savings in the long run.

Hotels are becoming paperless by not printing invoices. The invoice is sent to the guest's email. Digital devices are placed in guest rooms for reading the newspaper and carrying out other tasks. Physical menus are replaced by QR codes leading to digital menus. New safety systems can conduct paperless check-ins and check-outs, e-signing, and electronic payments.

Energy-efficient building design works with the local climate conditions like sun, wind, or rain. It reduces the building's environmental impact with plants and water features in hotels created as cool areas to protect guests from the sun or positioning windows to absorb natural heat.

Water refilling stations have been available at environment-conscious hotels to reduce single-use plastics. In some hotels, glass bottles are provided, which can be refilled. This has diminished plastic bottle waste.

Hotels reduce the environmental impact, i.e. water consumption, the cost of sewerage, manpower and energy costs, by not washing bed

sheets and towels daily. The linen reuse program motivates guests to reuse sheets and towels. Hotels across the globe ask guests to place dirty towels on the floor and hang up clean ones. Bedsheets are not changed during the stay unless requested.

Hotels are powering their property by buying clean energy from renewable energy providers. Renewable sources are less harmful than fossil fuels, i.e. wind energy, solar energy, nuclear, and geothermal energy. These steps have made energy usage greener by reducing carbon emissions.

Hotels should have a sustainability policy on their website. The policy must be certified by a credible organization such as Earth Check or Leadership in Energy and Environmental Design (LEED), and hotel-specific sustainability can also be publicized.

Hotels can reduce waste by decreasing water usage, replacing single-use products, and using environmentally-friendly products. They also reduce waste by composting, creating better policies, and educating guests on the environment. Installing energy-efficient lighting and appliances, using solar power, and eco-friendly cleaning products are steps toward environmental sustainability and social responsibility and assist in maintaining the natural surroundings and livelihood of the local community.





# Update or be upheaved!

## Housekeeping in a new avatar

### Introduction

“The highest peril in times of commotion is not the commotion; it is to act with yesterday’s sense and logic”. The world is shifting to a 24X7 on-the-grid society. Therefore, it is more imperative than ever for hoteliers to devote themselves to the best practices and implement the necessary changes to bounce back stronger to normalcy. The demands of the guests after Covid-19 pandemic led to the current trends in housekeeping. The challenges and pre-eminent practices are the evolving trends in the housekeeping department which can lead to higher growth by introducing more and more cost-effective and eco-friendly products. Hotel housekeeping needs to meet leading challenges in a systematized manner, it can lead to hotel growth, openings, and long-term productivity. All the housekeepers are aware of the urgency to develop new trends in the hotel housekeeping realm. Housekeeping is not only about ensuring cleanliness but also consistently upholding the running

of the hotel by advocating ground-breaking trends and practices in housekeeping. Therefore, to stay ahead of the curve, and to be back to normalcy, incomparable and advanced technologies must be executed and incorporated into hotel housekeeping.

### Recent trends

In the present stringent competitive scenario maintaining a hotel is very tough and sustaining guests is even tougher. Housekeeping operations all over are gaining importance and is very evident that the department can make significant difference in guest satisfaction, and attraction, and advance safety and security thereby enlightening and bouncing back the confidence of customers. Anxiety was ruling hospitality for a short while but now though the shadow is still there the scope for learning improving and acting is giving more hope to the housekeepers.



### Regy Joseph

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Since quality is the keyword for all the activities, housekeeping department is trying to apply this in the department. First and foremost, trying to equip the employees with training and retraining and continuously motivating and trying to improve the quality of staff. Increased mechanization demands the training of employees to effectively use all the modern equipment and as a result, be more productive in terms of quality. It is a challenge for the managers as well to prepare the staff. Game-based and task-oriented learning processes are the best in a given situation.

The pandemic has also accelerated the adoption of justifiable design practices in the hospitality industry. With a growing number of travelers likely to prefer eco-friendly holidays at hotels campaigning for environment-friendly practices in the post-Covid world. Hoteliers are now using sustainable, locally produced, and eco-friendly products and practices. Segmental construction, with lower wastage and high-quality finishing in a faster time, is also gaining fame. Moreover, other sustainable features from low-flow fixtures, LED

lights, automatic faucets, and HVAC occupancy sensors to using solar energy, ozonization, going green recycling water, outsourcing, and efficient waste segregation systems are being combined into the design to lessen wastage and save energy. Hotel designs will also incorporate more open-air and natural spaces in the future.

Nominal aesthetics will be favored as hoteliers try to augment the awareness of cleanliness. Most hotel brands have already done away with inessential items such as throw pillows, brochures, and room-service menus in guest rooms and replaced them with touchless skills. Hotel guest rooms will become more expansive and flexible as guests seek space for several functions – resting, working, dining, and even exercising – within the boundaries of their rooms.

### Conclusion

The important solution is to prepare hotel housekeepers to face challenges. One of the precarious success factors of hotel housekeeping is the revolutionary trends or best housekeeping

practices. To become more active and advanced, new trends must be implemented and incorporated into hotel housekeeping. Standard operating procedures and work manuals strengthened through new trends are demands of the hospitality sector. Various tools are used to generate ideal output in hotels but there is a strong need for optimum utilization of resources available, manpower, supplies, and new scientific trends like ergonomics, eco –friendly practices (energy conservation, waste management, eco-friendly products, ozone treatment, reduce, recycle, reuse), payroll analysis, etc. Information technology can lead to hotel progress and long-term benefits. Since the customers are more tech-savvy, the hotels also need to withstand the competition in the market and make a difference. The motto of hospitality is giving the best to the guest.

## Solution to Word Play

1. Acid	13. Calender	25. Dustette	37. Par	49. Salver	61. Steel
2. Acrylic	14. Cane	26. Duvet	38. Pavers	50. Sateen	62. Stepladder
3. Additives	15. Carpet	27. Ladder	39. Pelmet	51. Satin	63. Suds
4. Air	16. Carts	28. Laminates	40. Pen	52. Scale	64. Suede
5. Aluminium	17. Ceramics	29. Lanai	41. Pencil	53. Screen	65. Suite
6. Amenity	18. Denim	30. Laundry	42. Pest	54. Seams	66. Supplies
7. Antimacassars	19. Dirt	31. Linen	43. Pets	55. Seeds	67. Taps
8. Ants	20. Discards	32. Manure	44. Pile	56. Silver	68. Termites
9. Area	21. Distemper	33. Mats	45. Pine	57. Slat	69. Tiles
10. Art	22. Dryers	34. Mattress	46. Plastic	58. Slate	70. Vacuum
11. Atrium	23. Dust	35. Metals	47. Primer	59. Spa	71. Yarn
12. Caddy	24. Duster	36. Paints	48. Resin	60. Stain	



# Importance of FEEDBACK in service industry



Feedback is a free education to excellence. Seek it with sincerity and receive it with grace.

- Ann Marie

## What is feedback?

Feedback is a communication of praise, criticism or advise. It is information provided by clients about their experiences with a product or service or their general experience they had with a particular brand or service. Customer opinion is a resource for improving customer experience and adjusting your actions to their needs. This information can be collected with different kinds of surveys (prompted feedback), but you can also find opinions and reviews of your clients posted online (unprompted feedback) and collect them using Internet monitoring tools. Both sources are important to get a full picture of how your clients

perceive your brand and services. In service industry, we understand the importance of customer feedback. If you want to stay ahead of the competition, you should never stop listening to customer feedback whether it is positive or negative, prompted or unprompted.

Human beings are not automatons. We all have emotions. And based on them, we make daily life decisions. The same applies to the service industry. Customer experience is all about emotions clients experience in contact with a product or service. They can be either positive or

## Ila Prabhu

Executive Housekeeper  
ITC Windsor, Bengaluru  
VP - PHA Karnataka Chapter

negative. The latter can be a disaster for business relations if it isn't recognized and fixed on time. These figures speak for themselves:

- According to PricewaterhouseCoopers insights, one-third of devoted customers will leave a brand and move to competition just after one bad experience.





- Frustration doesn't like silence. In fact, one in eight unsatisfied customers will speak about their bad experience to fifteen or more colleagues. When happy, they will inform only about half of them. **A happy customer might tell a friend but an unhappy one will tell the world.**

On the other hand, barely a handful of unhappy customers in a hundred will complain to you that something is wrong. They'll leave without a word. If you don't ask them first, you'll lose them. Sudden churn of just a couple of unsatisfied customers may significantly impact your financial liquidity and brand image. No business can afford this, and therefore, no one must ignore the voice of their customer.

If you do not try to find out 'What your customers actually think about your services', you will never be able to give them the best customer experience. Their opinions about the experience they have with your brand is helpful information that you can use to adjust your business to fit their needs more accurately. Many studies confirm the close connection between customer satisfaction and business performance. Therefore, there is no doubt that you want to make sure your clients are happy with your products and services. Naturally, the best way to find out if you meet their expectation is to get their opinions. Using rating-based questions you can easily estimate the level of satisfaction and consequently predict your company's financial condition in the future.

One of the most accurate methodologies that have helped many companies measure, manage and improve customer satisfaction is Net Promoter Score or NPS. This metric is based on one simple question that finds out how likely it is that a customer would recommend a brand to a friend. Response options for the loyalty questions are based on a 0 –10 point rating scale, with 0 representing extremely negative and 10 representing extremely positive. This methodology is both simple and universal, so every business can apply it in customer satisfaction management.

By asking your clients for feedback you communicate that their opinion is important to you. Listening to their voice helps you create stronger relation with them. This is the best way to gain valuable brand ambassadors who will spread positive word-of-mouth for you. And I am sure you are aware that their recommendations are probably the most effective and, at the same time, the cheapest way to acquire new customers and become more trustworthy in the eyes of your current and potential clients.

People always appreciate when you ask them if they are happy with your service. It shows you actually value their opinion and that you are here for them, not the other way around. They feel that your primary business goal is to solve their problems and fulfil their needs, not to get their money. It puts a customer in the central position of your company and this is the right approach in

service industry. So, if you focus on providing the best customer experience at every touchpoint, clients will stay loyal to your brand and will stay with you. An unhappy customer will eventually find a better alternative to your brand and leave. Customer feedback benefits are significant. It helps you determine if your clients are satisfied with your service and detect areas where you should improve. Thanks to asking for opinions regularly you can always keep a finger on the pulse. Each time a dissatisfied customer expresses his disappointment you must immediately react and find a solution to fix the issue. This is a perfect moment to win a client back and even increase his level of loyalty. In many cases, an unhappy customer who encountered a problem with your service, but you got it fixed straightaway demonstrates bigger devotion to your brand than a customer who has never been disappointed with your service.

In the times of social media, consumers do not trust commercials or expert advice so much. Opinions provided by other customers who have already used a product or service are more reliable source for information these days. Google, Trip advisor, Twitter, travel sites are the great example of social media sites customer are using to express their experiences. When you look for an accommodation in a city, you visit or you want to find a nice new restaurant to have dinner with friends you read reviews beforehand. Many companies today incorporate review system in their services and







products. Think of Uber, or Airbnb. They all do their best to ensure that poor service will be detected and excluded from their business.

There is no place for business decisions based on loose guesses in a highly competitive market. Successful business owners gather and manage distinct kind of data that helps them develop future strategies. Only in this way they are able to adjust their products and services to perfectly fit customer needs.

Customer feedback is one of the most reliable sources for tangible data that further can be used in taking business decisions. Customer insights will help you understand clients and their needs more profoundly. Take their suggestions into consideration and thanks to that find out where you should allocate your money to get the highest return on investment. You might discover that, for instance, further product development is not necessary in your case, but instead you should

focus on promoting your brand to get bigger exposure. Customer feedback is a valuable source for such data, but you must learn how to listen to it and how to translate it into actionable takeaways for your business

If you really want to stay on top of things you should put your customers in a centre of your business and treat their feedback as the most valuable source for information for your brand. Use customer feedback at all corporate levels and across all departments in your brand. Insights will help you develop your products, improve customer service, and manage customer satisfaction. Thanks to customer feedback you can make sure that your clients will stay with you, be loyal to your brand and in consequence will spread positive word-of-mouth for you. Having devoted brand ambassadors is gold your company needs to grow!

Remember that customer feedback

is everywhere. Learn how to collect it using different tools and resources. Run surveys in different forms and search for reviews your clients post on the Internet. Do not underestimate any comment about your products and services and try to always be responsive. Your clients will appreciate you value their opinion. It is a key for developing strong relations with your audience. Customer voice is priceless for your business, so never stop listening! It is the fundamental to self-development and promotes clarity and alignment. It is all about you, not me and fills the void of ambiguity.

To summarise, I feel it is very important to have feedback loop, where you are constantly thinking about what you have done and how you could be doing better. Very well said by Bill Gates – ‘Your most unhappy customers are your greatest source of learning.’



# Training and motivating the janitors

In the hospitality industry, an encouraged housekeeping team often associates to a higher provider and, in flip, extra customer delight. For each person familiar with the hotel industry and housework, it is not hard to remember the fact that supplying right motivation and education is a massive mission whilst handling house responsibilities team, especially the janitors. The best information is that small gestures, so long as they may be honest, can go a protracted way in the direction of making your group of workers experience favoured and revered. Lack of motivation can reason a ripple effect, resulting in lesser productivity of employees across all service segments and departments and it could additionally lead to excessive turnover charges of personnel.

A janitor is in charge of keeping the workplace clean, organized and

disinfected. A janitor, or cleaner, is accountable for maintaining a clean facility by finishing a variety of cleaning tasks. Their duties comprise mopping and vacuuming floors, cleaning surfaces with disinfectant and emptying garbage cans or recycling bins. A well-trained janitor can make all the transformation in the hotel's housekeeping department. Their assigned areas are cleaned to standard and they are efficient, spending only the necessary amount of time needed to clean each area. But even the well-trained janitors need to be encouraged from time to time to maintain topmost performance. Here are some tips housekeeping managers can follow to lift morale and increase their housekeeping staff's output and motivation through positive strengthening and support.

The housekeeping employee is part



**Dalmia V Jose**  
Assistant Professor  
St. Joseph's Institute of Hotel  
Management & Catering Technology,  
Palai  
PHA Life member





of the least noticeable department of operation since they usually do their work when no one else is around and wait until the guests vacate their rooms to get to work. It is hard to feel motivated if you or your work feels unseen. Value the work done by your janitors by telling them about the value they have added on a regular basis. Compliment them in company emails and in front of other staff. The housekeeping managers are responsible for appreciating their work and giving them an opportunity to shine in the spotlight.

Train the janitors on soft skills and qualities to encourage traits like emotional intelligence and their skills. It positively helps to motivate the staff. By offering your employees a chance to learn new skills you are not only turning your staff into a better-skilled one, you are also giving your workers a chance to grow with your organisation. The employees who take these openings by the horns and build their skill sets rapidly could potentially turn into upcoming supervisors. Investing in

your employees is never a bad idea because it not only motivates them to work harder and learn new things; it also gives you employees who are suggestively more educated and skilled than they were when you first hired them.

Rewarding good work helps to progress the quality of your janitors. When rewarding employees who are constantly rising to the occasion based on the objective and transparent goals that you have set for them, you are motivating them by showing them that their work is prized and appreciated. The best reward is always an increase in pay. Like most people, housekeeping staff performs the process due to the fact they need to make money in order to assist their households and make a living. That's why, in phrases of motivation, money is a substantial motivator. Clearly, wage increases need to be performance-based totally, ensure that people who are performing at a high degree are rewarded in order to set an instance for team of workers members who

might be inspired to step up their performances.

Providing your employees with novel tools and the opening to learn new things can be a motivating factor for them and will serve your industry in the long run as well by providing you with better-skilled employees who are able to perform their jobs more quickly and efficiently.

Motivated staff are the pillars of a successful hotel. Improving and preserving worker motivation, productivity, and pride is a continuous process. That is why it is crucial to make systematic modifications and implement long-term techniques toward not just increasing motivation quickly but also maintaining it. Energy is contagious. If you are disengaged and unmotivated, there's a chance your staff will eventually carry the same sentiment. So, training and motivating the janitors is very important in increasing their overall performance and skills in ensuring the smooth running of housekeeping and the hotel.



# PROFESSIONAL HOUSEKEEPERS ASSOCIATION (PHA)

PHA is a non-profit organization which provides a platform to Housekeeping professionals from Hotels, Retail, Facility Management Companies, Healthcare, Engineering Industry, Educational Institutions, Training Institutes who share their experiences, best practices and thereby highlight the industry's immediate requirement. PHA envisages establishing and implementing an effective and efficient structured programme in all aspects of Housekeeping services, covering all types of facilities.

PHA is a national body constituted on 16th February 2015, and is the guiding force to the chapters in all states. The first chapter came into force in Bengaluru representing Karnataka with a Board comprising of a Vice President and 9 board members and is actively functioning. Similar chapters in other states have been initiated widening

the reach for the benefit of the Housekeeping fraternity. With more than 400 members from all sectors of the cleaning industry – retail, health care, hospitality, facilities, and educational institutions across the country, PHA has operational chapters in Karnataka, Telangana, Goa and North India.

**To instil a sense of pride, comradeship, knowledge & professionalism among the housekeeping fraternity and future housekeeping professionals is the vision of Professional Housekeepers Association.**

PHA offers membership to housekeeping fraternity, hospitality academicians, vendors, corporates formally associated with the domain and Hotel Management students. A member has the opportunity to deliberate, acquit, share and mentor like-minded professional.



## PHA YUVA

A feather in the cap of PHA is its offshoot, PHA Yuva. Constituted and launched in September 2017 as a formal platform for the youth aspiring to be a part of the hospitality industry in the core area of housekeeping, PHA Yuva has grown leaps and bounds with about 200+ members. PHA Yuva is for the students, by the students, mentored proficiently by the industry professionals and faculty.

The foremost objective of PHA Yuva is to bridge the gap between the industry and academia and provide a dedicated forum for networking with industry leaders in the field of housekeeping and related endeavours. PHA Yuva strives to build a knowledge share base for the students of all hospitality management institutes and provide them an opportunity to exhibit their talents.

## HOW TO BECOME A PHA/PHA YUVA MEMBER

1. Log on to [www.phka.in](http://www.phka.in)
2. Click on Registration
3. Choose profession/domain.
4. Click on registration type.
5. Fill the Registration form.
6. Make the fee payment as directed.
7. For enrolment related queries, contact +91 9880030926; +91 8618321769 or mail to [chrn.ind@phka.in](mailto:chrn.ind@phka.in)

## VISIT US AT:



<http://phka.in>



<https://www.facebook.com/ProfessionalHousekeepersAssociation/>



<https://www.linkedin.com/company/professional-housekeepers-association/about/>

# PHA PICTURE STORY

## PHA KARNATAKA CHAPTER CELEBRATES EXUBERANCE 2022



PHA Karnataka Chapter members at the Westminster Hall, ITC Windsor, on 7th May 2022 to celebrate an evening of fun, laughter and synergy – Exuberance 2020



PHA members put their best foot forward for the evening





Pre-event checks – Ms. Ila, Ms. Smritee, Ms. Elizabeth and Ms. Sandhya



The emcees Ms. Ila Prabhu and Ms. Smritee Raghubalan gear up to get the evening grooving.



An auspicious beginning to Exuberance 2022 – the lamp lighting ceremony – Ms. Asha Premkumar, Ms. Swarnalata Mankikar, Ms. Jayashree Nagaraj, Mr. Kuldeep Dhawan and Ms. Ila Prabhu





Guest of honour, Mr. Kuldeep Dhawan, General Manager, ITC Windsor extols the contribution housekeepers in his opening remarks.



Mr. Kuldeep Dhawan being felicitated by PHA Founder President and Chairman, Ms. Jayashree Nagaraj



Ms. Asha Premkumar, PHA Executive Vice President delivers the welcome address



Ms. Jayashree Nagaraj takes the stage to address the gathering





*Ms. Ila Prabhu gets the games rolling.*



*Ms. Jyoti Nair and Dr. Sudhagar engrossed in role play, leaving the audience in splits*



*Mr. Sunil, the housekeeper handling a situation with Ms. Asha Premkumar as an irate guest*





*Participant lending their ears to Mr. Sivakumar for the rules of balloon game*



*Mr. Sivakumar- Treasurer, PHA Karnataka Chapter, gets the gathering enthused for his balloon game*



*Members get all geared up to have fun*





*Ms. Ila Prabhu commences a song for anatkshari*



*Ms. Asha Premkumar sings a song for her team*



*And there were prizes to be won for various events. Ms. Jyoti Nair is all smiles on receiving a prize from Ms. Jayashree*





*Ms. Grace Gideon being presented with a token of appreciation as the most enthusiastic participant in all activities*



*Ms. Asha Premkumar receives her prize from Ms. Swarnalata Mankikar*





*Ms. Vinita receives a prize from Ms. Jayashree*



*Ms. Rajsree receives her prize from Ms. Elizabeth*



*RSG, PHA Cultural Ambassador being honoured by Ms. Jayashree Nagaraj*



*Ms. Sandhya Anilkumar proposes the vote of thanks*



*Ms. Ila Prabhu, the graceful host, receives a token of appreciation from Ms. Jayashree Nagaraj*





*Networking continues – Dr. Thomas, Mr. Shivakumar, Mr. Sunil and Mr. Venugopal sharing a light moment*



*Easy camaraderie – Ms. Jyoti, Ms. Jayashree and Ms. Devika*



*PHA members share a light moment as members in the background take care of tulsi saplings*



# PHA – IHE COLLABORATION -PHA MEMBERS AT IHE 2022 INTRODUCTION & ORIENTATION SESSION



Know more on [www.ihexpo.com](http://www.ihexpo.com)

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**INTRODUCTION & ORIENTATION**

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**BENGALURU** | India International Hospitality  
MAY 21 | Expo 2022 cordially invites you  
6 PM | to the **orientation for IHE 2022.**



PHA Founder President & Chairman, Ms. Jayashree Nagaraj and other PHA members with Mr. Hari Dadoo, President IHE; Chef Nimish Bhatia; Mr. Rajesh Chowdhury; Mr. P. C. Rao, President, Bruhat Bangalore Hotels Association (BBHA); Mr. Niranjana, IHE at IHE 2022- Introduction & Orientation session at Holiday Inn, Bangalore, on 21st May 2022





*Ms. Jayashree with Team IHE 2022, Mr. Hari Dadoo, Mr. Niranjana and Mr. Rajesh*



*Team PHA celebrates International Tea Day at the venue.*



*Team PHA with Mr. P.C. Rao, President - BBHA*



# PHA MEMBERS INVITED TO SHE BRUNCH AS PART OF INTERNATIONAL WOMEN'S DAY CELEBRATIONS AT IIHM BANGALORE



PHA Founder President & Chairman Ms. Jayashree Nagaraj with Ms. Sanchari Chowdhury, Director- IIHM Bangalore at the SHE Brunch on 25th March 2022



Celebrating woman power



Networking over mocktails, PHA members Ms. Ila Prabhu, Ms. Smritee and Ms. Elizabeth with other guests




PHA members Ms. Bhavana Alvares, Ms. Jayashree Nagaraj, Ms. Smritee Raghubalan, and Ms. Elizabeth Moyon at the SHE Brunch



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