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# VOICE OF HOUSEKEEPERS



**PHA**  
PROFESSIONAL  
HOUSEKEEPERS ASSOCIATION  
SYNERGIZING HOUSEKEEPING FRATERNITY

- a biannual e-inozine of PHA





# CONTENTS

**3** From the Desk of Founder  
President & Chairperson

**4** From the Desk of Editor

**6** Professional Housekeepers  
Association (PHA) conference-  
Panel discussion  
*Conclave 2023*



**8** 4th Young Visionary  
Housekeepers' National  
Convention

**10** PHA Kerala chapter launch



**12** Self-assessment and  
Upskilling: Need of the hour for  
Housekeepers

**14** Environmental Sustainability and  
Green Investment: Shaping a  
Greener Future



**16** Rethinking Housekeeping  
Standards: Safety, Innovations &  
Sustainability



**18** Artificial Intelligence &  
Interior Designing

**21** Augmented hospitality  
Touch me or touch me not!

**23** Role of Technology in Training the Housekeepers

**25** Recouping Diversity in Hotel Housekeeping:  
A Pathway to Excellence

**27** Rebuilding guest experience, trust, and loyalty

**29** Karcher: Mechanised Cleaning Solutions

**32** Elevating Guest Satisfaction: Facilities, Quality, and  
Innovations in Hotel Housekeeping

**34** Contemporary issues and recent trends in  
Housekeeping

**36** Role of Housekeeping in Branding the Organisation

**37** Latest Trends In Hotel Bedding and Linen

**39** Housekeeper's commitment towards sustainable and  
inclusive growth of a hotel

**40** Professional Housekeepers Association (PHA)

**41** PHA Picture Story



**54** PHA Upcoming Events

# FROM THE DESK OF FOUNDER PRESIDENT & CHAIRPERSON - PHA

**Jayashree Nagaraj**

Founder President & Chairperson, PHA

**A**s we embark on another enriching journey of your association with PHA, I am honored to welcome you to the latest edition which promises to be a source of inspiration, knowledge, and camaraderie for our esteemed members.

In the dynamic world of housekeeping, excellence is not just a goal; it is a continuous journey. This issue is dedicated to celebrating the unwavering commitment of housekeeping professionals who strive for excellence in every aspect of their roles. From mastering the latest cleaning technologies to embracing sustainable practices, our members exemplify the highest standards of professionalism.

A well-functioning Professional Housekeepers Association contributes to the growth and sustainability of the housekeeping profession, promotes high standards of professionalism, and advocates for the well-being of its members.

PHA plays a crucial role in bringing together professionals in the field of housekeeping, fostering collaboration, and advancing the interests of its members; to initiate the celebration of our association,

PHA invites you to participate in the first Schevaran Awards and nominate yourself for consideration for this prestigious National Award for Housekeeping Heads managing Hotels, Hospitals, and Airports. Feeling completely overwhelmed by your responses to the award nomination. The nominations are under review and finalists will receive an email. The event will be held at the Mysore Infosys Auditorium on 4th Feb 2024 and it will be graced by the Maharani of Mysore, Mrs. Pramoda Devi. We look forward to meeting you all there.

Another milestone in 2024, we intend to host is the 6th National Housekeepers Convention and 9th PHA Anniversary on 25th May 2024. Encouraged by the earlier responses and keeping the tradition of emerging housekeeping, the theme identified for the convention is 'Technology enabled Housekeeping (TEHK). On behalf of PHA, I would like to invite you all to join us and explore more about automation in housekeeping operations.

Thank you for being an integral part of the Professional Housekeepers Association. Here's to a future filled with excellence and innovation!



Warm regards,

**Jayashree Nagaraj**

Founder President & Chairperson,  
PHA

# FROM THE EDITOR'S DESK

**Dr. Rachna Chandan**

Editor, Voice of Housekeepers (VoH), PHA

HOD-Housekeeping, Banarsidas Chandiwala Institute of Hotel Management and Catering Technology, New Delhi

## Greetings from Professional Housekeepers Association!

As we stand on the precipice of a forthcoming edition of our e-Infazine 'Voice of Housekeepers', I am thrilled to extend a warm welcome to all our valued readers to embark on a journey of discovery with us. In the forthcoming edition of our magazine, we delve into the dynamic realm of housekeeping, exploring the latest trends, technologies, and best practices that are reshaping the landscape of this indispensable profession.

VoH serves as a valuable resource and platform for professionals in the field of housekeeping, providing numerous benefits and serving various purposes. It can be considered an educational resource that provides educational content and can serve as a valuable training resource for both new and experienced housekeeping professionals. It creates a sense of community among housekeeping professionals and provides a platform for networking, sharing experiences, and learning from the successes and challenges of others in the field.

VoH often covers topics related to sustainable practices, eco-friendly cleaning products, and environmentally conscious approaches in housekeeping. This aligns with the growing emphasis on sustainability in various industries, and improving guest experiences through exceptional housekeeping contributes to the overall success and reputation of hotels and hospitality establishments.

Environmental sustainability and green investments are much-needed approaches in the hospitality industry. This will not only impact the inclusive growth in the hotel industry but also help in overcoming the issues related to environmental degradation happening due to hospitality operations and tourism activities. This edition of Voice of Housekeepers dives into the sustainable practices that are gaining momentum within the housekeeping domain, highlighting the environmentally-conscious



approach that not only reduces ecological footprints but also enhances guest satisfaction.

In a world that is constantly evolving, the field of housekeeping is no exception. VoH is a platform, that plays a crucial role in fostering a knowledgeable, connected, and motivated community of housekeeping professionals. It is an essential tool for staying informed, adapting to industry changes, and continuously improving the quality of service in the field of housekeeping

Understanding the importance of a well-trained and motivated



workforce, this volume of e-info zine explores the trends in employee engagement, training programs, and well-being initiatives that contribute to a positive work environment. Also, it explores the role of technology in training Housekeepers, and recouping diversity in Hotel Housekeeping to elevate loyalty and guest satisfaction.

Housekeeping is no longer just about maintaining cleanliness; it is about embracing innovation, sustainability, and a holistic approach to guest satisfaction. This volume serves as a guide

for professionals seeking to stay ahead of the curve and elevate their housekeeping practices to new heights.

In case you missed our previous issue, here's the link to access it <https://drive.google.com>

Happy reading and stay safe!

**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 Editor at [phaindia.editor@gmail.com](mailto:phaindia.editor@gmail.com)

Your engagement and feedback are integral to the success of our exploration of the latest trends in housekeeping. We invite you to join the conversation, share your experiences, and be part of a community that is committed to staying at the forefront of industry advancements.

Feedback link: <https://docs.google.com/forms>

**Thank you for being an essential part of this journey.**



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## Professional Housekeepers Association (PHA) conference-Panel discussion

A VOH Editorial report

To celebrate the completion of 6 years of the PHA YUVA, a panel discussion was organized by PHA at the India International Hospitality Expo Centre and Mart, Greater Noida. This panel discussion was organized to unite housekeeping professionals across the globe and added a noteworthy landmark in the advancement and progression of housekeepers' contribution towards sustainable development goals and the agenda of G20 along with leading brands from Ancillary Industries.

PHA Yuva took the opportunity and organized the event on 3rd August 2023 focusing on the theme "Adopt and Adapt to Create an Unstoppable HK Team". The Convention was exclusively reserved for PHA Life Members, Corporate Members, PHA YUVA members, Industry Leaders, and PHA trusted housekeeping product manufacturing companies

and suppliers. Almost 50 PHA Yuva members from different HM colleges also participated in the convention. This convention allowed them to learn, collaborate, create a worthwhile network, and succeed in their professional life.

The convention began with the welcome speech of Ms. Sandhya Anilkumar, Chief Mentor-PHA YUVA. Commencing the event, firstly she welcomed the special guest, Ms. Meenu Tognatta, Corporate Housekeeper-ITC, all Panel members, and PHA-Yuva members participating in the event. Later highlighting the aims and objectives, she stated the mission and vision of PHA Yuva. Her address was followed by the PHA Yuva Corporate Video highlighting the initiatives of the association.

The next speaker for the session was Ms. Bharti Kalappa, Vice President-Operations PHA-India. In her address, she gave an overview of PHA, its history, and objectivity.

Her address was followed by the PHA video dictating the vision and achievements of the association.

A team member from Haqdarshak-Empowerment Solutions gave a presentation explaining their initiative. Haqdarshak is a platform digitizing welfare schemes and providing application support to beneficiaries in low-income areas. In their presentation, she explained the role of technology in bridging the information gap and the role of their organization in digitizing and codifying welfare scheme data thereby building a rich repository of government services in local Indian languages.

Post this initiative-oriented presentation, the much-awaited panel discussion was initiated by the moderator of the discussion, Dr. Malini Singh, PHA Life member, Associate Professor, Amity University, Noida. She welcomed all the panel members and participating members of the





convention and then introduced the theme 'Adopt and Adapt to Create an Unstoppable HK Team'. Then she introduced all the panellists. All the panel members are Lifetime members of PHA, Ms. Meenu Tognatta, Corporate Housekeeper-ITC; Mrs. Bharti Kalappa, Head Facilities, Noida International Airport; Ms. Anka Arora, Senior General Manager, CWS & Property Management; Mr. Nimish Agarwal, Head of Housekeeping, ITC Maurya, New Delhi; Dr. Rachna Chandan, BCIMCT, New Delhi; and Mr Pulkit Maurya-PHA Yuva member from IHM-Pusa.

Starting from the introductory round of all the panellists from different sectors (hotels, Airports, Corporate, Academics, and a student), the discussion commenced with expert insight towards adoption in the housekeeping industry for decades. Ms. Meenu explained the adoption in housekeeping with several examples, highlighting the standards of bed making. Earlier three bed sheets and a blanket are used to prepare a bed with a bed cover, but to do time management and budget control measures, now a guestroom bed is prepared with a sheet and a duvet-duvet cover, with a lightweight bed throw. Dr. Rachna explained the adoption in pedagogy, highlighting the digitization of the education system, whereas industry expert Mr. Nimish gave highlights on sustainable practices hotels had adopted within the decade. Experts from allied industries Ms. Bharti and Ms. Anka explained automation as the most important adopted scenario in housekeeping. PHA Yuva representative Mr. Pulkit refers to pre-pandemic and post-pandemic adoption standards as the major change in housekeeping. He highlighted the revised hygiene standards and policies formulated to create an aesthetically sanitized environment for the customer.

Dr. Malini asks the panelists to give their views on changing the dynamics of housekeeping as

per their expertise. The panel unanimously agreed that change is the only constant so it is important to adapt to the changing environment. Ms. Meenu highlights the need for personalized service with the objectivity to adapt new normal. 'Sustainability is more than a trend; it's a global necessity', elaborating the same Dr. Rachna specifies sustainability as the most trending change in housekeeping. Mr. Nimish explains the importance of using eco-friendly practices and adaptation of green chemicals as the most recent change in the industry. Ms. Anka specifies automation as the changing dynamics but also highlighted the adaptation of sensor-based systems as the utmost dynamic of the industry. Although Ms. Bharti highlighted the changing trends in HR management, talent retention, and its impact on benchmarking. Elaborating on the changing dynamics, referring to his training experience Mr. Pulkit said that the use of technology has changed the style and functioning of the department.

Ms. Malini then asked the panel members to share their views on the adaptation scenario in various segments of housekeeping. Referring to the adaptation as the latest trend, Ms. Menu invited Mr. Dharendra Sharma on the stage, to present his views. He is an expert in mattress and bedding designs. He explained the impact of guest expectations and adaptation in mattress composition and designing standards for guestrooms. He also gave an overview of ergonomics in mattress design. Explaining the adaptation in the education sector Dr. Rachna identified the blended learning method as the most accepted norm and the adaptation of flipped classroom pedagogy as the most required adaption, which can help to increase student engagement and learning. Whereas Mr. Nimish advised the housekeeping fraternity to be more collaborative and coordinated with academics and its industrial partners. Regular

sessions with industrial experts will help young housekeepers understand the latest concepts and meet customer expectations. Highlighting the need for efficiency as a vital source to an effective housekeeping operation, Ms. Anka explains the need to build smarter processes with magnified management & mobility. Ms. Bharti refers to the use of robots or automated mechanics in housekeeping as the most adopted scenario and highlights its impact on improved work proficiency, and customer satisfaction. Expressing his views, the Yuva member of the panel, Mr Pulkit defies the importance of adopting the latest trends and updating the facilities as per the expectation of Gen-Z. He also highlights the role of training and industrial visits in improving their performance.

Ms. Malini asked all the panelists to present their opinions on being an unstoppable housekeeping team. Dr. Rachna specifies the need for automation, the urge to be updated, and the acceptance of sustainable practices will help in creating an unstoppable housekeeping brigade. Supporting the same Mr. Nimish suggested academicians to have more industry-institute synergy with the outline of being updated as per the marketing need and guest expectation. Ms. Anka underlines the need for change as per the changing trends and expectations of the market and customers. Then Ms. Bharti interaction with Yuva members participating in the convention. Then Ms. Meenu advised the Yuva to be more innovative, and always be ready to adapt and make an unstoppable housekeeping professional.

Summarizing the discussion Ms. Malini identified housekeeping as the department with abundant opportunities for streamlining and growing the career as well. And advised Yuva to be a multitasker with the protege for changing market dynamics.

## 4th YOUNG VISIONARY HOUSEKEEPERS' NATIONAL CONVENTION

### A VOH Editorial report

The Professional Housekeepers Association (PHA) organized the 4th YOUNG VISIONARY HOUSEKEEPERS' NATIONAL CONVENTION & 6th PHA YUVA ANNIVERSARY on 9th September 2023 at Fortune Park JP Celestial, Bengaluru. The event was witnessed by a record crowd of around 262 participants including YUVAs from 11 different Hotel Management colleges and stalwarts from Hotels, Healthcare sector, Facility Management, Aviation, Railways, Cruise liners, and Faculty Members. The theme of the Convention was "Housekeeping- Sustainable Development Goals & G20".

The convention commenced with a mindful meditation session by Dr. D. P. Sudhagar-Head Strategy,

PHA & PHA YUVA, followed by the welcome note by Master of Ceremony, YUVAs Mr. Aniruddha K. Alur, Ms. Khushali Adesara from Ramaiah University and IIHM respectively. This was followed by the soulful rendition of a prayer song by Mr. Aneesh Goudar, PHA YUVA member Ramaiah University.

The convention commenced auspiciously with the lamp lighting ceremony led by Ms. Jayashree Nagaraj, Founder President & Chairperson-PHA, Chief Guest-Mr. Achuta Rao, Chief Operating Officer, The Windflower Resort & Spa, Mysore, Key Note Speaker-Ms. Sita Lekshmi, General Manager, Aloft-Bengaluru, Guest of Honour-Mr. Dominic Xavier, General Manager-Fortune Park JP Celestial, Bengaluru, Ms. Smritee Raghubalan, Hospitality Author,

Oxford University Press & Honorary Advisor-PHA.

PHA corporate video was presented by Ms. Bharati Kalappa; the Vice President-Operations-PHA and PHA YUVA video was presented by Ms. Elizabeth to enable the participants to understand the initiatives and contributions made by PHA and YUVA for the fraternity.

In her welcome address, Ms. Jayashree Nagaraj welcomed the Chief Guest for the opening ceremony - Mr. Achuta Rao, Key Note Speaker-Ms. Sita Lekshmi, Guest of Honour Mr. Dominic Xavier, and other esteemed guests, collaborators, PHA life members, YUVA mentors and PHA YUVA member participants to the convention.





Mr. Achuta Rao in his opening remarks stated the importance of using biodegradable products on a professional as well as personal front. In her keynote address, Ms. Sita encouraged everyone to lead a sustainable life and advocated the need for digital transformation and gender equality in every sector. In his opening remarks, Mr. Dominic Xavier suggested that adopting sustainability at every level of our daily lives will help us in enhancing our own personality.

The proceedings of the convention continued with the launch of PHA YUVA Goals-2030. It was launched by Ms. Jayashree Nagaraj, Mr. Achuta Rao, Ms. Sita Lekshmi, Mr. Dominic Xavier, Ms. Sandhya AnilKumar, Ms. Smritee Raghubalan, and Dr. D. P. Sudhagar. 15 Unique goals were highlighted for PHA YUVA 2030 on Developing Talent for the Global Housekeeping Industry.

A panel discussion on the topic 'Role of Housekeeping in Achieving Sustainable Development Goals & G20' was organized. It was moderated by Dr. Jitendra Das, Senior Lecturer, IHM-Chennai. The prominent members of the panel discussion were Ms. Bindu KC, Corporate Housekeeper, Abad Hotels and Resorts-representing the hotel industry; Ms. Indrani Sanyal, General Manager-Housekeeping Medica Super-specialty Hospital, representing healthcare sector; Mr. Ralph Sunil, Senior Vice President-Administration, JSW Steel, Vijayanagar Works-representing Facility Management sector; Mr. Saptarishi Mukherjee, Director-Head Airside Operations-South and west India, InterGlobe Aviation Ltd, Indigo, representing Aviation sector; Mr. Ajay Singh, Environment and Housekeeping Wing, South Western Railway representing Railways; Ms. Susan James Govanakoppa, Incharge-Shore Excursions, Royal Caribbean International Cruise-liners representing Cruise

Liners; and Mr. Amalan Kumar Dasgupta, Vice President-Skill Development, Presidency College of Hotel Management representing Academia.

Setting the milestone in presenting sustainable housekeeping practices, the MCs introduced 'Pecha Kucha' - a storytelling format of presentation method that calls for telling a story using images rather than reading texts for slides during a ppt presentation. These presentations use 20 slides and allow only 20 seconds of commentary per slide. Ms. Babita Butola, Deputy Housekeeper, Vivanta Bengaluru, Whitefield presented her Pecha Kucha on the topic 'contactless experience', whereas Mr. Shivakumar V, Senior Manager - Housekeeping, Prestige Property Management & Services presented Pecha Kucha on 'The Significance of Human Resources'. Mr. Ranajit Behera, Senior Maintenance Manager-Services, Bangalore International Airport Limited explained his very interactive and motivated Pecha Kucha on '5S'. The last Pecha Kucha for the event was presented by Mr. Niranjan Khatri, Founder, iSambhav on 'Sustainability'.

Ms. Smritee Raghubalan organized a very informative 'Sustainable Housekeeping' quiz for the PHA YUVA members. Teams from IHM, Chennai, IHM Hyderabad, Ramaiah University Bengaluru, GIHMCT Nagpur, and Sea College, Bengaluru participated in the final round of the quiz. PHA YUVA team IHM Hyderabad bagged the first place and the team from Ramaiah University was the runner-up.

PHA YUVA also presented India's First Educational Exhibition for Housekeeping representing varied products and services-based ancillary industry brands like Vooki, Green Maneuver Industries LLP, Diversey, and Raenco.

Another interesting discussion 'Face-to-face with Gen Z and the

Allied Industry Leaders' took place on the topic 'Emerging career opportunities in Allied Industries', moderated by Dr. Sudhagar. The eminent panel members for the discussion were proud ten PHA YUVA members from different participating institutes, and the experts from Vooki, SARAYA Mystair Hygiene Private Ltd., Raenco, Green Maneuver Industries LLP, Diversey, ZYVANA integrated services Pvt Ltd and Buzil Rossari.

The proceedings of the convention continued with the conferring of the PHA Par Excellence Awards. Fourteen PHA Life Members were recognized for working towards building a sustainable industry, fraternity, and PHA. The award for the competition 'Innovation in Housekeeping to Achieve Sustainable Development Goals' was given to different PHA YUVA members for achieving 17 individual Sustainable Development Goals. The best YUVA Mentors award was presented to 5 esteemed PHA life members for extending their expertise for the growth and development of the PHA YUVA fraternity. And the Overall Champions Trophy of the 4th YOUNG VISIONARY HOUSEKEEPERS' NATIONAL CONVENTION & 6th PHA YUVA ANNIVERSARY was awarded to the IHM Chennai.

Cultural Extravaganza was presented by PHA YUVA members from GIHM, Nagpur; Ramaiah University of Applied Science, Bangalore; IIHM, Bangalore; IHM, Chennai and Acharya Institute of Management and Science, Bangalore.

All participants grooved to the PHA anthem presented by Mr R. S. Ganesh Narayan-Heritage Associate Support Partner-PHA, and concluding the convention, Dr. Thomas Mathew proposed the vote of thanks. The convention ended with the national anthem.

# PHA Kerala chapter launch

A VOH Editorial report



Kerala Professional Housekeepers Association launched the Kerala Chapter on 12th September 2023. The Chief Guest for the event was inaugurated by the honourable Mayor of Kochi Adv Anil Kumar and the Guest of Honour was Sri Hibi Eden (MP).

Mr. Riaz Ahmed, Managing Director, Abad Hotels and Resorts; Mr. O. T. Alexander, Managing Director, Avenue Regent Hotel; Mr. Philip Mathew, Managing Director, Presidency Hotel; Mr. Achuda Menon VP Operations, The Renai, Cochin; Ms. Jayashree Nagaraj, Founder, President and Chairman of PHA, and Ms Nirupama Patra, VP Lnd, PHA-Telangana chapter had addressed the gathering.

There was a panel discussion on “Waste Management in Hotels”. The moderator of the discussion

was Mr. Baburajan P. K., Chief Environmental Engineer, Pollution Control Board, Regional Office, Ernakulam. The discussion was chaired by Mr. Kabeer B. Hroon, Founder and Director of Credai Clean City; Mr. Davis, Managing Director, Green Methods; Mr. Pradeep Rajan, Unit Head facility, World Trade Centre Info Park, Cochin; Mr. Prasad P., Senior Chief Engineer, Lulu International Shopping Mall; Mr. Sajeesh, Operations Manager, Forta Cochi; Ms Shynima Sathyan, Executive Housekeeper Coconut Lagoon, Kumarakom.

KPHA has conducted bed-making competitions, Towel Art competitions, and paper origami competitions in different colleges of Cochin and Munnar. Winners for the events were felicitated during the event. KPHA’s talented members conducted

various cultural activities, which were followed by the product demonstration, given by the sponsors of the event. Mr. Dinesh MD Raenco Mills had given a very motivational speech.

The event was attended by different dignitaries from the industry, along with 200 housekeepers. Life members were presented with the PHA badge by Ms. Jayasree and Ms. Nirupama. Special felicitation was provided to 6 distinguished members of KPHA for their efforts and support toward the community.

A special campaign ‘SMILE’ was conducted by one of the sponsors ‘Clean Care’ and at the end of the program, two associates were felicitated for the same. At the last the event was concluded with the PHA anthem and a group photo of all the dignitaries and participants.



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# Self-assessment and upskilling: need of the hour for Housekeepers

Let us understand **What is housekeeping?** We have always thought this function to be related to cleaning, maintenance, and upkeep of any property, be it a hotel, be it a public space, be it a retail space, or be it a hospital. The trends have changed now, and we are all expected to perform beyond our boundaries. **Multitasking and multi-skilling are the future.** We all have to upskill ourselves and learn various functions that are indirectly or directly related to our function.

How will it help? This is a big question that is asked by many. Since I am part of the academics and I meet these young team members all the time, they are sometimes hesitant to unlearn some things that they probably have learned in the past, and the circumstances and even the built environment surroundings have changed, how will this help them to perform better. Now, why it is important is a big question. The importance does not lie in that you need to know too much! **The importance lies. How can you bring efficiency to your day-to-day operations?** Now **Embracing Technology** as we all know, and I think I am also doing the same while I am writing this script and using a real-time transcription so that I can communicate from the bottom of my heart, with thoughts and my learnings, and also what

I expect that the generations to come should follow.

Let us take my example, when I started my journey in the industry, I was a housekeeping coordinator. I was coordinating the mock-up rooms, I was coordinating the fabrics, and I was trying to just follow directions from various stakeholders and my seniors in the department. Then came a time when I wanted to upskill myself to understand a little bit more. I went and did a design diploma where I came to understand the materials, surfaces, and relationships of spaces much better. Once I did that, although I am not a Hospitality Graduate, I still understand hospitality because I made sure that even before I went into this industry, I immersed myself in a hospitality environment and went through the **management training program under various departments of a hotel.** The reason was to understand the function of every department. Today, when I am leading as a design head or a design lead for our company, all my learnings of the past as an immersion into the industry come very handy because when we are designing a space, we need to understand the relationship of spaces. We need to understand the functions. We also need to understand how our associates and our staff are challenged, and how can we help them to make



**Dr Madhu Chandhok**

Hon. Advisor PHA

Founding Partner: Pip2020 & Inspiring Innovative Hospitality

functional spaces that ease their functions and also keep them energetic. And also, they can do their work functions much better.

How can we upskill ourselves? This is another big question. We need to be **very, very open very inquisitive, and very innovative.** You should always try and question yourself when you are doing a function, is there another way where I can save time, where I can save resources, where I can do much more? As you will grow in your organization and you will grow much higher in the hierarchy, then you will understand that you can do much more. If you are aware of the surroundings. If you can guide your team to perform to the optimum. I am a very firm believer that each one of us has a 100% in us and it





# Self-Assessment

is up to the leader, or it is up to us how we can derive that out of our colleagues, our teams, and even our seniors in various discussions. So, we need to do our research. We need to find ways and means where we can understand, where are we lacking and where can we improve ourselves, which ultimately helps us improve our overall functioning, and trust me, it will not go unnoticed. It will be noticed by you, yourself, your seniors, the guests and you all will be appreciated for the same.

How often is another question that we should do a **(Strengths, Weaknesses, Opportunities, and Threats) analysis of ourselves?** I think here I will use a phrase that I use every time, and I am sure some of you may have heard that from me as well. Life is an art career path is like climbing a staircase, and if we look at the architectural planning of a staircase, it is that you learn something, you climb certain steps and then you come to a middle landing, and then you go up again and come to another landing. You cannot just keep climbing without that mid-landing, because the mid-landing I consider is like consolidation. So, you need to learn something. You need to consolidate, you need to learn another thing, then consolidate. Do not be in a rush. **Patience is another big skill that each one**

**of us has to learn.** It did not come very easy to me as well, but I think today I am in a position where I have through very phase of my life, learned, also experienced, and tried to enhance my learning every day. Life is like a big learning and I always say it is like climbing a mountain that does not have a peak. So, let's all keep evolving. Let's all keep learning. Let's all understand what is it that we need to learn because the requirements for each one of us are different. My strength might be your weakness. Your strength might be my weakness. We need to complement each other. Another very big skill that we need to focus on and learn is collaboration. We need to work as a team by working as a team, and it is a very simple example that you may have heard many times that you have these fingers in your own hands, and when you close them, and when you close the fist and you are all collaborate and together tight, no one can make you lose. that means the fist is not loose and there is nothing to lose from you as well. So, keep learning, keep upskilling, embrace technology AG. Share your learnings. Sharing is another very important aspect of a skill that we all have to learn. I always believe if we are sharing our problems and experiences with others if we are trying to share our thoughts

with others, we are only increasing the bandwidth. And we are also creating a pathway for others to follow. We have to all learn, evolve, serve, and lead by example. As I always mentioned, there is so much that we as housekeepers can set as a path for all of us, which we would like to work towards.

Today I am very much reminded of so many successful housekeepers who are holding very high positions like general managers, vice presidents of companies, and also entrepreneurs. There is so much that we can do in our lifetime, and each phase of life is a big learning for us. Let us all remember one thing. **Each one of us has a task to perform. How well you perform that task and what benchmark you set for yourself is something that is very, very important at each phase of your life.**

And to end, I would just like to say that let us all learn and let us all share. **Knowledge is something that nobody can rob you of.** So, keep learning and becoming stronger and becoming like a catalyst in your organizations, adding value to whatever you do and also sharing the knowledge that you've attained over so many years with people around you and leaving a legacy behind. For many to follow.



# Environmental Sustainability and Green Investment: Shaping a Greener Future



**Ranajit Behera**

Senior Maintenance Manager -  
Services  
Bangalore International Airport  
Limited  
PHA Life member

In the modern world, environmental sustainability has transcended mere buzzwords. It has become a paramount concern across industries, including housekeeping. As the impacts of climate change become increasingly evident, the housekeeping sector is recognizing the urgent need for green investment and sustainable practices. This article explores how environmental sustainability and green investment are shaping a greener future in the housekeeping industry.

## **The Housekeeping Industry's Impact on the Environment**

The housekeeping industry has traditionally been associated with the use of various chemicals, excessive water consumption, and wasteful practices. From hotels to hospitals and residential cleaning services, the environmental footprint of this sector cannot be ignored. Common cleaning products often contain harmful chemicals that can harm both human health and the environment. Additionally, the high consumption of water and energy in cleaning processes contributes to resource depletion and carbon emissions.





## The Shift towards Environmental Sustainability

Recognizing the need for change, the housekeeping industry is increasingly embracing environmental sustainability. Here are some key ways in which the industry is making this shift:

### 1. Eco-Friendly Cleaning

**Products:** One of the most significant changes is the adoption of eco-friendly cleaning products. These products are biodegradable, non-toxic, and less harmful to the environment. They are free from harsh chemicals, making them safer for both cleaning staff and the occupants of the spaces being cleaned.

### 2. Water and Energy Efficiency:

Green investment in the housekeeping industry often focuses on improving water and energy efficiency. High-efficiency cleaning equipment, such as low-flow vacuum cleaners and energy-efficient washing machines, reduces resource consumption and operational costs.

**3. Waste Reduction:** Another important aspect of sustainability is waste reduction. Housekeeping services are increasingly implementing recycling and waste reduction programs, ensuring that materials are disposed of responsibly.

**4. Green Certification:** Many hotels and cleaning service providers are seeking green certifications like LEED (Leadership in Energy and Environmental Design) or Green Seal to demonstrate their commitment to sustainability. These certifications not only improve the industry's environmental credentials but also attract environmentally-conscious customers.

## The Benefits of Green Investment in Housekeeping

- 1. Cost Savings:** Energy-efficient equipment and sustainable practices often lead to reduced operational costs, making green investments financially attractive.
- 2. Enhanced Reputation:** Businesses that prioritize sustainability can improve their reputation and attract eco-conscious customers. This can lead to increased demand for their services.
- 3. Regulatory Compliance:** Green practices also help businesses stay ahead of increasingly stringent environmental regulations.
- 4. Improved Employee Well-being:** Safer, eco-friendly cleaning products and practices create healthier working conditions for cleaning staff.

## Challenges and Future Outlook

While the shift towards environmental sustainability in the housekeeping industry is promising, it does come with challenges. The initial investment in eco-friendly products and equipment can be higher, and transitioning to new practices may require training and adjustment periods. However, the long-term benefits outweigh these challenges, making green investment a sound strategy for the future.

In conclusion, the housekeeping industry is on a path towards a greener future driven by environmental sustainability and green investment. Embracing eco-friendly products, efficient practices, and waste reduction not only benefits the planet but also positions businesses for long-term success. As consumers increasingly prioritize sustainability, the housekeeping industry's commitment to environmental responsibility is not just a choice; it's a necessity for a thriving and eco-conscious future.



# Rethinking Housekeeping Standards: Safety, Innovations & Sustainability



## Rajni Kumari

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In today's rapidly evolving world, the concept of housekeeping has transcended the realm of mere tidiness and cleanliness. Modern housekeeping standards encompass safety, innovation, and sustainability, reflecting the dynamic needs of individuals, businesses, and the environment. This paradigm shift in housekeeping practices underscores the importance of creating spaces that are not only immaculate but also safe, efficient, and environmentally responsible.

## Safety First: Elevating Standards

Safety has emerged as a cornerstone of contemporary housekeeping standards. Traditional cleaning agents and methods, while effective, often carried hidden health risks for both those performing the cleaning tasks and the occupants of the cleaned spaces. As a response, the industry has witnessed a surge in the use of eco-friendly, non-toxic cleaning agents that prioritize the well-being of both humans and pets. These products minimize exposure to harmful chemicals, allergens, and volatile organic compounds (VOCs), resulting in healthier indoor air quality and reduced risks of respiratory issues.

Moreover, the integration of technology in housekeeping has led to increased safety measures. Smart cleaning equipment equipped with sensors and automation can perform tasks without direct human intervention, reducing the chances of accidents. Remote monitoring and control further enhance safety by enabling real-time tracking and management of cleaning processes.

## Innovations Reshaping the Landscape

Innovative technologies are reshaping the housekeeping landscape, making it more efficient and precise. Robotics, for instance, are revolutionizing the industry with autonomous vacuum cleaners, floor scrubbers, and even window-washing robots. These machines are designed to navigate complex environments, access hard-to-reach areas, and execute cleaning





tasks with a level of precision and consistency that is often difficult to achieve manually.

Additionally, data-driven solutions are transforming the way housekeeping operations are managed. Predictive analytics help identify peak usage times, enabling staff to allocate resources efficiently. Advanced scheduling algorithms optimize cleaning routines, reducing wasted time and resources. Such innovations not only enhance productivity but also contribute to a seamless user experience, whether in a residential, commercial, or hospitality setting.

### **Sustainability: A Key Pillar**

The concept of sustainability has permeated every aspect of modern living, and housekeeping is no exception. The shift towards sustainable practices is driven by the understanding that the resources we utilize today directly impact the world of tomorrow. As a result, eco-conscious cleaning methods have gained traction, such as using microfiber cloths that require fewer chemicals and water for effective cleaning. Water-efficient cleaning equipment and technologies also minimize water wastage, a critical concern in water-scarce regions.

Furthermore, waste reduction and proper waste disposal play a pivotal role in sustainable housekeeping. Recycling and composting initiatives are being integrated into cleaning routines, diverting waste from landfills and conserving natural resources. Packaging innovations, like concentrated cleaning solutions that reduce the need for bulky plastic containers, are also becoming more prevalent.

### **The Way Forward**

The transformation of housekeeping standards into a triad of safety, innovation, and sustainability signifies a progressive departure from conventional practices. This evolution is driven by a combination of consumer demand, technological advancement, and a growing awareness of environmental responsibility. As individuals and businesses alike embrace these new standards, the result is not only a cleaner and safer world but also a more efficient and sustainable one. The continued integration of cutting-edge technology, non-toxic products, and eco-friendly practices will undoubtedly shape the future of housekeeping in profound ways, benefiting both society and the planet.





# ARTIFICIAL INTELLIGENCE & INTERIOR DESIGNING



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Media

AI has indeed had a significant impact on the evolution of hotel interior design. With the advancements in technology and the rise of AI, hotels have been using these tools to enhance their interior design processes and create more personalized and immersive experiences for their guests, let's understand some of how AI has influenced this field.



## Space Planning and Layout Optimization

These two are the crucial aspects of interior design that aim to maximize the use of space while ensuring functionality and aesthetic appeal. AI can also contribute to the aesthetic appeal of interior spaces. By analyzing design principles and trends, as well as considering the existing architectural features of a space, AI can suggest furniture arrangements that enhance visual harmony and balance. This includes considerations such as color schemes, lighting placement, and spatial proportions. Its algorithms can analyze data on user behavior and preferences to inform space planning decisions. By considering how people interact with different spaces and amenities, AI can suggest layouts that optimize user experience.

## Design Inspiration and Assistance

AI algorithms can play a significant role in supporting interior designers. With the ability to analyze vast amounts of design data, including images, patterns, and styles, it can provide valuable inspiration and guidance to designers in creating unique and appealing hotel interiors. AI algorithms can assist interior designers by examining existing designs and identifying trends by analyzing a large number of design

examples from various sources such as magazines, websites, and social media platforms. This analysis can help designers stay up-to-date with the latest trends and incorporate them into their projects. AI algorithms can provide valuable assistance for furniture arrangement by analyzing images of hotel interiors, understanding spatial relationships, and proposing optimal furniture arrangements that maximize functionality and aesthetics, especially for limited space or unusual room layouts.

## Personalized Guest Experience

The use of AI-powered systems in the hospitality industry has revolutionized the way hotels can provide personalized guest experiences. AI can personalize the guest experience by customizing the interior design of hotel rooms, through connected devices or guest profiles. AI algorithms can gather information about individual guest preferences, such as preferred lighting levels, temperature settings, and even artwork choices. This data can then be used to adjust these elements in real time to match the specific preferences of each guest. AI can also assist in providing personalized recommendations for local attractions and activities based on individual interests by analyzing data on past activities

or preferences collected through various sources, such as social media profiles or previous bookings. AI algorithms can suggest tailored itineraries that cater to each guest's specific interests.

## Energy Efficiency and Sustainability

By analyzing & optimizing the use of lighting, heating, and cooling systems data on energy consumption patterns and environmental conditions, AI can significantly contribute to energy-efficient and sustainable design practices in architecture. The architects can use generative design software which helps to generate designs based on specific parameters, such as structural requirements and aesthetic preferences, as it allows architects to explore different design options and select the one that is most efficient and sustainable. AI can help by analyzing data on the environmental impact of various materials, as it can recommend materials that are most sustainable and have the least negative impact on the environment, which includes materials that are locally sourced, recycled, or made from renewable resources.

## Virtual Reality (VR) and Augmented Reality (AR)

Virtual Reality (VR) and Augmented Reality (AR) are two rapidly advancing technologies that have gained significant popularity in recent years. AI is often combined with VR and AR technologies to provide immersive experiences for both designers and guests. VR technology can be used to virtually walk through and visualize their design concepts before implementation. This allows them to gain a better understanding of how their designs will look and feel in real-world settings. By creating a virtual environment that mimics the physical space, one can explore different perspectives, lighting conditions, and spatial





arrangements. They can also experiment with various materials, textures, and colors to create the desired ambiance. AR applications allow the guest to visualize room designs and customize their experience. With AR technology, users can overlay virtual elements onto the real world through their mobile devices or specialized headsets. By simply pointing their device at a specific area or object, guests can also see how different furniture pieces would look in their space or experiment with various layouts. This integration of AI with VR and AR technologies has opened up new possibilities for collaboration between designers and clients.

### Smart Building Management

AI-powered systems in smart building management help to monitor and control lighting, its algorithms can analyze data from sensors and adjust lighting levels based on factors such as occupancy, natural light availability, and time of day. This further adds to the reduction of energy consumption and also creates a more comfortable and personalized experience for guests. Another aspect of smart

building management is HVAC (heating, ventilation, and air conditioning) system control by integrating with IoT devices and sensors, AI algorithms can analyse data related to temperature, humidity, occupancy, and weather conditions to optimize HVAC system performance. This includes adjusting temperature settings based on occupancy patterns or external weather conditions to ensure optimal comfort while minimizing energy waste. In addition to this, security can also be befitted through AI-powered

systems as it can help to analyze data from security cameras, access control systems, and other sensors to detect anomalies or potential threats.

Overall, AI has revolutionized hotel interior design by enhancing creativity, personalization, efficiency, sustainability, and the overall guest experience. By usage of AI technologies, designers can create innovative and memorable spaces that meet the evolving expectations of guests in the hospitality industry.





# Augmented hospitality

## *Touch me or touch me not!*

For ages, the hospitality industry has earnestly been putting efforts to add value to the customers' experience and captivating new audiences. The art of engaging guests starts from innovation in providing accommodation, food and drinks, and other additional services. The advent of digital reality has dramatically changed the way products and services are purchased and consumed. Augmented Hospitality is the amalgamation of technology with the hospitality industry. It is a synthesis of Augmented Reality (AR), Virtual Reality (VR), Artificial Intelligence (AI), and other cutting-edge tools with the hospitality industry to enrich guests' experiences and streamline operations. We should

not forget that the real essence of the hospitality industry is human interaction and personalized service. Technology enhances certain aspects but cannot fully replace the warmth, empathy, and personal touch provided by human staff. Not every touch-point be served through an AI-powered robot!

There is no denying the fact that genuine human interactions create foundations for trust-building and emotional connection with guests, but the fact is that it is challenging for technology to replicate such experience. The complex or unique requests of the guests can only be effectively handled by human staff. It requires human cultural competency to understand and respect diverse



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cultural norms and sensitivities. Handling a delicate situation with care and resolving disputes can't be possible without human touch. Guests with high autotelic needs feel expropriation since they cannot touch. Augmented reality allows them to explore products and services virtually as if present in the physical environment, except for the fact that they are not touchable. The core of the hospitality industry is beyond efficiency, it is about creating beautiful memorable experiences that mostly rely upon human creativity and institution.

Augmented hospitality does not bring termination of the human touch but rather illustrates a transformation that exhibits the ways technology can accomplish and proliferate human interactions in the hospitality sector. AR in the hospitality industry can be executed from simple smartphone applications to more advanced AR glasses or headsets, depending on the desired level of immersion and interaction. There is no exaggeration in stating that the overall guest experience is transformed by blending experiences with Augmented reality making it hyper-interactive, personalized, and engaging.

Augmented hospitality heralds the inception of a new era. It intensifies the guest's experiences and ameliorates guests' engagement. It provides unique immersive and interactive experiences to the guests in the form of virtual tours where guests can explore guestrooms, facilities, and amenities before making buying decisions with the help of smartphones or AR glasses. Not only this, Augmented Reality Applications have made navigation of larger properties like resorts, conference rooms, convention centers, and casinos easier. Real-time directions, points of interest, and critical information is displayed on guest's device while they move around the property. Guests can



get their room settings customized such as lighting, temperature, and entertainment systems with the help of AR to create a personalized and comfortable environment. Even Guests' stays can be made more tailored and enjoyable with the help of AI-driven technologies that analyze guest data and preferences to offer personalized services. The check-in and check-out processes can be streamlined with automation and digital tools that save guests' time and give them a hassle-free experience.

Interactive AR menus are employed at restaurants and bars that showcase 3D images of dishes with detailed information about ingredients and nutritional facts. Not only this, customers can also view reviews, recommendations, and even how the chef prepares the dish. These AR menus assist in making informed choices and elevate the dining experience of the guests.

Now you can go and enjoy the places without knowing their languages. AR translation apps help in translating signs, menus, and spoken language easily. Thus, making communication easier and convenient. Through AR applications, Hotels are nowadays offering Virtual Concierge services that permit guests to access information about local attractions, make reservations in restaurants, and book tours.

The post-Covid era has witnessed a plethora of hotel chains introducing augmented and virtual reality experiences as part of their marketing efforts including Marriott, Shangri-la, and Best

Western. Hotels and businesses can offer promotions and discounts triggered by scanning AR codes in brochures and advertisements. The hotels that offer a virtual tour observe an online revenue increase of 135% comparatively. The VR Postcards and immersive travel stories viewed on VR headsets by Marriot are a great hit. The Virtual Reality Campaign "Try Before You Fly" by Thomas Cook earned 40% ROI for the travel agency. Employee training and onboarding are made convenient with the help of AR. AR headsets or apps can be used by employees to access training materials, know about hotel facilities, etc.

AR can be used during conferences, events, and meetings to provide enriched experiences to the attendees by providing them with the requisite information, and interactive elements like real-time event schedules, interactive maps speaker profiles, etc. In addition, AR helps the hospitality industry to put in sustainable efforts enabling better resource management and waste reduction.

In essence, augmented hospitality has revolutionized the industry by enhancing guest experiences, streamlining operations, and improving efficiency. However, it is quintessential for the industry to create a balance between leveraging technology and maintaining the vital human touch; a balance between high-tech and high-touch is the core of the industry. Technology must be used as a tool to augment and empower employees not to replace the human touch in hospitality.



# Role of Technology in Training the Housekeepers

**T**echnology plays a significant role in training housekeepers by enhancing their skills, efficiency, and overall performance. Here are several ways in which technology contributes to housekeeper training:

## **Online Training Platforms:**

Housekeepers can access training modules and courses online, which assist them to learn at their own pace, with a flexible schedule, and help them in creating a work-life balance.

**Virtual Reality (VR) and Augmented Reality (AR):** VR and AR technologies can create immersive training simulations. Housekeepers can practice cleaning different types of rooms, using cleaning equipment, and

handling various situations in a safe and controlled virtual environment.

## **Interactive E-Learning Modules:**

Interactive e-learning modules combine videos, quizzes, and gamified elements to make training engaging and informative. Housekeepers can learn about cleaning techniques, safety procedures, and guest interactions through these modules.

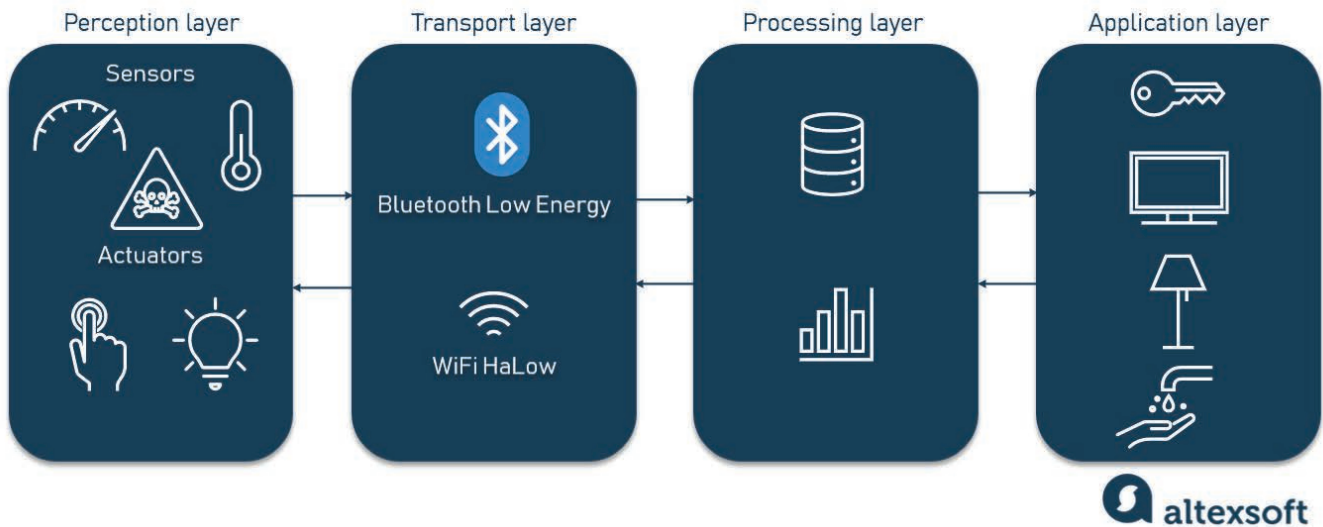
**Mobile Apps:** Mobile applications can provide on-the-job training support. Housekeepers can use apps to access cleaning checklists and schedules and communicate with supervisors or colleagues, improving their efficiency and ensuring they follow standardized procedures.



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## SMART HOTEL INFRASTRUCTURE



**IoT Devices:** Internet of Things (IoT) devices can also be integrated into the cleaning process. Smart sensors in hotel rooms can notify housekeepers when a room needs cleaning, and IoT devices can track and report the status of cleaning tasks, helping housekeepers prioritize their work.

**Language Translation Apps:** For housekeepers who may not speak the primary language of the hotel's guests, translation apps can be invaluable. These apps help housekeepers communicate effectively with guests, enhancing the guest experience.

**Data Analytics:** Hotels can use data analytics to track housekeeper performance and identify the scope for self-improvement. Analytics can help hotel management optimize housekeeping schedules, allocate resources efficiently, and reduce turnaround time for room cleaning.

**Quality Control Software:** Technology can be used to monitor the quality of cleaning services. Housekeepers can use specialized software to log their tasks and provide visual evidence of completed work, allowing for easier supervision and quality control.

**Communication Tools:** Housekeepers can use messaging apps and communication tools to collaborate with colleagues and

supervisors. These tools facilitate real-time communication, sharing information, getting feedback, and handling issue redressal.

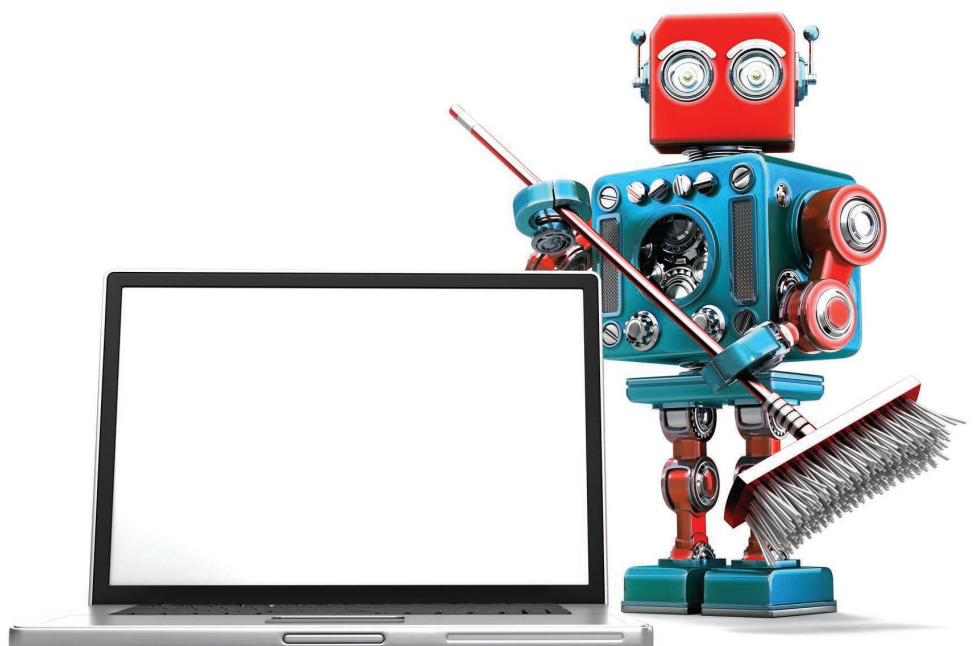
**Training Management Systems:** These systems help hotels and cleaning companies manage the entire training process, from onboarding to ongoing development. They can track employees' progress, store training materials, and provide reminders for refresher courses.

**Safety and Compliance Training:** Technology can assist in providing safety and compliance training to housekeepers. Such modules include handling chemicals, using

safety equipment, and following health and safety protocols.

**Remote Monitoring:** Supervisors can remotely monitor housekeeper activities using technology, with standardized procedures.

Incorporating technology into housekeeper training helps to improve skills, streamline operations, enhance guest satisfaction, and reduce costs for the hospitality industry. It is essential to ensure that housekeepers have access to the necessary technology and receive adequate training to use it effectively.





# Recouping Diversity in Hotel Housekeeping: A Pathway to Excellence



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In the hospitality industry, specifically hotel housekeeping, diversity is crucial for success. Housekeeping is identified as a behind-the-scenes role, but it plays a pivotal role in ensuring guests have a comfortable and memorable stay. To achieve excellence in the department, it is essential to recoup diversity in hotel housekeeping.

## The Importance of Diversity in Hotel Housekeeping:

- Cultural Competence: Hotel guests come from diverse backgrounds, cultures, and regions. Having a diverse

housekeeping team means having culturally competent individuals. This competence enables them to understand and respect various customs and preferences of the guests. For instance, a housekeeper who speaks the guest's native language or understands their cultural norms can provide a more personalized and comfortable experience.

- Enhancing Creativity and Innovation: Diversity brings together people with unique perspectives and experiences. In hotel housekeeping, this

diversity can lead to creative problem-solving and innovative approaches to guest services. Different viewpoints can spark new ideas for improving efficiency, sustainability, and guest satisfaction.

- Improved Communication: Effective communication



is a cornerstone of any successful hotel housekeeping team. Diversity can impact communication in multiple ways. Multilingual staff members can bridge language barriers, making guest requests and preferences understandable. Moreover, diverse teams can better communicate with one another, leading to improved teamwork and efficiency.

- **Representing the Guest Demographic:** It's essential for a hotel's staff, including housekeepers, to mirror the diversity of its guest demographic. It helps in fostering a sense of inclusivity and also helps guests to feel more comfortable and welcome. When guests see themselves represented by the staff, they are more likely to have a positive impression of the hotel.

### **The Benefits of Diversity in Hotel Housekeeping:**

- **Improved Guest Satisfaction:** When guests feel understood and valued, they provide positive reviews and return for future stays. A diverse housekeeping team can cater to guest needs and preferences, leading to higher guest satisfaction scores.
- **Better Problem Solving:** Diverse teams bring perspectives to the table, which can be incredibly valuable when troubleshooting issues. Whether it's a malfunctioning appliance or a guest complaint, a diverse group of housekeepers can collaborate to find innovative solutions easily.
- **Increased Employee Morale:** A workplace that values diversity fosters a sense of belonging and inclusion among its employees. Housekeepers who feel appreciated and respected are more likely to be motivated and engaged in their work, resulting in higher job satisfaction and lower turnover rates.
- **Attracting a Diverse Customer Base:** A hotel that actively promotes diversity in its staff is more likely to attract a diverse customer base. This will help



in establishing the brand and establish customer loyalty.

### **Strategies to Recoup Diversity in Hotel Housekeeping:**

- **Inclusive Hiring Practices:** Start by implementing inclusive hiring practices that focus on attracting candidates from diverse backgrounds. Consider partnering with local organizations and colleges to recruit talent from underrepresented groups. Ensure that job postings are inclusive and welcoming to all.
- **Training and Development:** Invest in training and development programs that promote cultural competence and diversity awareness among housekeeping staff. These programs can help employees better understand and appreciate the importance of diversity in their roles.
- **Language Training:** If your hotel attracts a diverse international clientele, offer language training programs to help housekeepers communicate effectively with guests speaking different languages. Multilingual staff can enhance the guest experience significantly.
- **Employee Resource Groups:** Create employee resource groups (ERGs) focused on diversity and inclusion. These groups can provide a supportive community for employees from underrepresented backgrounds and help drive initiatives to promote diversity in the workplace.
- **Mentorship and Advancement Opportunities:** Develop mentorship programs that help underrepresented employees advance in their careers within the hotel industry. Providing clear pathways to leadership roles can encourage diversity at all levels of the organization.
- **Promote Inclusive Leadership:** Leaders should lead by example and promote diversity in their decision-making processes and hiring practices.
- **Regular Diversity Audits:** Periodically assess the diversity of your housekeeping team and track progress in achieving diversity goals. Use this data to make informed decisions and adjustments to your diversity initiatives.

Recouping diversity in hotel housekeeping is not just a matter of political correctness; it's a strategic imperative. A diverse housekeeping team can enhance guest satisfaction, foster creativity, and create a positive workplace culture. By implementing inclusive hiring practices, providing training and development opportunities, and promoting diversity at all levels of the organization, hotels can create an environment where diversity thrives. Embracing diversity in hotel housekeeping is not only the right thing to do; it's a path to excellence and success in the hospitality industry.



# REBUILDING GUEST EXPERIENCE, TRUST, AND LOYALTY



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While trust promotes good word-of-mouth, it also builds customer loyalty with a significant positive impact on a company's growth as loyal customers are 67% more likely to be repeat guests than new ones. Do not undermine the value of investing in trust-building customer service interactions, especially given that 93% of customers are inclined to make repeat purchases

from businesses that provide exceptional customer service. Both customer trust and loyalty are essential for an organization's long-term success.

## 1. Inspire clients to post reviews:

Request reviews from website visitors and consumers for goods and services, giving an impression of connection and personalized touch. It can help in improving the brand capacity as well as guest satisfaction. After experiencing your services and products, you have to encourage guests to provide positive feedback/ positive evaluations on your site. Being a hotelier, we have to make sure that customer feedback is visible and helpful to other customers for pertinent information.

## 2. Steer clear of clickbait and quick fixes:

A brand's marketing strategy affects the quality of its

goods and services. Clickbait strategies or overpromising strategies on your website can be the reason to lose the trust of your customers. Authentic and candid strategies as per the market demand and guest expectations can be the source of attracting repeat business.

## 3. Refrain from deleting all critical remarks:

Hoteliers have to resist the urge to immediately erase unfavorable comments. It can genuinely raise the credibility of a good or service. Only good feedback/ reviews on your website can create a suspension of fabricating the comments.

## 4. Behave towards your clients as you would to a friend:

Like other relationships, friendships develop over time and are based on mutual respect and trust. You may build a solid foundation of trust with



your consumers by treating them as your friends. Additionally, as the customer service department is typically the only one that customers have direct contact with, providing excellent customer service maintains the reputation of the brand. Being present to your customers on all platforms, paying attention to their needs and wants, and accepting criticism courteously are all part of creating repeat guests.

**5. Provide reward programs:** Hotels have to make sure to reward their customers to uphold their trust and foster long-term loyalty. Implementing a loyalty program is the easiest and simplest approach to accomplish customer loyalty. By providing loyalty programs to current consumers who are already

interested in the service/products, you can improve your customer relationship. Offering benefits like exclusive knowledge, special offers, and sales are examples of providing reward programs. It takes time and money to develop a customer base that is trustworthy and loyal.

**6. Communicate openly with clients:** Customer retention may be difficult when clients have several options. When something goes wrong with yours, they have the right to use the goods or services of your rivals. You may maximize customer retention by maintaining customer loyalty. Transparency is one of the best methods to win over a devoted customer. It is crucial to be as specific as you can about what you have to offer and

to immediately create reasonable expectations for your customers.

A consumer should be aware of what to expect before registering for the accommodation or placing an order. A strong client base is composed of people who have your trust and your loyalty. The best action you can take is to provide first-rate customer service and make sure the support staff is aware of the significance of their responsibilities. Essentially, the objective is to prioritize your consumers and let them know that they are your top priority. When you succeed in this endeavour, you can be sure that consumer loyalty and trust will come soon after.



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Kärcher provides solutions for all areas of cleaning and maintenance all over the world. From the everyday to the extraordinary. Whether it's our products or our services. As a comprehensive

package for professional users, an indispensable must-have for every household or a customised digital solution for individual customers. Unsolved cleaning problems are our daily motivation to keep on innovating. Because real innovations are those that benefit people and the environment.

In 1935, when Alfred Kärcher established his company, he laid the foundation for our success. Today, Kärcher is the world market leader in cleaning technology and a major global company with a turnover of 3.16 billion euros in 2022. Nevertheless, our headquarters are still in Winnenden, Germany, where the company has its strong roots.

Contract Cleaning is a core customer segment. The trend towards outsourcing cleaning tasks among local authorities and companies continues. Cleaning service providers face dynamic competition, rising costs, and new activities and procedures. Good cleaning performance is no longer a guarantee of success. Efficiency and sustainability are decisive success factors, along with the best management and a powerful, reliable partner like Kärcher, the world's market leader for cleaning technology.

The floor coverings may vary, but the task is the same: perfect cleaning and care of all hard or resilient floor coverings. The

Kärcher system offers an optimal solution for deep cleaning, maintenance cleaning, and care of all types of floor coverings—dry or wet, by machine or with manual cleaning equipment. With ideally designed accessories and perfectly formulated cleaning agents, the results are perfect across the central area as well as at the edges, drawing from 75 years of experience as world leaders in cleaning technology.

Requirements for efficient cleaning differ in almost every case, considering factors like the type of floor covering, area, degree of soiling, and indoor or outdoor location. Hygiene regulations, work safety, and environmental compatibility must be considered. The correct solution is a system that combines individual elements correctly matched. The Kärcher System is a complete range of products and associated services from a single source, offering the best solution to practically any situation. As your complete solution partner, Kärcher provides not everything it can, but everything that the system user needs, including:

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2. Vacuum cleaners

3. Single disc machines, polishing machines
4. Carpet cleaning, upholstery cleaning
5. Sweepers

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When industry contracts a cleaning service provider, the latter needs the right partner: a system provider who can offer everything and make everything possible. With machines for standard and specialist applications, reliable technology that can deliver maximum power when required, even under extreme operating conditions and in action around the clock. Machines and accessories that are ergonomically constructed, easy to maintain, and highly mobile, embedded in a flexible network that covers everything.

Mobile and stationary high-pressure cleaning are essential applications in industry, whether in the meat processing, automotive, or chemicals sector. A single Kärcher high-pressure cleaning system can supply up to twelve users at different points of use with up to 12,000 l/h of high-pressure water. If the cleaning performance of conventional high-pressure cleaners is still not sufficient, the ultimate solution is Kärcher UHP. With hot water at up to 800 bar or cold water at up to 2,500 bar, these powerful ultra-high-pressure cleaners are leading the way in the most demanding industrial applications. They excel in tasks such as removing paints and coatings, cleaning tanks and pipes, and keying concrete. In situations where cleaning with water and steam is not an option due to the risk of corrosion or the need to avoid leaving abraded residues, powerful Kärcher dry ice blasters are deployed to gently remove dirt from surfaces using dry ice pellets as the abrasive medium.

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# Elevating Guest Satisfaction: Facilities, Quality, and Innovations in Hotel Housekeeping



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In the hospitality industry, the housekeeping department plays a crucial role in shaping the overall guest experience. Beyond merely tidying up rooms, housekeeping services involve a wide array of tasks that directly influence a guest's perception of a hotel's quality. This article explores the critical elements of facilities, quality, and innovations within the housekeeping department from a hotel (HK) perspective and explores their profound impact on guest satisfaction and expectations.



## 1. Facilities: The Backbone of Housekeeping

The first and foremost aspect of the housekeeping department's effectiveness lies in the facilities at its disposal. A well-equipped housekeeping department ensures that rooms are maintained at a high standard of cleanliness and functionality. This requires modern equipment, cleaning agents, and storage solutions to meet the diverse needs of today's guests. Modern vacuum cleaners, eco-friendly cleaning supplies, and well-organized linen rooms are all vital components of efficient housekeeping.

## 2. Quality: Beyond Cleanliness

Guests expect clean rooms, but exceptional housekeeping goes beyond mere cleanliness. Quality in housekeeping means attention to detail, consistency, and a commitment to exceeding guest expectations. Cleanliness is the foundation, but the true measure of quality lies in how well the department addresses the finer points – from spotless mirrors to impeccably folded towels.

Additionally, training and continuous education of housekeeping staff are crucial. Housekeepers must be well-versed in not only cleaning methods but also in understanding and meeting the unique needs of different guests, such as those with allergies or specific requests. Training programs that emphasize consistency and personalized service can significantly elevate the quality of the housekeeping department.

## 3. Innovations: Embracing Technology and Sustainability

As the world advances, so

too must the housekeeping department. Innovative technologies are revolutionizing the way hotels manage housekeeping operations. Automation, such as smart thermostats and lights that adjust to guest preferences, not only enhances the guest experience but also contributes to sustainability by reducing energy consumption.

Innovative cleaning equipment, like robotic vacuum cleaners and UV disinfection devices, can improve efficiency while maintaining high cleanliness standards. Mobile apps and digital communication systems enable quicker response times to guest requests and maintenance issues, further enhancing the guest experience.

Sustainability is an increasingly important consideration for both guests and hoteliers. Housekeeping departments can contribute to a hotel's sustainability efforts by adopting eco-friendly cleaning products and practices, implementing linen reuse programs, and minimizing waste.

## 4. Impact on Guest Satisfaction

Guest satisfaction is the ultimate benchmark of a hotel's success, and the housekeeping department wields significant influence in this regard. A clean, well-maintained room is the most fundamental expectation of any guest. However, it is the added attention to quality and innovation that sets a hotel apart.

Guests who experience exceptional housekeeping quality are more likely to return to the same hotel on future visits and recommend it to others. Positive reviews and word-of-

mouth recommendations can significantly impact a hotel's reputation and profitability. Conversely, negative housekeeping experiences can lead to guest dissatisfaction and harm a hotel's image.

## 5. Expectations: Meeting and Exceeding

Guest expectations of housekeeping services have evolved. Today's travelers not only demand cleanliness but also value efficiency and sustainability. They expect their preferences to be recognized and catered to promptly.

To meet these expectations, hotels must invest in their housekeeping departments, providing the necessary facilities and training while embracing innovative technologies and sustainable practices. Housekeeping should be seen not as a cost center but as an investment in guest satisfaction and loyalty.

The housekeeping department in a hotel is a key player in guest satisfaction and expectations. Facilities, quality, and innovations in housekeeping directly impact the overall guest experience. Investing in well-equipped facilities, emphasizing quality in service, and embracing innovative practices not only meet but also exceed guest expectations. In doing so, hotels can create memorable stays, foster guest loyalty, and strengthen their reputation in a competitive hospitality landscape. Ultimately, a well-managed housekeeping department is not just an expense but a strategic asset that drives guest satisfaction and business success.

# CONTEMPORARY ISSUES AND RECENT TRENDS IN HOUSEKEEPING

Nowadays hotel staffing is a persistent problem with no simple fixes, both in terms of how to reduce expenses and how to retain top talent. Every hotelier should be considering solutions in this area since the cleaning department is frequently one of the largest hotel businesses in terms of payroll and worker numbers. It is the ideal time to consider all solutions for improving this sector, as the modern traveler is becoming more sensitive to cleanliness problems. Numerous housekeeping departments continue to operate in the same manner as they did thirty years ago, despite new technological advancements. A traditional view of room attendants was that they would be unnoticeable to customers, working covertly to complete turndown service and clean rooms while leaving the guest interaction to other front-line employees. There is a greater need for interpersonal skills training for room attendants to engage with customers correctly, particularly in the native language, which the personnel of this department might not be proficient in.

The housekeeper must have the tools necessary to quickly forward inquiries to the appropriate staff as customers are addressing their service requests to the employee. Additionally, it involves “Guest Intelligence,” where even asking visitors about their feelings might reveal illuminating information that is being used to build profiles and improve personalization.

Housekeepers must play a crucial



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part in raising the level of service delivery at hotels to the degree of wow the contemporary traveler, while yet being directly tied to career progression. Housekeepers may not need to change the bed or provide new towels daily thanks to systems that recycle linen and towels; switching from mini bottles to dispensers also lessens the labor. There will always be pressure to reduce costs, even while hoteliers appreciate their staff and work to treat them like family.

The four cleaning trends listed below can improve and expand the hotel business.

**1. Eco-friendly, sustainable housekeeping:** Sustainability is the first trend in housekeeping. Sustainability is not just a word. Sustainability is not only a fad; it is a universal requirement. According to Skift Research, 83% of travelers think that sustainable travel is essential. As knowledge





of the environmental effects of hotel activities grows, maintaining sustainability should be every hotel's primary concern in 2023.

- Going green lessens negative environmental effects.
- By exceeding guests' expectations, you will gain their trust.
- Green hotels use less energy and materials, which reduces expenses.

Housekeeping is the ideal sector for quick and easy adoption of sustainable and ecologically friendly methods. By embracing automation and enabling 100% paperless communication, hotels may reduce their carbon footprint.

Customers can opt out of regular housekeeping in many hotels in return for perks like complimentary breakfast and drinks or a discount. A piece of advice: before beginning this initiative, discuss it with the personnel. Many housekeepers bemoan the dirty conditions in the

often-uncleaned apartments. Avoid "greenwashing," as doing so purely for effect will probably anger rather than inspire people.

## 2. Utilizing technology to demonstrate housekeeping:

Another development in the hotel industry is the use of technology to instruct people. Continual training will improve housekeepers' jobs, keep them engaged, and expand their skill set regardless of their proficiency.

Make digital content that enables learners to consult instructions anytime they require clarification or in-depth guidance. Because they clearly outline work goals and demonstrate to staff how to attain them in small, achievable steps, photos and videos produce the finest training results.

Start by examining detailed pictorial instructions for chores around the house, like bed making, towels folding, and setting the pantry and chamber's trolley. In

addition, pictorial instructions can be used to display exhibitions in restaurants and hotel rooms and show customers 'how to put on' uniforms for the workplace. Videos are a fantastic tool for teaching new hires and accelerating the onboarding process.

## 3. Using robotic assistance:

This cleaning fad is currently a trend and demand of the market. According to projections made by Technavio in 2020, the market for service robots in the hospitality and healthcare industries will increase by 942 million USD between 2020 and 2024. Following are some advantages that hotels with robotic infrastructure are enjoying:

- releasing workers from boring tasks
- reduced likelihood of human error
- increased productivity and job efficiency
- improved client satisfaction



# Role of Housekeeping in Branding the Organisation



**Mary Srinivas,**  
Senior Lecturer,  
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PHA Life member

**H**ousekeeping is defined as ‘the provision of a clean, comfortable, safe, and aesthetically appealing environment. It is an operational department in an establishment, which is responsible for cleanliness, maintenance, aesthetic upkeep decor areas, and the surrounding flower arrangements.

Any organization survives on the sale of both major and minor revenue-generating departments. For the smooth functioning of all the departments, housekeeping acts as the backbone of the hotel. Being a nerve center, the help desk instantly responds to all the guest requests and shares it with the concerned personnel/departments.

Housekeeping is referred to as the heart of the organization - just as the heart pumps the life-sustaining pure blood to reach all parts of the body, the housekeeping department freshens up and invigorates the entire hotel day in and day out, helps eliminate unwanted waste, and is responsible for a long and healthy life of the hotel. The effort that their department makes in giving a guest a desirable room has a direct bearing on the customer’s experience in any organization.

Unless the decor is appropriate, odor-free, and furnishings and upholstery spotlessly clean, the organization may lose the guest as a potential repeat customer. We are not only preparing clean guestrooms on a timely basis for arriving guests but also cleaning

and maintaining everything in the organization so that the property is as fresh and attractive as the day it opened for business.

It is rightly said that housekeeping is a 24 x 7 x 365 operation. The organization must be very conscious of the fact that the safety and sanitation protocols must be stringent and must followed as per the standard operating procedures set by the organization’s employees, vendors, and guests alike. High-quality and consistent services signal attention to detail, professionalism, and a commitment to excellence - all of which enhance the organization’s reputation. On the other hand, a single negative experience related to cleanliness can damage the organization’s image.

One of the critical components of effective housekeeping is regular and comprehensive training. Training programs equip the staff with the necessary skills and knowledge about the latest cleaning techniques, use of equipment, safety procedures, and guest service standards.

Checklists are an invaluable tool regarding operations. They serve as a comprehensive guide for staff and ensure all tasks, big or small, are accounted for. Quality checks are crucial for maintaining high standards. This rigorous attention to cleanliness is vital in mitigating health risks and ensuring a safe environment for guests and staff.

The adage “first impressions are lasting impressions” holds in the hotel industry. Housekeeping staff often have the first direct interaction with guests, as they are responsible for preparing rooms before check-in. A well-maintained, spotless room conveys professionalism and attention to detail, setting a positive tone for the guest’s stay. Conversely, a dirty or disorganized room can leave a lasting negative impression, tarnishing the organization’s emphasis on the hotel’s brand.

An organization’s brand identity is often built on its ability to provide a personalized and memorable experience. Housekeeping staff, through their attention to detail, can contribute significantly to this aspect and also play a crucial role in training environments for several reasons: Clean and Safe Environment: Housekeeping ensures that the training area is clean and safe, reducing the risk of accidents and injuries during training sessions. On-the-job training is essential for creating a conducive and effective learning environment that motivates the staff & keeps them in high spirits to face any challenges in the day-to-day operations.



# LATEST TRENDS IN HOTEL BEDDING AND LINEN



A bed is a place where the guest searches for comfort and relaxation after a tiring and stressful day. Every person loves to start a new day fresh with full of energy. Today hotels are more concerned with creating and offering quality bedding that the guest desires and enhance their sleeping experience. Guests are fond of luxury and warmth during their stay. They perceive this when they do not get the right choice of beds with high-end quality bedding and bed linen to experience improved sleep-in hotels which sometimes may not experience at their homes. Hotels are thoughtful and the guests need to be as specific as possible about what they demand for a sound sleep in the guest rooms. Several hotels in India and abroad make mindful decisions about selecting the correct bed and

bedding for the hotels. Hotels pay due attention to stylish beds with comfortable mattresses and the perfect blend of fabrics for the bed linen. Today emerging trends in bedding and linen have become a significant focus for hotels as they seek to provide the ultimate sleep experience to their guests. Let us explore some of these trends and their impact on the hotel industry.

## Eco-friendly and Sustainable Products

With a growing global consciousness towards sustainability, hotels are increasingly adopting eco-friendly practices. This includes the use of organic, eco-friendly bedding and linen, made from sustainable materials such as bamboo and organic cotton, recycled and upcycled fabrics that are processed through sustainable



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practices reducing waste and promoting a circular economy and environmental responsibility. These materials not only minimize environmental impact but also offer exceptional softness and

breathability, ultimately enhancing guest comfort by providing hypoallergenic and moisture-wicking properties. Allergen-resistant fabrics, dust-mite-proof mattress covers, and pillows with anti-allergenic fillings are becoming features in hotels. By offering such accommodations, a hotel boasts several benefits for sleep and overall health and worry-free stay for guests. Additionally, hotels are incorporating practices such as energy-efficient laundry processes and recycling initiatives, further emphasizing their commitment to sustainability.

### **Smart Bedding Technology**

Advances in technology have infiltrated the hotel industry, including bedding and linen. Smart bedding systems are gaining momentum, offering features like temperature control, personalized sleep settings, and even integrated music and lighting options.

Hotels are investing in intelligent mattresses, and adjustable bed bases based on the guest's body temperature throughout the night ensuring fabulous comfort. Even smart pillows are tailored to the sleep experience to individual preferences with built-in. Speakers and wireless charging capabilities are becoming a sought-after amenity, allowing guests to unwind and enjoy their favorite music or podcasts. Such innovation enhances comfort levels, allowing guests to enjoy a personalized, quality sleep experience during their stay.

### **Customization for Guest Comfort**

Personalization is a key trend in the hotel industry, and this extends to bedding and linen. Hotels are increasingly allowing guests to customize their bedding, including pillow options, mattress firmness, and even the choice of sheets. Most prominent is the use of adjustable mattresses. These mattresses allow guests to adjust the firmness level according to their



preference, ensuring a good night's sleep for every individual. This level of customization enhances guest comfort and satisfaction.

### **Luxurious Linen and Finishing Touches**

Luxury is a crucial component of the hotel industry, and hotels are increasingly incorporating high thread count linens, plush blankets, and premium pillows to offer a more lavish experience. Fine cotton, Egyptian cotton, and satin sheets are highly sought after. The pursuit of luxury extends to the thread counts and weaves of hotel linens., higher thread counts are sought after, ranging from 300 to 600 and sometimes even more than that. Hoteliers also pay meticulous attention to details, such as intricate embroideries, monogramming, and the use of luxurious fabric textures, to add a touch of elegance to the bedding and create a lasting impression on their guests.

### **Color Psychology**

The focus is on creating a serene and calming environment by using soft and neutral shades. Shades of blue and green, reminiscent of nature, promote relaxation and tranquility. Earthy tones are also a popular choice, as they evoke a sense of grounding and warmth. Hotels are also experimenting with accent colors to add a touch of sophistication and personality to the room decor.

### **Artistic and Cultural Themes**

Hotels are embracing artistic and cultural themes in their bedding and linen designs. Unique patterns and motifs that reflect the local culture or a specific theme can create a memorable and immersive guest experience. This trend not only adds aesthetic value but also tells a story and connects guests to the destination.



# Housekeeper's commitment towards sustainable and inclusive growth of a hotel

**W**hile no hotel can change the course of global warming on its own, every little bit helps. For this reason, sustainability should be more than just a trend but a way of operating for hotels and it is important to be committed to these practices.

A sustainable hotel adopts environmentally and socially responsible practices to minimize its negative impact on the environment, support local communities, and promote long-term well-being. A sustainable hotel strives to balance economic viability with environmental and social responsibility, aiming to meet the needs of the present without compromising the ability of future generations to meet their own needs.

A housekeeper plays a crucial role in contributing to the sustainable and inclusive growth of a hotel. Their commitment to sustainable practices and inclusivity can have a positive impact on the overall operations and reputation of the hotel. Here are ways in which a housekeeper can contribute:

1. **Effective resource management:** Implement energy-efficient practices, such as turning off lights and appliances when not in use and optimizing heating, ventilation, and air conditioning (HVAC) systems.
2. **Introducing recycling programs:** Establish and promote recycling initiatives within the hotel,

including proper disposal of recyclable materials in guest rooms and common areas.

3. **Adopting green cleaning practices:** choose and use eco-friendly cleaning products to minimize the environmental impact of cleaning activities. This includes using biodegradable and non-toxic solutions.
4. **Promote sustainable linen practices:** Encourage guests to participate in linen reuse programs to reduce water and energy consumption associated with frequent laundering.
5. **Implement inclusive hiring practices:** Advocate for and support inclusive hiring practices within the hotel. A diverse housekeeping team can enhance creativity, customer service, and the overall guest experience.
6. **Provide sustainability training:** Provide ongoing training to housekeeping staff on sustainable practices, including waste reduction, energy conservation, and the use of eco-friendly products. Also communicate the hotel's commitment to sustainability and inclusivity to guests through in-room materials, websites, and social media. Encourage guests to participate in eco-friendly practices.
7. **Involve local community engagement initiatives:** Engage with local community sustainability initiatives, such as participating in neighborhood clean-up events or supporting local environmental projects.



**Saraswathi Mahadevan**  
Consultant  
Housekeeping  
PHA Life member

By embodying these practices, a housekeeper becomes an integral part of the hotel's commitment to sustainable and inclusive growth. This commitment not only aligns with global sustainability goals but also enhances the hotel's reputation and appeal to socially conscious guests.

In essence, sustainable hotels play a vital role in shaping a more responsible and balanced relationship between humans and the environment. By adopting practices that prioritize ecological and social well-being, sustainable hotels contribute to the broader goal of creating a more sustainable and equitable world for mankind.

# 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

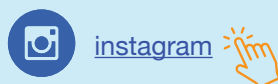
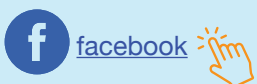
A feather in the cap of PHA is its offshoot, PHA Yuva. Constituted and launched in September 2017 as a formal platform for the youth aspiring to be a part of the hospitality industry in the core area of housekeeping, PHA Yuva has grown leaps and bounds with about 200+ members. PHA Yuva is for the students,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

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# PHA PICTURE STORY

## PHA-NORTH CHAPTER: PANEL DISCUSSION IHE CONCLAVE 2023

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INDIA INTERNATIONAL HOSPITALITY EXPO  
INDIA EXPO CENTRE & MART  
AUGUST 2-5, 2023



Session by: Professional Housekeepers Association (PHA)

3<sup>rd</sup> August from 12:00 to 13:30



**Sandhya Anilkumar**

Chief Mentor PHA Yuva, Assistant Professor, Faculty of Hospitality Management and Catering Technology, M.S. Ramaiah University of Applied Sciences, Bangalore



**Bharti Kalappa**

VP- Operations, PHA- India Head Facilities, Noida International Airport



**Dr Malini Singh**

PHA Life Member, Associate Professor, Amity University, Noida



**Praveen Singh**

Head- Food & Beverage and Housekeeping Sitaram Bhartia



**Anka Arora**

PHA Life Member, Senior General Manager CWS & Property Management



**Nimish Agrawal**

Head of Housekeeping ITC Maurya New Delhi



**Dr Rachna Chandan**

PHA Life Member, Assistant Professor BCIIHMCT, New Delhi



**Pulkit Maurya,**

IHM PUSA, 3<sup>rd</sup> year student, PHA YUVA member

PROFESSIONAL HOUSEKEEPERS ASSOCIATION (PHA) CONFERENCE

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A Young United Visionary Association

PHA organized a panel discussion on 3<sup>rd</sup> August 2023 at the India International Hospitality Expo. Greater Noida



# PHA 4th Young Visionary Housekeepers National Convention & 6th Anniversary of PHA YUVA



PRESENTS



## 4th YOUNG VISIONARY HOUSEKEEPERS NATIONAL CONVENTION & 6th ANNIVERSARY OF PHA YUVA

9th SEP 2023, 9:00 AM - 6:00 PM, Fortune Park JP Celestial

No.5/43 Race Course Road, Near Anand Rao Circle, Bengaluru - 560009

HOUSEKEEPING & SUSTAINABLE DEVELOPMENT GOALS  
"Leave no one Behind"

HOUSEKEEPING & G20  
Vasudhaiva Kutumbakam  
One Earth, One Family, One Future

AMBASSADOR



**Ms. Jayashree Nagaraj**  
Founder President & Chairperson  
PHA

CHIEF GUEST



**Mr. Achuta Rao**  
Chief Operating Officer  
The Windflower Resort & Spa, Mysore

KEYNOTE SPEAKER



**Ms. Sita Lekshmi**  
General Manager  
Aloft Bengaluru Outer Ring Road  
Crown holder of Mrs. India, **Pride of Nation 2023**, 1st Runner up

GUEST OF HONOUR



**Mr. Dominic Xavier**  
General Manager  
Fortune Park JP Celestial  
Bangalore

### PANEL DISCUSSION 1

Role of Housekeeping in Achieving Sustainable Development Goals & G20

MODERATOR



**Dr. Jitendra Das**  
Senior Lecturer - IHR Chennai  
Co-ordinator-Tamilnadu, PHA YUVA

PANELISTS



**Ms. Bindu KC**  
Corporate Housekeeper  
Abad Hotels & Resorts  
Coordinator, Kerala, PHA



**Ms. Indrani Sanyal**  
GM Housekeeping, Medical  
Superspecialty Hospital,  
Kolkata  
Coordinator - North East Region,  
PHA



**Ms. Susan James Govanakoppa**  
Share Excursion Staff  
Royal Caribbean International  
Cruiseleaders

PANELISTS



**Mr. Amlan Kumar Dasgupta**  
Vice President - Skill  
Development  
Council  
CEO- GCUI Incubation Centre  
Head Strategy- PHA& PHA YUVA



**Mr. Saptarshi Mukherjee**  
Director - Head Airside  
Operations - South and West  
India, Interline Aviation Ltd -  
India



**Mr. Ralph Samil**  
Sr. Vice President -  
Administration  
JSW Steel - Vijayanagar Works



**Mr. Ajay Singh**  
Environment & Housekeeping  
Wing  
South Western Railway

### HOUSEKEEPING PECHA KUCHA

Insights on Interesting Topics Delivered in 20 Slides

PRESENTERS



**Ms. Babita Butola**  
Deputy Housekeeper  
Vivanta Bengaluru Whitefield  
Topic: Changing Accommodation  
Guest Needs and Expectations



**Mr. Ranajit Behera**  
Senior Maintenance Manager-  
Services  
Bangalore International Airport  
Limited  
Topic: S S



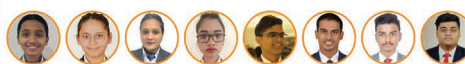
**Mr. Shivakumar V**  
Senior Manager - Housekeeping  
Prestige Property Management &  
Services  
Topic: The Significance of Human  
Resources in Housekeeping



**Mr. Niranjan Khatri**  
Founder  
iSanbar  
Topic: Sustainability

### Face to Face - Gen Z and Industry Leaders

Emerging Career Opportunities for PHA YUVA Members in Ancillary Industries



**Bina Shah** Proud PHA YUVA Member  
**Lokita Satpute** Proud PHA YUVA Member  
**Oshya Dongre** Proud PHA YUVA Member  
**Dipti Raikwar** Proud PHA YUVA Member  
**Aman Kumar Pathak** Proud PHA YUVA Member  
**Ashwin Mane Nair** Proud PHA YUVA Member  
**Anirudh Venugopal** Proud PHA YUVA Member  
**Heslin Sheikh** Proud PHA YUVA Member

Chief Convener of Event



**Dr. D.P. Sudhagar**  
Dean- Research and Innovation  
Council  
CEO- GCUI Incubation Centre  
Head Strategy- PHA& PHA YUVA



**Ms. Asha Premkumar**  
Hon. Advisor, PHA



**Mrs. Bharti Kalappa**  
National VP- Operations PHA  
Head Facilities,  
Noida International Airport



**Ms. Smritee Raghubalan**  
Hospitality Author,  
Oxford University Press



**Ms. Sandhya Anilkumar**  
Chief Mentor - PHA YUVA  
VP-IND-PHA- KARNATAKA



**Ms. Nirupama Patra**  
Head, IHM Shri Shakti  
VP-LED, PHA Telangana Chapter



**Ms. Usha Ramalingam**  
Corporate Housekeeper  
The RainTree  
Coordinator, Tamilnadu, PHA

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PHA organized the 4th YOUNG VISIONARY HOUSEKEEPERS' NATIONAL CONVENTION & 6th PHA YUVA ANNIVERSARY on 9th September 2023 at Fortune Park JP Celestial, Bengaluru

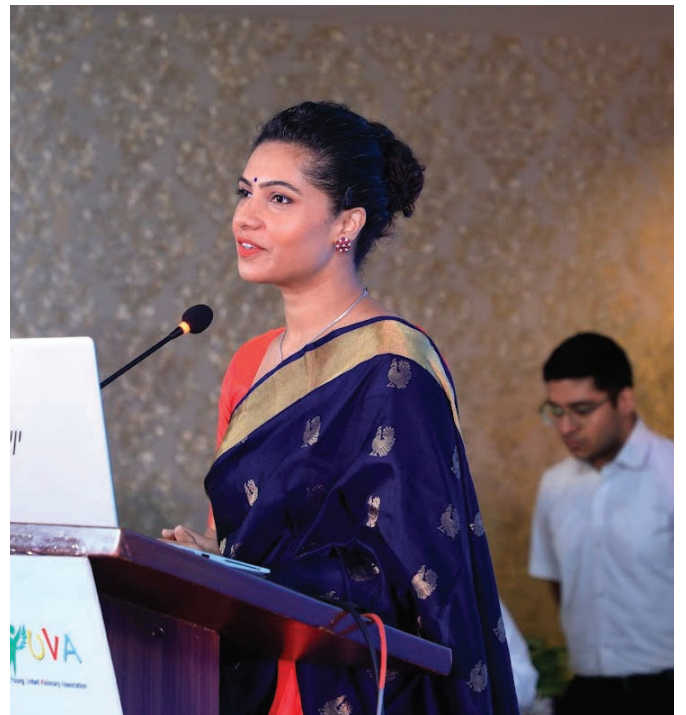




Lamp lighting ceremony at PHA's 4th YOUNG VISIONARY HOUSEKEEPERS' National Convention (From L-R Ms. Smritee Raghubalan, Hospitality Author, Oxford University Press & Honorary Advisor-PHA; Mr. Achuta Rao, Chief Operating Officer, The Windflower Resort & Spa, Mysore; Mr. Dominic Xavier, General Manager-Fortune Park JP Celestial, Bengaluru; Ms. Jayashree Nagaraj, Founder President & Chairperson-PHA, and Ms. Sita Lekshmi, General Manager, Aloft-Bengaluru)



Chief Guest's address by Mr. Achuta Rao, Chief Operating Officer, The Windflower Resort & Spa, Mysore



Keynote speech by Ms. Sita Lekshmi, General Manager, Aloft-Bengaluru





Opening speech by Mr. Dominic Xavier, General Manager- Fortune Park JP Celestial, Bengaluru



Launch of PHA YUVA Goals-2030



Panel discussion on 'Role of Housekeeping in Achieving Sustainable Development Goals & G20' (L-R Mr. Ralph Sunil, Senior Vice President-Administration, JSW Steel, Vijayanagar-representing Facility Management sector; Mr. Saptarishi Mukherjee, Director-Head Airside Operations-South and west India, InterGlobe Aviation Ltd, Indigo, representing the Aviation sector; Mr. Ajay Singh, Environment and Housekeeping Wing, South Western Railway representing Railways; Ms. Susan James Govanakoppa, Incharge-Shore Excursions, Royal Caribbean International Cruise-liners representing Cruise Liners; and Mr. Amalan Kumar Dasgupta, Vice President-Skill Development, Presidency College of Hotel Management, Ms. Bindu KC, Corporate Housekeeper, Abad Hotels and Resorts; and Ms. Indrani Sanyal, General Manager-Housekeeping Medica Super-Specialty Hospital)



Face-to-Face with GenZ and Allied Industry Leaders





Delegates at the convention



IHM Chennai with the CHAMPIONS TROPHY of the 4th YOUNG VISIONARY HOUSEKEEPERS' NATIONAL CONVENTION & 6th PHA YUVA ANNIVERSARY



# PHA-Tamil Nadu chapter (YUVA-orientation programme)



Address by Ms. Usha, Ramalingam, Corporate Housekeeper, Raintree Hotel Chennai & Coordinator PHA-Tamilnadu

PHA YUVA orientation program (on 07th Nov. 2023)



Lamp lighting ceremony (from L-R: Mr. Parveen Kumar Sharma, Lecturer IHM Chennai; Ms. Priya Harit, Lecturer, IHM Chennai & mentor PHA YUVA; Ms. Khimasiya Komal Kartik, student IHM Chennai; Chief Guest: Mrs. Usha Ramalingam, Corporate Housekeeper, Raintree Hotel Chennai & the Coordinator PHA-Tamilnadu; Dr. Jitendra Das, Senior Lecturer IHM Chennai, Coordinator Tamilnadu PHA YUVA; Ms. Khushi Chhabra, student IHM Chennai; and Ms. Shradha Barnwal, Student IHM Chennai)



# PHA Kerala chapter launch



## PROFESSIONAL HOUSEKEEPERS ASSOCIATION

### KERALA CHAPTER LAUNCH

12<sup>th</sup> September 2023 | Gokulam Convention Centre



PHA Kerala chapter launch on 12th Sept. 2023



Lamp lighting ceremony (from L-R Mr. Riaz Ahmed, Managing Director, Abad Hotels and Resorts; Mr. Philip Mathew, Managing Director, Presidency Hotel; Chief guest Adv Anil Kumar, Mayor of Ernakulam District; Ms. Jayasree Nagaraj, Founder, President and Chairman of PHA; Mr. Swaminathan Sitaram, Managing Director, Dravidian Trials, Ernakulam; and Ms. Bindu KC, PHA Kerala State VP- Operations)





Address by Ms. Jayasree Nagaraj, Founder, President and Chairman of PHA



Address by Ms. Nirupama Patra, PHA-Telangana Chapter VP-L&D



Address by Ms. Bindu KC, PHA Kerala State VP- Operations





Badge ceremony: Ms. Jayashree inducting PHA-Kerala Board members



Delegates at the PHA-Kerala chapter launch



# PHA YUVA Kerala chapter launch



## PHA YUVA KERALA CHAPTER LAUNCH

24th November, 2023 | 10 AM - 3 PM

St Joseph's Institute of Hotel Management  
and Catering Technology, Pala



FOR MORE INFO:

**PROFESSIONAL HOUSEKEEPERS ASSOCIATION**

Call +91 9880030926 | +91 9895210122 | +91 9611140888 | +91 8921279153  
chrn.ind@phka.in | bindu.pravish@gmail.com | exven.ind@phka.in



PHA YUVA Kerala Chapter launch on 24th Nov. 2023



Inaugural ceremony by the Chief Guest: Mr. Dinesh Varma, General Manager, Taj Kumarakom; Guest of Honour: Fr. Joseph Maleparambil-Chairman, Fr. Joseph Vattappilil-Director, Dr. Sheri Kurian-Principal, St. Joseph's Institute of Hotel Management and Catering Technology; Bursar Fr. John Mattamundayil and other delegates present)





Panel discussion on the topic 'Career Prospects in Housekeeping' (from L-R: Dr. Jitendra Das, Moderator of the panel discussion and Senior Lecturer, IHM Chennai & Coordinator Tamilnadu PHA YUVA; Ms. M. Jyoti Nair, General Manager, International Real Estate Partner Ltd., Bengaluru; Ms. Subhadra, Housekeeping Services Entrepreneur, Sai Housekeeping, Mysuru; Ms. Indrani Sanyal, General Manager-Housekeeping, Medica Hospital Pvt. Ltd., Kolkatta; Rtn. Sanju Samuel, Hospitality Professional and Consultant; Mr. Sreejith Chandran, Director Sales & Marketing, Cleanfix-Schevaran Systems; and Ms. Bharti Singh Kalappa, Head Facilities, Yamuna International Airport Ltd., Noida)



Delegates present in the event



PHA YUVA members and delegates at the PHA-YUVA Kerala Chapter Launch 2023



# PHA UPCOMING EVENTS

WE CORDIALLY INVITE YOU  
TO PARTICIPATE IN THE  
**SCHEVARAN  
AWARDS**  
FOR HOUSEKEEPING EXCELLENCE  
UNDER THE FOLLOWING CATEGORIES

HOSPITALITY HEALTHCARE AIRPORTS

Send your entries by email to  
[awards@workplaceexcellence.in](mailto:awards@workplaceexcellence.in)  
**LAST DATE: 30<sup>TH</sup> DEC, 2023**

In Association with: **PHA**  
PROFESSIONAL  
HOUSEKEEPERS ASSOCIATION  
SYNERGIZING HOUSEKEEPING FRATERNITY

## Professional Housekeepers Association (PHA) presents The Schevaran Awards

The PHA invites you to participate in the first Schevaran Awards and nominate yourself for consideration for this prestigious award which will be awarded annually.

Please respond with all the information mentioned below in either a Word document or PowerPoint presentation saved in PDF format and send it to [awards@workplaceexcellence.in](mailto:awards@workplaceexcellence.in) latest by 5pm on 30th of December 2023



# PHA UPCOMING EVENTS



## 6th National Housekeepers Convention & 9th PHA Anniversary

**Theme: TEHK- Technology Enabled Housekeeping**

(Role of AR, VR, AI, ML, Metaverse, Digitalization and Automation in Housekeeping Operations, Administration and Management)

**25th May 2024, Saturday**



**# For tech-savvy guest # For modern housekeeping**

**# For meeting the trend in the market # For enhanced work efficiency**

**# For achieving technological competitive edge**

**# For sustainability # For a better planet**

CONTACT US: \_\_\_\_\_

**Professional Housekeepers Association**

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