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Indian Hospitality – An embodiment of ‘Atmanirbhar Bharat’

A Position Paper by Hotel Association of India

The era after the economic liberalization of the 90s in India sparked the growth of tourism sector which attained new heights. In the year 2018 tourism contributed more than 9 percent to India’s GDP and accounted for 8% of the country’s employment. In some States like Sikkim the share of tourism to the region’s employment is as high as 33 percent. The hospitality industry constitutes a majority share of the tourism sector. Hotels are a part of essential tourism infrastructure as providers of tourist accommodation in all categories. From providing basic facilities to a weary traveller to break journey to rest and refuel, wayside motels have come a long way and become centres for culinary delights, venues for Events and destinations for leisure seekers.

Today Indian hotels are amongst the best globally and have won accolades and awards for excellence in service by business and leisure tourists alike. And what is commendable is the fact that the global recognition has come by practicing the age old Indian tradition of “Atithi Devo Bhava” and by using local sources be it money, material, machines or manpower. The Indian industry deploys more than 90% local resources making it an embodiment of an **“Atmanirbhar Bharat”** -

WHAT IT MEANS TO US



**Being Self
Reliant**



**Exemplifying
National Prestige**



**Providing Local
Opportunities**

Being Self Reliant: The Industry’s endeavour has been to increase its focus on local sourcing of ingredients/components in its key pillars of Food & Beverage, Infrastructure and Engineering Equipment. From about 65% in the year 2000 there has been a consistent effort

to increase the extent of local sourcing which rose to about 87% in 2020 and the Industry aspires to increase this further to an overall 95% and more by the year 2025. In certain value components such as DG Sets, AC Units, Mechanical Equipment and Elevators this would be closer to 100%.

Exemplifying National Prestige: Indian hospitality has brought India on the world tourism map. From playing host to heads of States, celebrities, senior officials, industrialists and entrepreneurs; facilitating large and prestigious National and International conventions and Events to providing a safe secure comfortable abode for people during disasters, Indian hotels have displayed their commitment to the Nation and been true ambassadors of the country. Hotels showcase Indian architecture and the traditional Indian way of life, they are centres of promotion of Indian heritage, textiles, cuisines, handicrafts, culture art and artists. As wellness centres, hotels have introduced the world to our ancient practices of Yoga and Ayurveda. Indian companies have been invited to operate hotels overseas. The fact that some of the best hotels in the world are managed by Indians adds to the national pride.

Providing local opportunities: The Indian hospitality sector employs close to 4.5 Crore people and livelihood to many more. The direct and indirect employment of the Industry is significant. Hotels are employers of unskilled, semi-skilled and skilled workers. They provide opportunity to women and to the differently abled. From the humble basic tourist accommodation tents and lodges the industry has offerings also for the first class traveller to those seeking ultra luxury thus giving all Indians an opportunity to experience the country's rich touristic treasures, undertake pilgrimages etc. About 90% of the total inventory in the Industry lies in the form of budget and standard hotels.

The Honourable Prime Minister of India has advocated that the ongoing pandemic be seen as an opportunity and given a clarion call to the nation to build an "Atmanirbhar Bharat". The hotel industry is proud to say that it is an embodiment of our leader's cherished dream. From Import subsidisation to vendor development, creation of green supply chains, minimising carbon footprints, the Industry can boast about it all. HAI member hotels have been responsible in growing their organisations and constantly striving to become self-reliant and self-sustaining to add value to the economy, to Society and to the Environment.

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