



AHAR Connect



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Biased rules, regulations hindering growth of Mumbai's restaurants: AHAR



Shri Sudhakar T Shetty, VP-Zone-IX, AHAR

Forever News reporter

Mumbai: The 4th Monthly Managing Committee Meeting of the Association (AHAR) agreed that they have strong reasons to suspect that existing rules and regulations enforced by various concerned authorities including the Maharashtra government, Excise Department, local police and electricity providers, among others, is proving detrimental to the growth of Mumbai's food and beverage sector, even as it fiercely

combats stiff competition by Multi National Companies.

Various eminent leaders of AHAR discussed these problems at length during the 4th MCM held on 25th March 2015 at Hotel Sai Palace, Chakala, Mahakali Caves Road, Andheri [East], Mumbai.

Highlights of the 4th MCM are as follows:

Welcome Address by the host Vice President:

Shri Sudhakar T Shetty, Vice

President, Zone-IX and the host of the meeting welcomed all members. He thanked committee members of his zone for unanimously re-electing him as the Vice President of Zone IX. He noted that his association with AHAR began seven years ago and has held the post of a Vice President since the last four years. He expressed his gratitude to Shri Chandrahas Shetty who introduced him to the AHAR and the support extended to him by all AHAR members especially

Shri Karunakar Shetty and Shri Shashikant Shetty. He also noted that he was fortunate to work under four different presidents and assured his team will strive its best to address the grievances of the members.

Confirmation of the Minutes of the 3rd MCM held on 24.2.2015:

The Honorary Joint Secretary Shri Vishwapal S Shetty read out the minutes of the 3rd MCM held on 24.2.2015. The house confirmed the same.

(Continued on page 2)



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FIRST TIME IN INDIA

(Continued from page 1)

The confirmation was proposed by Shri Santosh Shetty and seconded by Shri K. K. Mahale.

Approval of Accounts for the month of February 2015:

Honorary Treasurer, Shri Shashidhar G Shetty presented the Accounts for the month of February 2015, which was approved by the house. The approval was proposed by Shri K. K. Mahale and seconded by Shri Gangadhar Shetty.

Events of the Month:

The AHAR president also addressed the gathering in which he covered various important topics. These included:

Meeting with Finance Minister of Maharashtra:

A delegation of AHAR met Shri Sudhir Mungantiwar-State Finance Minister on 19.3.2015 and presented him with various grievances of the Hotel Industry. The Finance Minister agreed to meet the delegation again to have a comprehensive discussion on various problems for redress. The Finance Minister has clarified that the Value Added Tax will be charged only on the food bill (excluding Service Tax) in the current budget. This is a result of timely intervention from team AHAR.

Proposed Hawking and Non Hawking Zone by MCGM:

The Municipal Council of Greater Mumbai is proposing designated hawking and non-hawking zones in all wards of Greater Mumbai. AHAR will study, analyze and submit its objections to the MCGM upon receipt of the details.

Registrar of News Papers of India (RNI) Registration:

We are proud to bring to the notice of our esteemed members that our coveted publications "AHAR Connect" a monthly newsletter and "AHAR

Hospitality" a quarterly Magazine both the publications are registered with the Registrar of News Papers of India. This means that the publications are vetted by the Government of India. This will have benefit in many ways such as discounted price for mailing the newsletter @ 25 paisa for AHAR Connect and @ Rs. 4 for AHAR Hospitality through India Post.

Demand for 10 year old water bills:

Few Members had complained that they have been served with demand for payment of outstanding water bills of more than 10 years, which is still been shown as arrears in MCGM records. AHAR has written to Municipal Commissioner for clarification and also submitted a Right To Information (RTI) query for Information and clarification in this regard.

Payment of FL-III License fees:

Due to AHAR's efforts the Excise Dept agreed to accept Demand Drafts, Self Declaration in lieu of affidavits and Challans of Sales Tax payment in place of Tax Clearance Certificates from Sales Tax Department for renewal of FL-III Licenses.

Writ Petition in food hawker's case:

AHAR had finalized the draft petition against MCGM & other concerned authorities for allowing the food hawkers to cook in open places in spite of the ban upheld by the Supreme Court of India.

Article of AHAR in Lokmat daily:

Lokmat a Marathi newspaper has invited AHAR President and his team for an interview regarding grievances of hoteliers. The delegation lead by the President was interviewed by the Lokmat. The delegation briefed the journalists about the various issues pertains to the Hotel & Restaurant business including the 24x7 night life proposed by the government. The report and the synopsis will be published in the

newspaper. Further, Lokmat had agreed to highlight and publish various issues of hotel industry through AHAR in their daily.

Presentation by the Sub Committee Chairmen:

Excise:

Shri Mohan Shetty

After discussing with the Superintendent of Excise, the department agreed to renew the FL-III license on self declaration instead of affidavit and copy of Challans of VAT paid in place of Tax Clearance Certificate from Sales Tax Department.

Publications:

Shri Bhaskar Shetty

RNI has registered the AHAR Newsletter and the AHAR Magazine and the postal charges will be levied as per existing low rates for publications. AHAR has uploaded all important circulars, notifications on its website. Members are requested to visit the same and download the required formats.

Hawkers action:

Shri K. K. Mahale

AHAR has received the Draft Writ Petition regarding Food Hawker's issue. The Association will also make the Commissioner of FDA as a party. Shri Samith Arasa has extended his support wholeheartedly. He requested all the VPs to send photographs of illegal Food Hawkers in their zone which will be used as annexure in the WP.

FSSAI:

Shri Nikhil Shetty

As per the earlier Delhi HC judgment a restaurateur can charge above MRP in case the consumer consumes the food packets, beverages, soft drinks etc. inside a restaurant. The latest judgment by Delhi High Court has stated that even the packed food, beverages served inside restaurants should be sold at MRP. AHAR needs to take legal opinion in this regard and seek clarification as the members are confused.

As per MCGM circular AHAR members and other restaurateurs have to charge extra for carry bags for take-away clients.

Coordinator:

Shri Santosh R Shetty:

Briefed the house that in many cases the PPEL/RC of deceased people are being renewed. The Police Commissioner of Mumbai has taken note of it and sent a circular to call licensees to the office/department to check whether they are alive or not at the time of renewal. He advised the members to change the name in case of the death of the licensee.

President:

1. Packed food, beverages sold across the counter should be sold in MRP, as numbers of cases are registered and the hoteliers have been fined for selling the products above MRP rate.

2. A circular has been issued by Commissioner of Police for checking the existence of the licensees at the time of renewal of PPEL. It has come to the notice of the Department that some of the licenses belonging to the deceased licensees have been renewed.

3. Shri Sunil Patil's exemplary step and necessary corrective measures to stop the harassment of Excise Officer by meeting the concerned officials, who assured of non harassment to the members.

Members should be aware of their rights and be bold and support their Vice President. AHAR extends its full support to the VPs and the members against the injustice by any Government officials.

4. AHAR members should visit the Association's website regularly to get updates from time to time and the latest happenings.

Presentation by

Vice Presidents:

Zone I

Shri J. D. Shetty

A complaint by a customer to police about the quality of the food supplied by a vegetarian restaurant in the Fort area was being attended.

Zone II

Shri K. V. Shetty

Had corner meeting on 18.3.2015 which was attended

by 14 hoteliers. All the latest developments were discussed. Case of demanding additional papers for renewal of PPEL is being attended and sorted out. A case of labour problems in Sultania Hotel is being referred to AHAR's legal consultant.

Zone III

Shri Suresh Shetty

Extended his thanks to Shri Vijaykumar Shetty and Shri Mohan Shetty for meeting the Superintendent of Excise and easing the procedures for payments of FL-III Licenses.

Zone IV Shri Sunil Shetty An issue of non transfer of PPEL was attended and sorted out. Membership drive will start from April 2015.

Zone V

Shri Ravindranath Nire

The officials from Metrology Department are raiding restaurants and charging for using plastic carry bags. In spite of suppliers printing the mandatory 50 microns in the bag, the hoteliers continue to be fined. AHAR intends to meet Metrology Department's officers in charge and discuss the same.

Zone VI

Shri Sunil Patil

Active AHAR committee members of the zone were targeted and harassed by Excise officials, which was brought to the notice of higher ups. The VP was called to their Chunna Bhatti office and assured that they have not targeted any particular hoteliers and assured that they will not harass the Permit Room owners.

Zone VII

Shri Rajan Shetty

The matter of open space used by Hotel Pappilon was discussed with MOH, who assured to sort out the matter.

Zone VIII Shri Jagdish Shetty Met the division SI of Excise through Shri Shivaji Shetty and Shri Vijaykumar Shetty who assured support in renewing the FL-III Licenses.

Zone IX

Shri Sudhakar Shetty

AHAR had met the

METRO

Wholesale



ಸೇವೆಗೆ ಮೊದಲ ಆದ್ಯತೆ. ಎಂದೆಂದಿಗೂ

ಮೆಟ್ರೋದಲ್ಲಿ ನಾವು ನಿಮ್ಮ ಸೇವೆಗಂದೇ ಮೀಸಲಾಗಿರುವ ಅಕೌಂಟ್ ಮ್ಯಾನೇಜರ್‌ಗಳನ್ನು ಹೊಂದಿದ್ದು, ಅವರು ನಿಮ್ಮ ಉದ್ಯಮದ ಗೊಂದಲಗಳು ಹಾಗೂ ಬೇಡಿಕೆಗಳನ್ನು ಅರ್ಥೈಸಿಕೊಳ್ಳುತ್ತಾರೆ. ಇದಕ್ಕಿಂತ ಹೆಚ್ಚಿನದಾಗಿ, ನಾವು ನಿಮಗೆ ಸಹಕರಿಸಲೆಂದೇ ಮಳಿಗೆಯಲ್ಲಿ ನಿಮ್ಮ ಅವಶ್ಯಕತೆಗೆ ಸ್ಪಂದಿಸಲು ತರಬೇತಿ ಹೊಂದಿರುವ ಸಿಬ್ಬಂದಿಯನ್ನು ನಿಯೋಜಿಸಿರುತ್ತೇವೆ. ನಮ್ಮೊಂದಿಗೆ ಕೈಜೋಡಿಸಿ ಹಾಗೂ ಮೆಟ್ರೋದಲ್ಲಿ ಇವೆಲ್ಲವನ್ನೂ ಕಂಡುಕೊಳ್ಳಿ!

* ಪರಸ್ಪರಗಳು ಹಾಗೂ ನಿಬಂಧನೆಗಳು ಅನ್ವಯಿಸುತ್ತವೆ. ನೋಂದಾಯಿತ ಉದ್ಯಮ ಗ್ರಾಹಕರಿಗಾಗಿ ಮಾತ್ರ.

ಬಾಂದೂಪ್: ನೆಪ್ಪೂನ್ ಮಾಲ್, ಮಂಗತ್‌ರಾಮ್ ಪೆಟ್ರೋಲ್ ಪಂಪ್ ಪಕ್ಕದಲ್ಲಿ, ಜಿ.ಕೆ.ಡಬ್ಲ್ಯೂ. ಫ್ಯಾಕ್ಟರಿ ಎದುರಿಗೆ, ಬಂದೂಪ್ ಪಶ್ಚಿಮ, ಮುಂಬೈ - 400 078.

ಬೋರಿವಿಲಿ: ವೆಸ್ಟರ್ನ್ ಎಡ್ಜ್ 1, ಮಗಧಾನೆ ಬಸ್ ಡಿಪೋ ಎದುರಿಗೆ, ವೆಸ್ಟರ್ನ್ ಎಕ್ಸ್‌ಪ್ರೆಸ್ ಹೈವೇ, ಬೋರಿವಿಲಿ (ಪೂರ್ವ) ಮುಂಬೈ - 400 066.

ಹೆಚ್ಚಿನ ವಿವರಗಳಿಗಾಗಿ ಸಂಪರ್ಕಿಸಿ: ಇಂದ್ರಜೀತ್ ಚಂದ್ರ - 9632221732 / 1860 266 2010

ನೋಂ. ಕಛೇರಿ: ಮೆಟ್ರೋ ಕ್ಯಾಷ್ ಆಂಡ್ ಕ್ಯಾರಿ: ನಂ. 26/3, ಕೈಗಾರಿಕಾ ಹೊರವಲಯ, ಎ' ಬ್ಲಾಕ್, ಸುಬ್ರಹ್ಮಣ್ಯನಗರ, ವಾರ್ಡ್ ಸಂ.9, ಯಶವಂತಪುರ, ಬೆಂಗಳೂರು - 560 055

Superintendent of State Excise with complaint against harassment by Shri Shinde, Excise Inspector. It is learnt through the vigilance officer Shri Deshmukh that a departmental inquiry has been initiated against him. The Superintendent also assured reduction of fines in falsely implicated cases made by Shri Shinde.

Others:

Shri Nitin Shetty

Had met the AMC of P/South ward regarding the fine on Ontoes Restaurant charged by the Licence Department for storing the cooking gas cylinders. The AMC has agreed that it was an error and will address the issue.

Speech by Advisors:

Shri Santosh R Shetty

AHAR members should not violate any existing rules and regulations. Members should resist the hawking zones proposed by MCGM. AHAR must ensure that the patches of hawkers do not affect legitimate, licensed restaurants. The health

license is issued after getting NOC from Fire Brigade. Hence, cops or MCGM do not have any authority to ask for license for storing the gas cylinders. Only LPG dealers / distributors need LPG storage licences. VPs should meet the Prabhag Samithi Chairman & its Members on a regular basis and interact with them regarding hoteliers' grievances. AHAR members should understand the provisions of hygiene stipulated by the FSSAI and implement it in their own interests. He praised the publisher and Editor of AHAR publications Shri Bhaskar Shetty for producing an excellent quality Magazine 'AHAR Hospitality' and Newsletter 'AHAR Connect' which can be compared with the international standard and quality.

Shri Sudhakar Hegde

Due to the efforts of AHAR, government officials respect and fear the Association. He wished the new team under Shri Adarsh Shetty all success in their endeavors.

Shri Chandras K Shetty

The need of the hour is

awareness of members. In the corner meetings, maximum awareness of rules, regulations, latest happening should be imparted. Important and latest issues, circulars, notices etc. should be highlighted on the AHAR website. Every member should contribute his mite for the welfare of the association. AHAR should concentrate more on policy related matters.

Shri Arvind Shetty

He said that 'By sweating the small stuff and dealing with trivial matters may not lead to much, but engaging with the Government to simplify Laws would go a long way in alleviating most of our problems'.

If Members feel injustice has been done to them, they should boldly stand up against the same as the Association Might is behind them as a shield.

Whenever New Rules/Laws are framed members need to be alive to the possibilities and study the proposal in order to help the Association to come up with Suggestions/Objections, if any.

Two very important

developments are taking place in the form of Draft development plan 2034 and Mapping of Hawking Zones under the directions of Street Vendors Policy. Both the above process is in the public domain seeking suggestions for implementation. The Association should use all its resources to study the same and Suggestions/ Objections should be forwarded within the stipulated period to safeguard the interests of our members.

He complimented Shri Bhaskar K Shetty, Chairman - Publications, and his Team looking after the Association's website for developing it into a useful Tool for our members.

The process of online renewal of Excise License was lucidly explained in a step by step manner which even a layman would be able to follow. Moreover it also contains a wealth of information for the benefit of Hoteliers in general.

Members should visit the website before seeking any information from the Association as most of their Queries may be addressed in the website itself.

Condolences:

The House prayed for eternal peace of

• **Shri Anthayya Shetty**, Hotel Prakash Punjab, Prabhadevi, who passed away on 17.3.2015.

• **Smt. Sarojini Shetty**, mother of Shri Prasad Shetty, Hotel Aparna, Sion, who passed away on 24.3.2015.

Felicitations:

Committee members of Zone-IX felicitated Shri Sudhakar T Shetty on the occasion.

Stalls Support:

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Pet Pooja
VKL Chef Art
Ruchi Soya
Tiny Owl
Menson

Stall holders made brief presentations about their products.

Vote of thanks:

The 4th MCM concluded with Vote of Thanks proposed by the Honorary Joint Secretary Shri Vishwapal S Shetty.

Govt. needs to extend benefits of food hawkers to restaurants and crew

Mumbai: At least two municipal corporations in India have announced a slew of benefits to street-side food hawkers who currently operate without licenses. In a recent

For Kolkata based food hawkers, Mamata Banerjee, the West Bengal CM has announced a social security scheme that will entitle registered hawkers to a pension of Rs. 2.5 lakh on

While nobody disputes that fact that unorganized food sector in India, which includes roadside food stalls patronized by persons of all walks of life are an integral part of India's eating culture, the moves in Kolkata and Coimbatore raise some pertinent questions.

Prime among these is the overall hygiene. While restaurants across India will soon be required to implement revised standards and certain clauses of the Food Safety and Standards Act of India, policymakers and food quality monitors will find themselves pitched against hawkers who cannot operate in conditions stipulated by the FSSAI. And neither can hawkers, who depend upon water supply from dubious sources, prepare raw material in open leaving it prone to dust and other vagaries of nature and quality of the cooked food to ensure it is free of contaminants that can cause

gastro-intestinal problems to consumers.

solely upon their employer to counter any exigencies.



move, West Bengal Chief Minister handed over thousands of municipal licenses to food vendors in Kolkata while the civic body of Coimbatore, Tamil Nadu, offered sops in a bid to regularize roadside vendors.

attaining the age of 60, Rs. 10,000 as medical expenses annually and an accident cover of Rs. 50,000. Somewhat similar sops are offered by the Coimbatore municipality, according to media reports.



Further, such benefits to the unorganized sector puts restaurateurs, who cough up lakhs of rupees annually to procure required permits, are forced to maintain high levels of hygiene both at the premises and of staff, at severe disadvantage. Crew of restaurants in cities such as Mumbai will not be entitled to such benefits and have to depend

Policymakers at civic bodies, state and national levels will have to do a rethink on such policies and extend the same, if not better facilities for owners and crew of restaurants, considering they operate legitimate businesses, spend heavily on food hygiene, advertising and other incidental expenses that make operations expensive.

Facebook forums to restore Konkan's rich culinary heritage

Panjim: In recent months, food lovers, housewives, cooking enthusiasts and professionals from the coastal parts of Maharashtra, Goa and Karnataka have launched a series of Facebook pages aimed at promoting and preserving the rich culinary heritage of that region. Members can post pictures of their dishes, suggestions, recipes and other information relevant to these forums.

These Facebook forums include, "Konkan Connoisseurs", "Taste of Goa", "Konkan Food and Beverages," among others and are mainly handled out of Goa.

While these forums are open to public, it is surprising to note that none of Mumbai hoteliers have explored the possibilities of showcasing their delights from coastal parts of Maharashtra, Goa and Karnataka on these pages or taken benefit to learn about new dishes that can appeal to all palates in the city.

Mumbai boasts of myriad restaurants-including those offering veggie and non-vegetarian delights from these three states. It is also worth remembering that Mangalore and its surrounding areas are somewhat considered as part of 'Konkan'. Hence, recipes posted on these forums can help the city's restaurateurs widen their menu base in all segments- snacks, full meals and beverage offerings.

Survey on Indian restaurants reveals lack of marketing initiatives

Mumbai: A study conducted by Living Social, titled "Restaurant Trends and Insights for 2015" has shockingly revealed that a majority of Indian restaurants-about 68 percent-do not have adequate funds for marketing their business or advertising, according to reports published in various sections of the media.

Some 49 percent of respondents noted trouble tracking the real ROI of marketing investments as top marketing challenges. Over one-third said, they were unable to keep track of comments and views of clients posted on various websites- while positive responses can boost business, a single negative response proves detrimental.

"With the addition of these social media tools, the number

of marketing channels that today's restaurants use is so varied and broad that it's not a surprise that making sense of the marketing mix can be overwhelming," said Doug Miller, Chief Revenue Officer, LivingSocial.

Some 60 percent of respondents said they plan to offer new or additional menu items, while exactly half of them said they would adjust their promotional mix to maximize ROI while 86 percent revealed they rely on their own experience or the advice of others to make marketing decisions without the help of any supporting data.

"We know restaurateurs have little confidence in the value of their overall marketing spend as they keep experimenting to get more bang for

their buck," said Miller. "There is an information gap which presents an important opportunity to help restaurant merchants have more visibility and better tools to understand the performance of those marketing investments and to make smarter decisions."

Respondents also identified the months of January, February, July and August as slow months for business. To compensate during these months, those surveyed said they offered special promotions.

Nearly 80 percent of survey respondents think online deal sites, such as LivingSocial, are successful

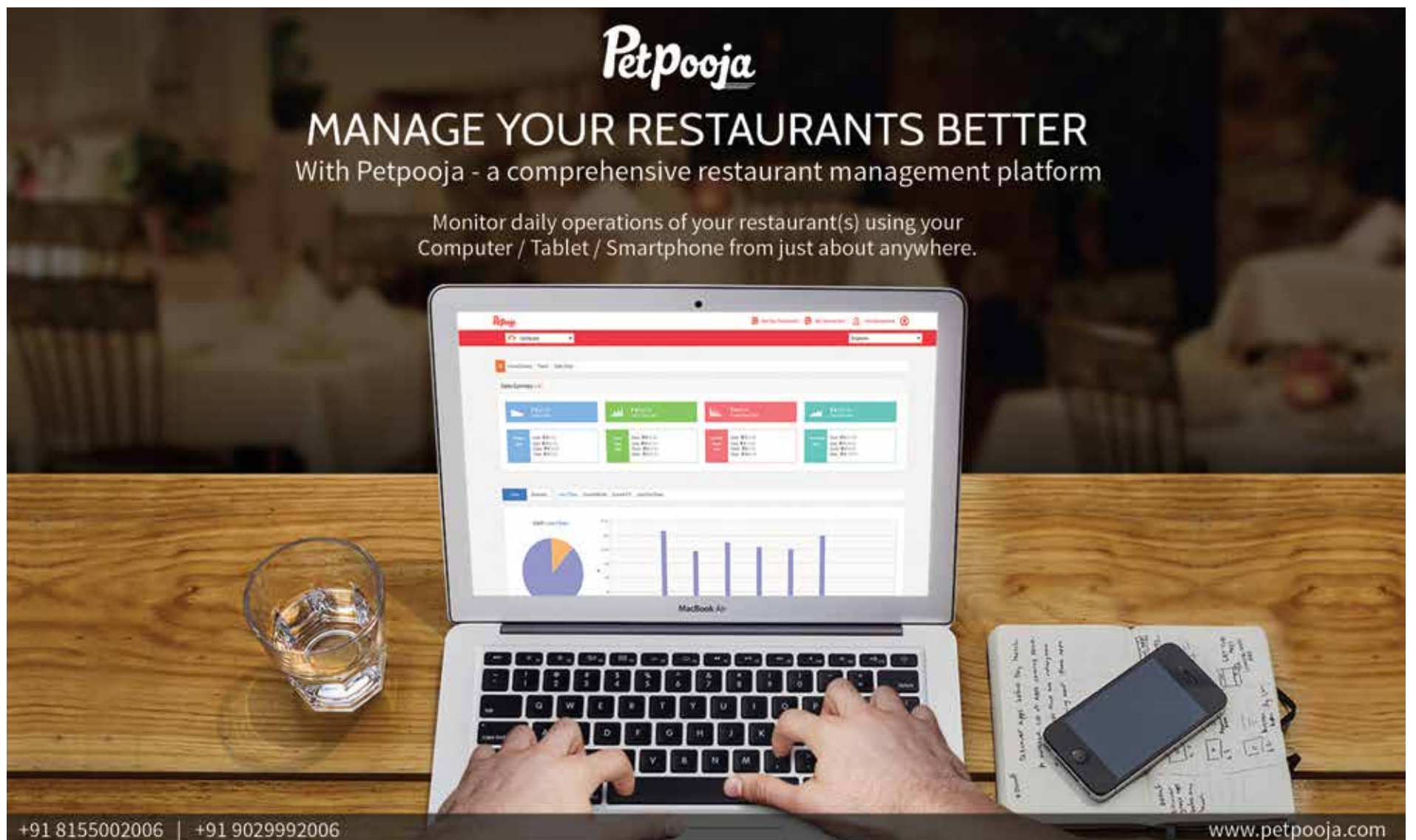
in driving sales; 18 percent stated that online deal sites are more beneficial than other marketing channels.

Sixty-one percent of respondents said they used deal sites two to four times a year, while 17 percent leveraged them five or more times per year.

A majority of restaurateurs find that multiple promotions are successful in driving sales and repeat business but offering a dollar savings with a minimum spend requirement is most successful in meeting both goals.



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India needs clear policies on alcohol, prohibition

Mumbai: In recent months, various Indian politicians are sparring over a simple issue: Whether liquor or alcoholic drinks are part of the local culture or is a hangover



acquired from colonials that ruled this country for centuries.

Figures from various Indian states, if one believes, amply prove that alcohol, in all its forms- Indian Made Foreign Liquor, government approved Country Liquor, illicit booze and up market foreign brands are growing increasingly popular. Goa, known as a haven for cheap but high quality booze tops all states in alcohol consumption, especially due to the large number of tourists from India and abroad who converge on its various beaches during the peak tourism season from October to March.

Down south, Kerala- known also as God's Own Country, also tops liquor consumption with an average resident of the state

consuming anything between eight to 10 liters of the intoxicating brew per month. It is well known that north Indian states including Punjab, Haryana, Himachal Pradesh and Rajasthan also propel India's liquor industry. Marriages in these states are not considered complete unless high quality booze is served to all invitees who enjoy drinks. Not far behind are Jammu and Kashmir and North Indian states where alcohol is a necessity to keep oneself warm during winters and local brews such as fermented fruit juice are home brewed.

So called 'dry states' including Gujarat also are not above board. Liquor smuggled into the state from neighbouring Maharashtra or adjacent Union Territory of Dadra and Nagar Haveli, Daman and Diu are available easily, albeit at a premium while locally brewed varieties are sold on the sly.

In such a scenario, it would serve state and the Union governments to do a complete rethink on the alcohol and prohibition policy. It is well known that prohibition leads to illicit brewing and bootlegging- both of which are criminal offenses. Yet, returns from such illegal liquor trade are highly lucrative for bootleggers and they deny the state of excise and other tax revenues.

Small, medium restaurants need to cash on plastic money

Mumbai: Reluctance by most medium and small restaurants in Mumbai to accept credit and ATM/ Debit cards or what is commonly termed as "plastic money" is proving detrimental to business, according to surveys conducted by various agencies over the last couple of years has revealed.

In Mumbai, most high-end restaurants accept card payments in a bid to boost their business. However, other restaurants are sadly lagging behind in this simple yet effective mode of accepting payments. It is a well known fact that most bank customers in Mumbai are issued an internationally accepted ATM/ Debit card by their banks from Visa International or MasterCard. The Indian version of the ATM/ Debit card- termed 'RuPay' is also now widely accepted by most merchant establishments.

Some of the causes why medium and small restaurants are reluctant to cash in on the plastic boom



were found to be rather simple: An overall reluctance to part with a small percentage charged by banks on card transactions, fulfilling terms and conditions required by banks to issue a Point Of Sale (POS) machine- which usually requires a land line telephone connection to get the sale authorized by the bank for debit and in some cases, lack of skills in handling transactions through POS machines.

It is a well known fact that consumers who pay their bills on cards often tend to

spend more, since they need not worry about the amount of cash they are carrying at any point of time. This is particularly true for bars and permit rooms in Mumbai, where consumers often indulge in ordering several dishes or a variety of beverages, especially when dining with family or friends or business associates.

With modern technology, some banks are offering cordless POS machines which facilitate the restaurant crew to carry the small machine right up to the customer's table for keying in the Personal Identification Number (PIN), dispensing with the need for the person footing the bill to personally go to the cash counter. Tips, if any, can always be paid on cash or, upon request, the amount can be added to the total bill.

Lessons from Malaysia for Indian restaurants

Kuala Lumpur: Malaysia promotes itself as "Truly Asia". And a chain of restaurants in that country amply prove this logo. Named 'Ramzan', this chain of restaurants, spread across all major cities in Malaysia has proved to be a flagship of success for that nation's restaurant industry. And Ramzan's success holds some vital lessons for Indian restaurateurs.



For one, Ramzan restaurants are located in small premises and operate with skeletal service crew. They offer a variety of cuisine from traditional Malay to North and South Indian dishes, original, ethnic Chinese cuisine and fast food. And

whether one orders a spicy Malay seer fish curry and rice or a Masala Dosa- the order is delivered within 10 minutes. Ramzan's business thrives on take-away service, though their premises do offer seating arrangements for about a dozen diners. Payment is in cash and food is very reasonably priced.

The secrets of Ramzan's runaway success, as this writer found, is, the chain has managed to procure small premises- sufficient

enough to operate a kitchen and a take away service, with very limited space for dine-in clients. Most of these premises are in business and tourist areas, to enable these outlets to cash in on office-goers and visitors.

Statement about ownership and other particulars of AHAR Connect Monthly

FORM IV

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10. Owner's Name : **Indian Hotel & Restaurant Association (AHAR).**
11. Names and addresses of individuals who own the newspaper and partners or share holders holding More than one per cent of the total capital. : **Indian Hotel & Restaurant Association (AHAR). B-2, Wadala Shriram Industrial Estate, G.D. Ambekar Marg, (Old Katrak Road), Wadala, Mumbai - 400 033.**

Date : 01/03/2015

Sd/
(Publisher)

(I Shashikant Shetty, hereby declare that the particulars given above are true to the best of my knowledge and belief).

AHAR an ideal platform to combine 'Swachh Bharat' with 'Garibi Hatao'

Mumbai: During every Monthly Committee Meeting of the Association of Hotels and Restaurants (AHAR), the organization pledges its support to Prime Minister Narendra Modi's 'Swachh Bharat' or 'Clean India' campaign. Initiatives taken by AHAR include maintaining clean environment around restaurant premises, proper sorting and disposal of waste and prevention of littering in and around their vicinity, reduction of plastic containers and non bio-degradable carry bags for take away clients.

The initiative by AHAR is indeed laudable, both as an association and for steps taken by its members in Mumbai and its surroundings.

Some of the steps that AHAR members can take and help the economically weaker segments of the



एक कदम स्वच्छता की ओर

society can be learned from a similar campaign launched recently by Israel Air Force's Nevatim Airbase: Scrap such as aluminium foils, plastic containers including water bottles, beer cans and bottles and other waste can be sorted and handed over to Mumbai's ubiquitous "kabadi collectors" or scrap collectors who abound the city in thousands.

Such scrap is recyclable and the economically weak scrap collectors can cash in on this bulk waste collected from restaurants once or twice daily. In addition to adhering to principles of 'Swachh Bharat', AHAR members thus can also help the poorer segment of Mumbai to earn a quick extra buck.

Such a project, as discovered by the Israel Air Force, provides a win-win situation for all: Scrap that would otherwise accumulate and dirty the surroundings, is put to a good use while the environment remains clean. All that AHAR members

need to do is find their neighbourhood 'kabadi wala' or scrap collector and ask them to collect the garbage on a regular basis. This will also ensure that municipal garbage containers provided to hotels have sufficient space round the clock. Closer home, a pilot project was launched in Bandra (West), Mumbai, by a NGO which distributed bins to residential complexes and schools for people to dispose vegetable waste and discarded food items, for composting as manure.

This manure is either used by residents to fertilize their gardens or offered for sale at lucrative prices to plant nurseries and others who need to nourish their greens.

An appeal from AHAR



Dear Esteemed Members,

It has been noticed that many of our members have not updated their contact details such as postal address, telephone, mobile, email address and other information pertaining to their hotels & restaurants.

This results in non delivery of our publications and vital information sent by AHAR.

Hence we request you to kindly update your contact details at the earliest.

Please email us at:

aharmumbai@gmail.com

Tel. 022 2417 18 18

Star participants at 4th MCM

Metro Cash And Carry stall

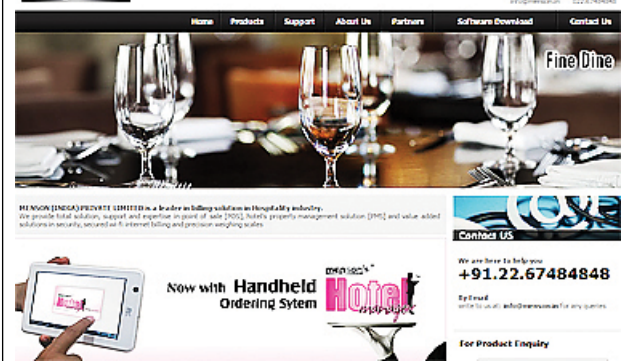


Ruchi Soya stall



For booking stalls during MCM please contact : 2417 18 18 / 2207 27 14

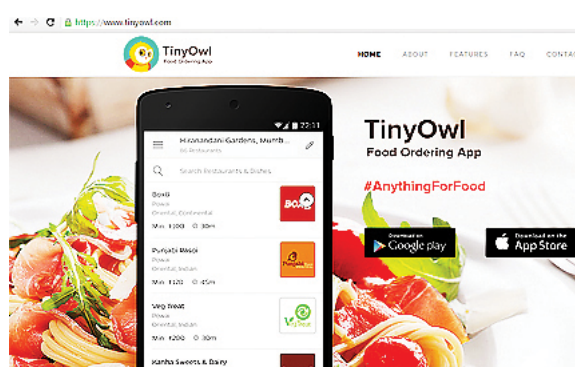
Menson Stall



VKL stall



TinyOwl stall



Petpooja stall



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