



Nitin Sachdeva

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SITE India Chapter
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Hello, I am Nitin Sachdeva. The new president of SITE India.

I am so pleased to take this opportunity to introduce myself and my vision to you, our partners and our community. The Covid 19 period has been overwhelming for everyone but during this time there are signs of new beginnings. Change is happening and things are evolving at an unbelievable pace.

I am stepping in at a critical time, as Covid 19 pandemic has had an impact on our country, our industry and our community.

One thing you must know about me that I believe in the power of this Industry. We, all of us play an important role, keeping this country working and the team at SITE India is committed to help our community getting back to work with new ideas and skills sooner rather than later.

The Incentive travel sector from India has been a major driver of the economy for many other countries and Infact the incoming programs to India have been of high value as well.

The positive message that I bring to you today is that we will be working towards recovery together as a community, as partners and as friends.

You have my commitment to honour the past, diversity and culture of the association even as I bring fresh perspective and ideas to SITE India, as we look to the bright future.

You should know though that I like to win and together we are going to win by telling and writing fresh stories on Incentive Travel for Outbound, Inbound or Domestic. Stories that will light the fire of new interest and excitement.

In the coming weeks I hope to greet many of you in person infact our plan for the next quarter is discovery and listening. I along with our team are going to do both "discover" and "listen" from all of you as we re-evaluate our goals and our strategy.

We will hit the ground running with professional and personal developments Strategy and work through achieving your goals for which you have chosen to be a member of the association.

We will also work through the financial challenges that lie before us and through it all we are going to celebrate successes together with a genuine smile, a fist pump and a pat on the back.

Our core values to serve, share, own, trust and welcome will remain the root of our mission. That mission is to bring the world to India and bring Indian to the world

It's more complicated today of-course but I welcome the challenge.

site



**CRYSTAL
AWARDS**

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Anup Nair



Amaresh Tiwari



Ajay Vinayak



Atulya Joshi

Lifetime Contribution - SITE INDIA

In our endeavor to honor the service and contribution made by the founding members, SITE India board honours the founding members and pillars of Site Community.

Thanks to

Mr Rajiv Kolhi,
Mr Anup Nair,
Mr Sanjeev Joshi
and Mr Amaresh Tiwari
who have been a guiding light
to Site India always



Glimpse of..

BOARD MEETING 2021



Getting shot is good!

Rajeev Kohli

Joint Managing Director, Creative Travel
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I got my first vaccination dose on March 3, shortly after the public opening. I got my second 6 weeks later. What surprised me both times is that barely 20-30% of the vaccination capacity was being used. People were just overly hesitant. Bizarre. And then when our second wave happened, boom – panic and a rush. And the obvious thing happened, vaccines ran out. Please people - get everyone you know vaccinated. It is your responsibility to keeping yourself and people around you safe.

There is a direct benefit to mass vaccinations to us in tourism & hospitality and in that there can be no doubt. Those vaccinated will get priority in their travel rights. We can harp all we want about discrimination and unfairness, but in an imperfect world, this is the most perfect solution there is.

When I look at key source markets, I see a sharp upswing in not only the desire to travel, but also actual travel; all from people who got their vaccinations. We see destinations loosening rules for border crossings for those with proof of vaccination. Cities have opened up dining, malls and shops to the vaccinated. Carrying some sort of proof of being shot will be a new normal and one we need to accept. What does the proof look like? That debate will continue, but in the interim, there will be ways around it. If you look at our own Indian Cowin app, there is a new feature to verify a certificate from its QR code. So, we have already started a more secure system of checks.

I firmly believe that travel, leisure as well as incentives, will be fueled by the vaccine. This is not anecdotal. I talk from a firsthand experience of seeing clients make plans and book services now that they have been jabbed. This will be the saviour of our industry.

Was I scared of getting a new product inserted in my bloodstream? No! I have faith in science and faith that they would not produce something that would kill millions, no matter how much they rushed. I read up how the R&D on disease control is done, and it is a fact that there are so many cures developed but never make it to market as the virus dies out on its own. The Covid vaccine has been produced based on decades of historical research. So have confidence.

I am happy that I now have a greater degree of freedom. I can travel. I can get on to a more normal life. Precautions will remain. New protocols will be respected. But I have shown my responsibility in protecting myself, my family and my employees.

So go get shot! This one doesn't hurt.



Poetry of Nature & the Play Ground of the Himalayas



Set like a jeweled crown on the map of India, Kashmir is a many-faceted diamond, changing its character with the seasons - always extravagantly beautiful. Three Himalayan ranges, Karakoram, Zaskar and Pir Panjal - snow-capped, majestic, frame the landscape from Northwest to northeast. Great rivers flow down from these mountains into the valleys below, forested with wild orchards and lily laden lakes.

Kashmir is awesome grandeur, serenity, and a wild profusion of colour. The Mughals, who celebrated beauty, planted their symmetrical gardens and added a further dimension to the valleys of Kashmir. They also left behind a heritage of exquisite artisanship among the people, making the handicrafts of the land prized gifts the world over.

Kashmir is a land where myriad holiday ideas take shape. In winter, when snow carpets the mountains, skiing, tobogganing, sled-riding are popular sports. In spring and summer, the honey-dewed orchards, rippling lakes and blue skies beckon every soul to sample the many delights the mountains and valleys have to offer. Golf at 3,000 meters above the sea, water-skiing, sailing and angling for prized rainbow trout. Or simply drift into dreams down the willow fringed alleys of lakes in gorgeous houseboats. The possibilities are endless.

Martand (on the way from Srinagar to Pahalgam) with a 7th century Vishnu temple built by King Lalitaditya Muktapid. Martand is also famous for its hot springs with curative powers. A Surya (sun) temple built by Lalitaditya lies in ruins 3 Kms away, revealing a definite Roman influence with Bengali Pala architecture. **Kokernag** - 70 kms away in the heart of the Bhringi valley - has springs flowing at an altitude of 2,000 Mts said to possess miraculous curative powers the remains of a pavilion and baths built by the Moghuls can be seen at Verinag, 80 Kms away from Srinagar. The Jhelum has its source here. **Dachigam Wildlife Sanctuary**, has the Himalayan black and brown bear, musk deer and the Kashmiri stag called as "**Hangul**"

Fortunately Kashmir has been lucky enough to have controlled spread of Covid-19 Pandemic effectively due to sincere efforts of the Government, NGO's and Public at Large which paved the way for boom of Tourism to Valley from December onwards till Mid April. Unfortunately, due to heavy spread of Covid in Delhi, Maharashtra, Tamilnadu & UP, the rush of Tourists to Kashmir dropped substantially, where even conscious Tourism Stakeholders preferred to give priority to Health First as Tourism can wait. However, since again we have shown good improvement in Covid Management in Kashmir region, we are quite hopeful that by end June, Tourists will start coming back to valley as many Tour Operators have received fresh bookings from 04th week of June which will also see the start of Tourism from Kashmir to Ladakh, besides Amarnath Ji Yatra starting from 28th of June for 40 days.

Look forward to a delightful & Impressive Holiday to Kashmir



Nasir Shah
Chairman
& IATO – J&K Chapter
Convener, Kashmir Tourism Bodies United Forum



RANDOM ACT OF

SOFTENESS

We are still sailing through the massive wave which sent us all in tizzy. As we reel past the damage, it is necessary to highlight the small yet noticeable contribution which Site India members made towards the community.

Second wave had challenges of different types, be it beds at hospital to food required by the needy. Over stretched by demands of ambulance services to O2 concentration devices all seem to be scarce.

During these helpless times it was quickly decided by the board to initiate a donation drive from Site India membership base and Site India will match the amount for the foundation as doers to implement the needs of people. It is must to highlight that members from Site India chapter contributed monetary donations towards Hemkunt Foundation of INR 50000 together. Site India contributed, as promised, a similar amount towards the foundation, making the total donation from the family of Site India to INR1 Lakh. Many thanks to **Nitin Sachdeva, Rajiv Kolhi, Maj Vikrant, Anup Nair, Saneev Joshi, Ashwani Nayyar, Naveen Rizvi, Barun Gupta & Atulya Joshi** for their contributions.

Every member of Site India played it own part in and around themselves and within community. We are equally proud of our members and especially **Anil Diwedi** who along with Ojaswi Foundation contributed in rural areas of Agra and Khajuraho by distributing PPE kits and awareness of vaccine campaign.

We thank all for this magnanimity.



**HEMKUNT
FOUNDATION**

ओजस्वी फाउंडेशन ने कोरोना वैक्सीनेशन लिए किया जागरूक



Atulya Joshi
Young Member-Site India

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(सूक्ष्म गोपाल शर्मा) आगरा (ओजस्वी फाउंडेशन ने फरोलवाट रोड स्थित सच्ची मंड़ी और पुष्पांजलि पुरम फेस फेरे में लगातार दो दिवसीय कोरोना वैक्सीनेशन को लेकर जागरूकता अभियान चलाया। संस्था के पदाधिकारियों ने लोगों को इस अभियान के तहत बताया कि कोरोना संक्रमण से सुरक्षा से जाते हैं एवं कोरोना होने की संभावना कभी कम हो जाती है उमर कोरोना से भी जाए तो जानलेवा नहीं होता बल्कि उसे बचाव हो जाता है। इसी के साथ उन्होंने यह भी बताया की इस वैक्सीन को लगा लेने से आपके कोई गंभीर बीमारी नहीं होगी बल्कि आपके शरीर में रोग प्रतिरोधक के दौरान संस्था के सदस्यों ने निःशुल्क मास्क का वितरण भी किया और सभी को मास्क लगाने के लिए प्रोत्साहित भी किया जाता है चले कि ओजस्वी फाउंडेशन पिछले एक वर्ष से लगातार ग्रामीण क्षेत्रों के अधान के लिए कार्य कर रहा है महिलाओं के स्वास्थ्य से जुड़ी पहल से लेकर कोरोना काल में जागरूकता फैलाने तक यह संस्था लगातार अपना कार्य कर रही है जागरूकता अभियान में मुख्य रूप से फाउंडेशन की संस्थापिका दीपिका दिवेदी, सिमरन गौतम, अशोक शिपाही, मुकेश मुख्तार, राजेश गौतम, श्याम सिंह सज्जादिया सहित रहे। एक जागरूकता

ओजस्वी फाउंडेशन ने किया मास्क वितरण



खजुराहो 28 मार्च (विसं)। पर्यटन नगरी के पश्चिमी मंदिर समूह के सामने रविवार को सामाजिक संस्था ओजस्वी फाउंडेशन ने होली के त्यौहार पर लोगों से कोरोना महामारी को ध्यान में रखकर त्यौहार मनाने की अपील की है। इस मौके पर संस्था के सदस्यों ने लोगों में मास्क बाँट और घर से निकलते समय मास्क लगाने का आग्रह किया। समिति के सदस्यों ने कहा कि सरकार ने जो पाबंदियाँ लगाई हैं उसके पीछे सरकार का उद्देश्य हमारे त्यौहार में खलल डालना नहीं बल्कि हमारी ही भलाई के लिए यह पाबंदियाँ लगाई गई हैं इसलिए हम सभी को प्रशासन द्वारा लिए गए निर्णय का पालन करते हुए त्यौहार को शांतिपूर्ण ढंग से मनाना होगा। इस मौके पर समिति के सदस्यों के अलावा गणमान्य नागरिक मौजूद रहे।





Positive Aspects of the Covid-19 Pandemic

It has made us all more adaptive towards any change and adoptive towards accepting unique ways to deal with unprecedented circumstances and situations. I believe that when you are surrounded by unusual happenings, that are both critical and drastic in nature, the measures taken to deal with them should be equally unusual and drastic to be effective. The focus should be equally on both surviving and thriving in order to create a better tomorrow. I am confident that in the post pandemic-era, individuals from all walks of life will be stronger - both personally and professionally, emotionally resilient and certainly more flexible towards the new normal.

Ashwani Nayar, CITP
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The team at Crowne Plaza Greater Noida flagged-off the journey of 2021 with a clear communication - we will be "One Above Twenty Twenty". By using right strategies, innovative ways and learnings from 2020 and most importantly by believing in ourselves, we can be prepared for both today and tomorrow and deliver market leading results.

The hotel spearheaded various positivity campaigns to keep up with the morals of the team. These include HR led virtual activities like quiz and game shows, training programs on Covid-19 do's and don'ts and 'e-Winning Ways Wednesdays' - where business-related achievements are shared and employees are recognized and certified for their outstanding achievements. Within the hotel, we have various health and fitness benefits, support systems for colleagues and an open communication channel. The hotel also organized a voluntary Covid-19 vaccination drive for its colleagues and their immediate family members.

The Sales team is making sure that the Covid-19 induced lockdowns doesn't stop our colleagues and customers from maintaining their health. Innovative virtual fitness programs like #PowerFit are organized with the aim to help people in staying healthy at home. The team also launched a virtual Summer Camp for children with focus on their physical and emotional health; these programs are available to colleagues and customers alike.

Likewise, the Food & Beverage team is leading food delivery campaigns including a campaign to deliver freshly prepared healthy gourmet meals to people who are home-bound due to the pandemic and are craving to eat some delicious food.

Snap-Shot: Case Study

Fun activity that our company implemented during the Covid times which was really appreciated.

Before the pandemic it was an annual practice for us to organise an informal tour to one of the States in India to learn about the destination first hand as well as to experience the local flavours in terms of its history, culture and food to be able to offer the same to our clients. However due to pandemic, this of course has to be discontinued. As a team we decided to share our insights about Indian states on our social media for our clients till such time travel restrictions are in place. This turned out to be an amazing task as we all shared our experiences among ourselves to the places we have been to. All in all we have been involved in virtually exploring some of the best tourist destinations that India has to offer. With so much expert information available online these days, this particular task is something that has grown into team bonding over wonderful vicarious experiences.



Ajay Vinayak
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SITE INDIA CHAPTER AIMS FOR 'SUSTAINABILITY CERTIFICATION'

We have only this one earth and its resources are finite. Our populations are growing and with 7.90 billion people on this planet (UN Worldometer, June 2021), all claiming their right to access the earth's water, land and air, the future looks very frightening.

The continually falling water table, the damage to the ozone layer, the terrible destruction of the earth's green cover and the unending mining of all its minerals and natural resources, is fast making our planet unlivable. Forest fires (58,950 wildfires burnt 10.1 million acres in 2020) that are raging like never before and even drinking water is not accessible to a large percentage of the world's population (2.2 billion people do not have access to safe drinking water, WHO Press Release 20129). Global Warming is taking its toll and the earth's temperature is fast heating up. And if that isn't enough, to top it all, we are right now in the throes of a devastating pandemic, possibly the worst the world has seen in the last 100 years.

High level government talks may continue to take place and Climate Accords may be drawn up, but what can we do as individuals, as a community and as an industry, to contribute in our own ways towards saving the environment?

We have an individual social responsibility and a collective responsibility to leave behind a better world for the next generation.

How can we, as individuals, make a positive difference?

The Two critical Mantras that will make a difference

Mantra # 1: Reduce / Reuse / Recycle / Segregate / Compost

Mantra # 2: Individual Community Industry

One of our biggest challenges today is Plastic!

It's so convenient and is found in almost every facet of our lives. Yet, it is such a huge problem for the environment.

Every bit of plastic ever made, still exists today!

Let me illustrate with what is so familiar to all of us in the travel trade, with a little simple mathematics:

An incentive group of 100 guests on a 4-day trip. Each person consumes 10 bottles of packaged drinking water on the trip. That totals up to 1000 plastic bottles discarded in a landfill somewhere. And here's the math - one crushed bottle occupies 27 cubic inches of space; therefore a 1000 bottles occupies 15.6 cubic feet.



To put this in perspective, the box below is just 3 cubic feet. So, our 1000 bottles are more than 5 times this size! And this ends up in a landfill somewhere and does not decompose for a minimum of 450 years!



That should have made you think!

INDIA IS DROWNING IN GARBAGE

We spoke about plastic!

What about bottles, cans, paper, packaging, plastic carry bags, food waste, etc.?

They all end up in landfills which become towering monuments to India's growing waste crisis. Let's look at just Delhi. About **44 million tons** of trash have accumulated at 4 official dumping sites, on the fringes of a capital already besieged by polluted air and toxic water. Three of the four dump sites have exceeded their capacity years ago, rising to **triple the legal height limit of 20 metres**, so much so that airplanes have to be steered around the dumps for safety!

Gazipur has a mountain of trash that is **17 stories high!**

Dhapa Landfill in Kolkata has **4,000 tons (4 million kgs)** of waste dumped here each day.

Closer home, the **Bandhwari Landfill** at Gurgaon, just 12 kms from the modern high-tech Millennium City, has **1,800 tons** of fresh municipal waste dumped there **every day**. Spread across an area of nearly **30 acres**, this **37.2 metres high** mountain of solid waste, catering to the upwardly mobile of Gurugram and Faridabad has become totally unmanageable with dangerous **leachate** causing serious health hazards!

These are just some of the larger landfill tragedies of India.

India's **429 million urban citizens** produce a whopping **62 million tons of garbage every year**. Out of the total municipal waste collected, **94% is dumped in landfills and only 5% is composted or recycled**.



India's informal recycling industry has hundreds of thousands of people earning a living as ragpickers, living near these dump towers. Children crawl all over these landfills, exposing themselves to poisonous gasses and disease. Politicians do very little about it, as this does not drive votes. Governments make laws and the administration cranks its machinery, but the bureaucracy moves very slowly and implementation is riddled with inefficiencies.

So, I now take you back to the 2 critical Mantras which will make a real difference:



Mantra # 1: Reduce / Reuse / Recycle / Segregate / Compost

- The key lies in waste segregation. This is the 1st step. Then comes recycling and composting! The more we segregate and recycle, the less will go into landfills.
- Segregate plastic, paper, metal, glass, bio-waste and kitchen waste (wet waste).
- Compost kitchen and food waste at home (it takes just 5 minutes) and convert it into excellent nourishment for the plants around you.
- Take plastic, paper, metal and glass to safe disposal sites, where they will be recycled. Recycled plastic goes into the making of various products and also into road surfacing.
- Bio-waste can be hazardous to the environment - safely dispose of electrical, computer and bio-waste.
- Recycle old clothes, fabric, toys and books – after having served you, it may well have a 2nd life with someone else.
- Become conscious about what you consume and the industries our money supports.
- Finally, think about buying from 'zero waste suppliers' and eating in a way that will create a low carbon footprint.

Locate the recycling facilities in your community. There are many NGOs and Social Enterprises doing an excellent job at this. I am aware that many of you may already be doing this, so it is even more important that you now look at Mantra # 2 and take this to your communities and to the industry.

Mantra # 2: Individual Community Industry

The **Individual** is the 1st step. Then comes the **Community**.

- Involve your neighbours, your family, your offices and your Resident Welfare Associations in walking this journey with you.
- Then we involve our Industry, which has its own set of challenges.

Can the travel industry be sustainable?

What is sustainable tourism?

- It's increasing the number and quality of local jobs created by tourism.
- It's a commitment to preserve a destination's authenticity and not become too "touristy".
- It's respecting and enhancing the heritage, culture and distinctiveness of communities.

Destination Sustainability

- ▶ Bhutan
- ▶ Costa Rica
- ▶ Barcelona and Seychelles – crying to curtail numbers
- ▶ Yields per visitor rather than number of visitors



It's also the way we educate our clients and our suppliers to be more responsible

- Avoiding plastic water bottles and making purified water easily available
- Wanton wastage of paper and signages – use recyclable materials
- Substituting "single use" amenities and toiletries in rooms
- Avoiding large buffets and ordering a la carte or fixed menu, especially during weddings and conferences
- Wasteful use of flowers, decorations and food at weddings and working out ways in which these can be ecologically disposed of or given to the poor
- Gifting that is locally made and which would benefit local communities, instead of importing mass-produced giveaways that create a huge carbon footprint and are usually thrown away.
- Contributing to local Corporate Social Responsibility initiatives

Your biggest contribution to this initiative would be to share these ideas with as many people as possible and bring more and people into practicing segregation and composting and inculcate sustainable lifestyles.

The writing is on the wall!
Be sustainable or perish! We really do not have a choice!
Warm regards,



Anup Nair

Sustainability Ambassador – SITE India

The SITE India Chapter is working towards being recognized as a Sustainable Chapter.

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CIS is aimed at anyone "new" to the exciting world of incentive travel.

CIS certification for students of hospitality and service industry

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Maybe you're a recent college graduate working in business events at a large hotel – CIS is for you! Or an experienced travel professional recently employed by a large corporation in the meeting and incentive planning department – CIS is for you!

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Write to siteindiachapter@gmail.com for more.

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