

From The Desk Of The President

Dear Colleagues,

I begin by conveying my gratitude to the DGCA for giving IATA accredited travel agents all over India a huge respite, when it passed in its order dated 5th March, 2010, that airlines operating in India will have to necessarily commission to its travel agents.

I also wish to express a big thank you to all members of our association for being patient in all these months for such a verdict. These challenges that we confronted have taught us many things like using the tools of dialogue and consensus-building and applying a political principle that is one of the most basic, but also one of the most difficult to put in practice: that which says "in unity there is strength".

In continuation of this order, an all India associations meet was held in Mumbai on 5th April to discuss the way forward which was well attended. You can read all about it in this issue of newslines.

The latest hurdle to hit our industry was the volcanic ASH from the volcanic eruption in Iceland that spread through the skies the world over specially in the UK and other European countries and created havoc with flight passengers who were stranded in many airports. What can one do in the face of such a natural disaster?

Airlines are still going through a difficult time rescheduling flights as over 40,000 pax were affected. Distinguished Air Ambassadors and their Delegates were debating a change in the traditional approach to the concept of safety of flying in such conditions not to mention the hazards of security. What with the international panorama changing, and yesterday's strategic paradigms for security policy no longer suffice to manage the realities of today.!



We are all vulnerable to natural disasters, sensitive to ecological change, and in many cases, economically reliant on one or two basic products, upon which a majority of the national work force depends. An imbalance of devastating magnitude like this volcano or similarly, a hurricane, or tidal wave can cause losses in life and property but it all comes uninformed so what can one really do about it?

Members will be happy to know that our exclusive B2B travel & tourism exhibition ITTE - India Travel Trade Expo which was deferred from February 18th is now scheduled to be held on 7th and 8th August, 2010 at the World Trade Center, Cuff Parade, Mumbai. Tourism figures are expected to go up this year after last year's dismal performance with the economic downturn so the ITTE in the 2nd quarter of 2010 will be the right medium for adopting stimulus measures to shore up the tourism industry.

We are also looking at several destinations to host our Indian Travel Congress, 59th Convention & Exhibition of TAAI and as soon as we decide the venue, details shall be flashed to you.

Also we shall have to await news on the response from those airlines who have gone to zero as TAAI has written to each and everyone of them and this too shall be intimated to you immediately on receipt of any communication from their end.

Till then, happy reading!

Rajji Rai
President

Editor's Note

Friends,

The month of April has been a very busy and to add to it the VOLCANIC DISRUPTIONS, Hopefully we all are over with the problems and we look forward to some good business during the summer months. At TAAI we have been busy on different fronts and our regions and chapters too have been immersed in training programs and other activities. Beginning with the meeting of all associations in Mumbai after the DGCA order on commission, the interaction between TAAI and the Passport Officer, training programs from many of our chapters, informative Cruise workshops to friendship cricket matches in many cities, seminars, yes, April has been very hectic indeed. All of which have been put together for you to read in this issue of newslines. So enjoy reading and do let us have your feedback if any.

TAAI TEAM NEWSLINE.

Travel Associations' Conclave-A Huge Success

Even a month after the Director General of Civil Aviation (DGCA) issued an order (March 5) mandating all airlines operating to/ from and within the country to pay a fair commission to accredited travel agents, the airlines that have gone to zero have not come forward to pay the same.

Thereafter, an All Travel Association Meet (TAAI, TAFI, IATO, ADTOI, ETAA and IAAI) was held on 5th April, in Mumbai to discuss the future course of action.

Rajinder Rai, President, informed a packed hall of reporters, that the associations were not going to adopt any aggressive means to get their rightful dues. "It has been one month since the order has been passed." Said Mr Rai " and we are here to chart out our future course of action. We would be sending them letters and through consultations and meeting that we plan to come to a solution." The DGCA in its order has not specified the quantum of commission to be paid to the agents. Instead, the aviation sector regulator has left it to be thrashed out through negotiations between the travel agents and airlines. " Since the zero commission system is loaded with a transaction fee, the consumer has to pay extra money." Said Mr Sunil Kumar, Hon Secretary General.

The association representatives would be negotiating with all the 15 international operators separately. There was a large turnout of media leading to excellent press coverage the next day.



Press meet in Progress

GOOD REPRESENTATION AT MEETING

- TAAI was represented by all the 4 Office Bearers, Mr. Rajinder Rai, President, Mr. Jagdeep Rikhy, Vice President, Mr. Sunil Kumar, Hon. Secretary General, Mr. Iqbal Mulla, Hon. Treasurer and our MC member from Mumbai Mr. Marzban Antia & Chairperson of Western Region Mr. Rajesh Rateria.
- The meeting was also attended by several Industry Leaders including Mr. Ashwini Kakkar, Mercury Travels, Mr. Suresh Makhija, Carlson Wagonlit Travel, Mr. Srinivas Rajan, Akbar Travels, Mr. Abdul Karim, Creative Tours & Travels, Mr. Nalin Kapadia, Stop & Shop & Mr. Madhav Oza, Bluestar Travels.
- The Associations sought the intervention of the "Chambers of Commerce" and it was a pleasure to have had the presence of Mr. Pradip Madhavji – representing Indian Merchant Chambers (Chairman of its Hospitality & Tourism Council) and Mr. Gladwyn Pinto, Executive Director representing the Bombay Management Association.
- There was a senior Legal Counsel present to advise the options available to us and to interpret the various judgment and directives



R. Rateria, Chairman, W.region, M. Antia, MC Member, President Rajji Rai, V. President, Jagdeep Rikhy, Iqbal Mulla, Hon Treasurer.

TAAI MC Meet in Turkey

Our Hon Secretary General, Sunil Kumar is happy to inform us that your Association had a very interactive MC meet in Istanbul in March 2010 and some of the important decisions taken at the meet included : the appointment to Managing Committee of two New co-opted Members namely Mr. Ranjit Vij – Northern Region (M/s CAAIR Travels Pvt. Ltd. New Delhi) and Mr. P. Murugesan – Southern Region (M/s Pioneer Aero Travels, Chennai) Both Mr. Vig and Mr. Murugesan are assigned Co-Chairmanship of Allied Services, whereas, Mr. Vig will also Chair Council on Service Tax, fruitful discussions on APJC Matters, Ticketing Authority Process (TAP): TAAI IATA Joint Guarantee and TAAI's 19th Unit: a new chapter in Chandigarh with over 30 Active & Associate Members to be inaugurated on the 27th March 2010.

The MC appreciated all arrangements made by TITC & Mr Pramod Sahni for the meet in Istanbul .



TAAI President at the Meet

TAAI Cruise Workshops

TAAI Tourism Council Supported the cruise workshop conducted by MSC cruise and princess cruise in 4 Chapters - PUNE, JAIPUR, CHANDIGARH and JALANDHAR recently. This workshop which aimed to introduce and educate TAAI Members on this evergrowing Non air revenue stream were a big success. "It was encouraging to see our members turn out in good numbers to invest their time in this very lucrative segment", said Vice President and Chairman Tourism Council, Mr Jagdeep Rikhy. He also praised the quality of presentation and cooperation by Mr Amanpreet Bhatia of MSC cruises and Mr Nishith Saxena of Princess Cruises and the TAAI office bearers of each chapter who were instrumental in making this event a success Comments.

Mr Deepak Mehta, Chairman Rajasthan Chapter said, "The workshop was attended by 20 participants who are actively involved in outbound tourism and was a huge success and appreciated by members. The initiative was taken by Mr Jagdeep Rikhy, Vice President who drove down from Delhi to be with Rajasthan members."

Aman Bhatia, Manager - India, MSC Cruises

We are very pleased to be associated with TAAI in this joint effort and have been impressed by the response that this activity has been able to get. We would be very happy to make it an annual activity and would like to look at taking it to many more cities in the future. I would also like to make a special mention of the efforts & involvement of Mr. Jagdeep Rikhy in making this a success.

Nishith Saxena, Representative India, Princess Cruises

It has been heartening to see TAAI support Cruise Seminars in smaller towns recently. We believe that travel agencies in smaller towns need such Seminars which provide focused information on high revenue generating products like cruises, We shall continue to cover many small & big cities as part of our B2B distribution strategy and we hope that TAAI shall continue to support & endorse such initiatives.



Workshop in progress



Engrossed in workshop



L To R... N. Saxena (Cruise Professionals), S. Godha (Sec- TAAI-Raj Chapter), D. Mehta (Chairman TAAI -Raj Chapter), J. Rikhy (V. P TAAI), A. Bhati (MSC Cruises)

TAAI Training Programme

Chairman – Education and Training Council reports. . .

N M Sharafudeen, informs us that TAAI is in serious negotiation with leading Travel & Tourism Education Institutions to roll out short term courses for Managers and Staff for updating the knowledge and skills to a professional level. The details shall be to members once he finalises the module and structure of such courses. Many Regions and Chapters have already conducted the IATA BSP Training program for their staff by now and he appreciate the effort taken by them to take this forward and to make our members more competitive with more knowledge and skill they get through this training conducted directly by senior faculties from IATA.

IATA BSP training for Kolkata Chapter

“ The Training initiative by TAAI in Kolkata, conducted by Ms Kajal Kothari from IATA BSP was a huge success with 75 participants from the TAAI fraternity.” Says our Eastern Region Chairman, Devendra Parekh. The workshop covered some very important BSP principles which were explained in detail. The day was made very interesting as the workshop was more interactive than a classroom format which ensured practical participation by all. The workshop included all the BSP procedures, formats, compulsory deadlines and overall compliance which eventually would culminate into more efficient BSP procedures being utilized to the fullest. Participants were surprised about certain aspects of working smartly rather than working on a monotonous manner which would help save time and cost.

The highlight of the workshop was the detailed approach on the online usage of IATA BSP PORTAL. Various aspects of submission as well as BSP calendar schedules were also covered. Also for various queries, e-mail contacts as well as phone contacts were shared with the team. The workshop ended with a question & answer session which helped clarify the pending doubts of some members. All in all, the workshop was very informative and well appreciated by all members. We want more such initiatives to be repeated at regular intervals.” Said the members in unison !

TAAI AP CHAPTER TRAINING PROGRAMME

TAAI AP chapter was the first from all TAAI chapters in this year to organize a special training program on the topic BUSINESS ETIQUETTES for the front office staff on 15th APRIL in Hyderabad. Ace trainer from the corporate world Mr. K Raghavan enlightened over 60 enthusiastic members on the topics ranging from representing oneself, attitude, listening power, time management, telephone and E mail etiquettes, including good manners in the workplace, definitions, non verbal aspects illustrations, representing the Organization outside and at the workplace, parties, Business meets and client meets. Also on the agenda was Pet peeves and attitudes of relationships at work place. Later on members had good interaction with the facilitator who took care of all questions and clarifications. Result? Members thoroughly enjoyed the session as it gave them all an opportunity to gain sound and topical knowledge to enhance their career and work force. Way to go – A P Chapter! Profile of facilitator: Mr. K Raghavan, has totally 35 years of experience out of which two decades of experience in Marketing and a decade and half experience in Training and Development. During the 15 years he has trained corporate leaders and CEO's and CFO's at one end of the spectrum and trained students on the verge of starting their corporate career at the other end of the spectrum.

IATA BSP training for Kerala Chapter

09th April 2010.

After Kolkata it was the turn of Kerala Chapter, to avail of the IATA BSP training. The Chapter organized it for the staff of IATA accredited Agencies in Kerala with a total number of 65 staff from different IATA Agents from Cochin, Calicut, Thrissur, Kottayam, Pathanthitta and Trivandrum attending the training. Mr. Krishnan Narasaimhan, IATA Branch Manager, Southern India, Chennai, conducted the training and covered the entire details of BSP IATA procedures and BSP Links. He was assisted by Austin Varghese, TAAI Kerala Chapter Chairman and N.M. Sharafudeen, Chairman –Education & Training Council of TAA. And what was the immediate feed back ? Well, all participants wanted such training programs conducted every three months. Of course, they also enjoyed the opportunity to bond with other members. The chapter thanked Mr. Krishnan and Mr. Sharafudeen, the man behind all the training programs for organizing the same.



J. Anthony, Treasurer, N M Sharafudeen, Chairman, Education & Training Council, Austin Varghese, Chairman, Mr Krishnan, IATA Mgr, Chennai.



Mr Krishnan in his session



TAAI Chandigarh Chapter Declared Open.

It was a day of great pleasure to have all the TAAI Managing Committee members in the city of beautiful, Chandigarh, on the occasion to declare the Chandigarh Chapter open. Like another feather in the crown, this is the 19th chapter of TAAI. The Chandigarh Chapter was declared open by His Excellency Mr. Rajji Rai, President TAAI on the 27th March 2010 in a ceremony held at Chandigarh. The occasion was adorned by the presence of dynamic team of HE Mr. Rajji Rai consisting of Mr. Sunil Kumar, Secretary General, Mr. Sunil Notani, Chairman Membership Council, Mrs. Amarjit Lidder, Chairperson Pune Chapter, Mr. Murugesh, Mr. Satish Vaghela, Manager-Admn, Mr. Ramesh Bhatia, Managing Committee Advisor, Mr. Davinder Sharma, Chairman Punjab Chapter, and Mr. Mohanjit Saini, Co- Chairman Membership Council, Mr. Rajeshwar Dang, Hony. Secretary, Punjab Chapter. Mr. Davender Sharma, Chairman Punjab Chapter, began the ceremony and requested HE Mr. Rajji Rai, President TAAI, to say a few words. Like always our enthusiastic and energetic President briefed about how DGCA has finally issued directive to all the 0% airlines. He also apprised of the other activities and interactions with different authorities, to get the due standing and say of all the TAAI agents. He further elaborated how Non IATA members will be made Allied members of TAAI to further strengthen the body. Mr Sunil Kumar , Hon Secretary General , stated that the geographical position of Chandigarh is such , that its existence has its own importance , with Head offices , Government offices and Tourism boards of both Haryana and Punjab are situated in Chandigarh . Hence , more effective and close interaction can be made with the concerned authorities , for the betterment of the travel fraternity. Mr. Sunil Notani, Chairman Membership Council explained when TAAI was formed and how it gained strength in all these years. Yes, it indeed makes everyone proud to be associated with such a reputed

body. Mr. Ramesh Bhatia, Managing Committee advisor also expressed his happiness with the declaration of the Chandigarh Chapter. Now was the time for the special moment when HE Mr. Rajji Rai, declared the Chandigarh Chapter open and declared Mr. Mukesh Sharma (Sandal Travels) the Chairman of the New Chapter, along with Mr. Anil Yadav (Shanti Travels) as the Hon. Secretary and Mr. Jagdish Bansal (Evergreen Travels) as the treasurer. The officiating members thanked all the TAAI members present, and revealed that the Declaration of the Chandigarh Chapter was their dream-come-true. They promised to deliver their best in keeping up the good work.



Hon.Sec.Gen.Sunil Kumar (4th from L) President Rajji Rai (1st from R) along with TAAI MC Members



Members at the opening



Hon.Sec.Gen.Sunil Kumar welcomes members

Important Meeting with the Chief Passport Officer

Our Chairman for Allied Services Council, Ranjit Vig had a fruitful meeting with Mr. A. Manickam, CPO at his office alongwith colleagues Mr. P. Murugesh Co opted M C Member and Mr. Imtiaz Qureshi, Chairman, Andhra Pradesh Chapter, on 06th April.

The CPO was presented with a brief note recapping the pending issues after which he reaffirmed the commitment of the Passport Offices in India to the Travel Agent Community and reiterated that they are an integral part of our industry ,therefore need a ongoing interface between them and the general public (customers). Mr Manickam updated our team on the successful progress of the pilot on the PSP launched in Bangalore & Chandigarh and that the implementation of other locations is being planned soon in order to provide easy access to the public to reduce the harassment faced by the applicants. We discussed with him the opportunity to collaborate on this initiative and recommended, that the Passport Offices seek valuable support of our approved TAAI agents , who are honorable members and are synonymous with our TAAI motto of "Deal with some you can trust" .

It was further conveyed that recognition of TAAI agents by Passport Offices reinforces the documentation checks for further verification in the process adopted. We also re-emphasized, that a formal approval be granted to the TAAI agents to represent the Passport

Offices in accepting applications online for processing as this would bring valuable recognitions to our membership, as we would be seen as the authorized agents of the Passport Offices by the applicants. The CPO took a positive view of our good suggestions and expressed he would share the same with his team for consideration. He also updated us on the E-Passport Introduction and advised that the initiation of the same would happen during course this year.

The concerns of our Region/Chapters were briefed to him and he assured to look into those. He also conveyed, that he would speak, to the RPO at Hyderabad and address the A.P Chapter concerns on priority . Mr Manickam welcomed an ongoing interaction with the TAAI Members for sharing our concerns in mutual interest, however the same he wanted these to be routed though the appointed management team dealing with the subject matter.

Last but not the least, the Allied Council committee appreciates receiving responses from a few Regions / Chapters on their concerns which have been shared with the CPO . It is requested, that other Chapters / Regions should also share their experience to enable us enhance a more potent meeting with such senior audience which will help us address basket of issues faced nationally by our members.

TAAI T20 Cricket Tournaments

NOTHING BONDS PEOPLE TOGETHER LIKE CRICKET

A 15-overs-a-side matches are being played between teams consisting of players from the local chapters of TAAI and staff of Indigo. The first match was played in Hyderabad on April 18 followed by Jaipur (Apr 25). Matches will also be played in Mumbai, Pune, Delhi, Ahmedabad and Bangalore. The seven-stop series ends with the final in Delhi where the TAAI team will comprise its top management committee members while IndiGo will be represented by its top executives. "It is for the first time that TAAI and an Airline has come together to foster friendship and what better way to show it than through a series of cricket matches," said Vijay Mohan Raj, Chairman Media and Image building, sports and cultural activities.

First of the T20 Cricket Series

The TAAI Indigo All India cricket series took off to a flying start in Hyderabad on 18th April 2010. Both the teams dressed in their sparkling white and blue T Shirts assembled at the Gymkhana Cricket grounds at about 8.00 am. After a sumptuous breakfast, the match commenced with TAAI AP Chapter winning the toss and putting Indigo to bat. What followed was sheer excitement, loads of fun, and a wonderful lunch spread. TAAI AP Chapter and more so, three of its office bearers Ajay, Rinku and Hemanth put in painful hours to see the success of this event and Imtiaz Qureshi, Chairman AP Chapter says "the whole event was well beyond expectation and a trend setter for times to come."

Mr Ajay Wadhwan GM of Indigo, Mr Sunil Notani, M C Member & Co chairman Sports & Cultural activities, and Mr Murgeshan TAAI MC member, all flew in specially for this match to be present along with Mr Sunil Kumar Hon Sec. General and Mr Vijay Mohan Raj MC member, Chairman media and image building as well as of Sports & Cultural activities, There could be no better way of fostering meaningful relationships between the airlines and TAAI. The event was also reported in the leading local daily - Enadu

WAY TO GO, TAAI!



Quote of the Month

"We live in a wonderful world that is full of beauty, charm and adventure.

There is no end to the adventures that we can have if only we seek them with our eyes open."

-Jawaharlal Nehru.

News from Regions/Chapters

NEWS FROM NOTHERN REGION

The Star Alliance Interactive Session

Our Northern Region Chairperson, Jyoti Mayal informs us that the Star Alliance Interactive Session with TAAI-NR saw a huge turnout. The top Star alliance members representation at the forum were - Mr. Axel Higers – Lufthansa Airlines, Mr. Laurent Recoura – Continental Airlines, Mr. Beng Siong- Singapore Airlines, Ms Geeta Kapil-Swiss, Mr. Arun Pandeya – AC and Ms. Richa Chopra-Star Alliance Coordinator. They gave a short presentation on the star alliance product as to how TAAI members can make use of it and how our clients can benefit from the same, also how the agent and the alliance could work together. It was followed by an extended Q &A session (for nearly one and a half hour!!) which was very active and members though amicably but firmly pointed out to

the airlines that they need to work in tandem with the agents, that they cannot ignore them, that they should recognize TAAI members and give them importance in order to make the relationship beneficial. The forum was told that they need to spend money and time to educate the agents to which they responded by informing all about their tie up with Pearl Academy to do so and will in coordination with TAAI impart this education. ADM's issue was discussed very firmly for which an appointment for future discussions was fixed whilst the Zero percent was very strongly condemned. The Alliance said they valued TAAI members and reinstated that they would work for a common beneficial goal. TAAI-NR also firmly put across to them that even in their website they will not undercut the fares or the availability of seats. And this is to be looked into it on a serious note. Everyone welcomed the meet and said it should be an ongoing process to put all prospective clearly across in the change of scenario in the travel trade.

SHAAM-E-BAISHAAKHI - AN EVENING TO REMEMBER

A Baisaakhi evening function was held by TAAI (NR) that saw a staggering crowd of over 450 members having a whale of a time with their spouses in tow!

Everyone was there ! TAAI members, Airlines staff, hoteliers. The presence of President Rajji Rai and Vice President Jagdeep Rikhy was appreciated by the Chairperson. It was fun time with mirth, games, good cuisine, Bhangra & Giddha (Punjabi folk dance) Well can there be Baisakhi evening without these fun dances.? Of course the whole crowd danced the bhangra with full abandon, including Mr Rai ! Prizes in the form of air tickets were given away to the best dancing couples. courtesy American Airlines, Jet Airways, Kingfisher Airlines, Spicejet, Indigo Airlines as well as hotel vouchers from some hotels and many many hampers from various airlines. Main sponsor was The Leela group and

the unstinted support of Mr. Vivek Nair..MD "It was a great evening of letting yourself go and specially showing unity" said Jyoti Mayal, Chairperson, TAAI N R, who appreciated the efforts of her office bearers and core group members who worked hard to make this colorful party one of the best events in Northern Region. "all had a wonderful time of bonding and that was the aim of this evening".



J Rikhy, TAAI V. President. R. Sehgal, Treasurer- NR, President Rajji Rai, Jyoti Mayal, Chairperson. NR. A. Jain, TAAI Member. A S Gujral, Secretary. NR & Director of 5 Senses.



Dancing the night away



Shaam e Baishaakhi



Chairperson, Jyoti Mayal presenting trophy to Ratna Chadha, M D of Tirun Marketing

NTO Seminar

The following NTO's & travel related products held an interesting seminar for TAAI N R members recently namely Royal Caribbean Cruise, Air New Zealand, China Tourism, Tourism New Zealand, High Commissioner of New Zealand and Resort World at Sentosa Pvt Ltd. Around 80 TAAI members attended the seminar held at HABITAT WORLD CENTER New Delhi. The NTOs appreciated the enthusiasm of the participants and members were thankful for their efforts in arranging the program.

NEWS FROM SOUTHERN REGION

S. Christe Raajan, Chairman - TAAI Southern Region had a special session for the benefit of TAAI Southern Region to get more acquainted with US application form DS 160. He invited Ms. Amy Hirsch, Vice Consul for United States Consulate General in Chennai who addressed the members on the features of the new visa application form. Over 80 members benefited in learning the details of the new process and the technical in filling the form. The Chairman, his office bearers and the members thanked Ms Amy for taking time off specially to enlighten them about the process.

S Christe Raajan, Chairman, SR with Ms Amy Hirsch, Vice Consul for United States Consulate General, Chennai



SOUTH GUJARAT CHAPTER

On behalf of TAAI-South Gujarat Chapter, Chairman Mukesh Patel invited all interested travel agents to attend this meeting with US Vice Consul General Philip Dimon, which was held on 26th of March in Surat. The event was a great success with more than 80 participants in attendance. Part of this event was an interactive session between the participants and Mr Dimon, which laid to rest all queries put forward.



Chairman M Patel with Philip Dimon

RAJASTHAN CHAPTER

TAAI - Rajasthan Chapter had organized a Holi get together on in March, 2010 at Riva Lounge Bar, Park inn Hotel, Jaipur.

TAAI's Allied and Associate members, Hoteliers and Representatives of Airlines (viz Jet Airways, Oman Air, Kenya Airlines, Spice Jet, Kingfisher, Indigo, Air India, Air Arabia, Turkish Airlines etc) attended the function which gave an opportunity for TAAI Members to also come in from Udaipur, Sikar to Jaipur and participate. A good way to bond indeed!



Rajasthan Chapter participants

JAMMU & KASHMIR CHAPTER

TAAI Jammu & Kashmir Chapter for the first time launched the member directory of J&K Chapter a copy of which presented to Hon'ble Tourism Minister, Kumari Selja, by Honorary Secretary General TAAI - J&K Chapter Mr. Shamim Ahmed Shah on the inauguration of TTF - Delhi. Also to trade partners and general public at some of the exhibitions the chapter took part in. J & K Chapter pushes for MDA Assistance the officer bearers of J&K Chapter are sure that with the help of Central and State Governments the tourism in the state will flourish leaps and bounds. TAAI - J&K Chapter is stressing for the MDA from the state Tourism department as J&K member are not approved by the Govt. of India Department of Tourism Department which offer MDA assistance to its approved agents specially when the turnover is high for J&K Travel Agents. The office bearers are sure that the State Tourism Department with the permission of dynamic Ministers of Tourism (Mr. Nawang Rigzin Jora & Mr. Nasir Aslam Wani) will approve the same for the travel agents / tour operators of a J&K State.

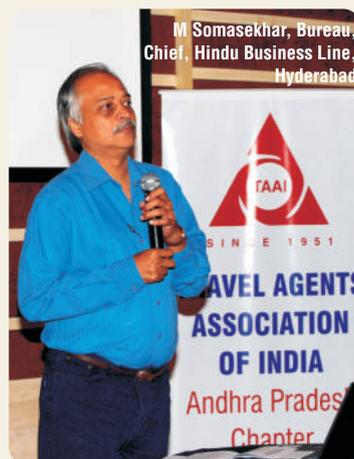


J and K Secretary, S A Shah with Hon'ble Tourism Minister, Kumari Selja

KERALA CHAPTER

The Chapter had its 3rd Meeting on 27th March 2010 at Trivandrum, with dinner hosted by The Residency Tower. 22 members were present all of whom left for the next day for a visit to Kovalam Beach. Cocktails and Lunch were hosted by the UDAYA SAMUDRA HOTEL Kovalam. Both the local members of Trivandrum and the outstation members from Cochin and around enjoyed the trip.

MEDIA RELATIONS ONE SEMINAR



M Somasekhar, Bureau Chief, Hindu Business Line, Hyderabad

Chairman, Media and Image Building, Vijay Mohan Raj along with Media Consultant, U VN Murthy held a Media Relations Manager workshop in Hyderabad on 30th March which was well attended by TAAI Managers for Media of TAAI from Cochin, Bangalore, Delhi, Mumbai, Hyderabad, Pune & Trichy. A.P Chapter Chairman, Imtiaz Qurishi and his office bearers along with some local TAAI members were also present in full attendance. The program focused on how to handle the media during and after dissemination on news. The workshop was declared open by Hon Secretary General Sunil Kumar who complimented Vijay

Mohan Raj on planning such an interactive session. MR M.SOMASEKHAR, bureau chief, Hindu Businessline, and Ms Varsha , Communications Manager, Indian School of Business address the audience. The presentation by Vijay Mohan was excellent in its approach, content and was well appreciated by all participants. The points of discussion from the presentation included – Branding of TAAI, Making News, Importance of the Customer, Role of TAAI, and of Media/Image Building in every TAAI Region and Chapter and New Projects. The meet wanted each and every chapter to take the responsibility for building TAAI as a brand in regional papers.

In the world scene of changing technology Vijay Mohan stressed the need to use it to the optimum and seek better coverage.



Vijay Mohan Raj, TAAI Chairman, Media & Image Building, speaking on the occasion



Happy participants of the workshop

VISIT GOLDEN MAHARASHTRA 2010 -2011

Members will be happy to know that TAAI was actively involved in the press launch of the VISIT GOLDEN MAHARASHTRA 2010 -2011 celebrations on 14th April 2010, held in Mumbai. As a curtain raiser to promote the year-long campaign called 'Visit Golden Maharashtra Year', from April 2010 to March 2011. Mr Iqbal Mulla, TAAI Chairman for Marts & Special Events & Hon Treasurer, representing TAAI at the meet, said " we have about 325 TAAI members from all over Maharashtra, so it will be a matter of pride for us to promote the initiative through all our chapters."

Maharashtra is celebrating her 50 Golden Years in 2010. To commemorate this auspicious event, Maharashtra Economic Development Council, Government of Maharashtra, & MTDC in association with MultiNet Worldwide is celebrating 'Visit Golden Maharashtra Year'. The first celebration started with a two-day Business conference cum exhibition on 20th - 21st April, 2010 in Y B Chavan Centre, Nariman Point, Mumbai, which was a huge success. The conference was inaugurated by Chief Minister Shri Ashok Chavan and attended by all government bodies, tour operators, members from aviation, hotel, banking and finance industries, railways, business leaders and international consultants. It was indeed a grand beginning for all the forthcoming



Right to left: Iqbal Mulla, TAAI Hon Treasurer and Chairman, Marts & Special Events, P.Lulla, President, TAFI, A Dhakne, MD, MTDC, V Kamat, President, MEDC, Dr Deshpande, Exe Director, MEDC, V Gupta, V President, MEDC.

celebrations to come.

Chairman, Mr Mulla and Mr Marzan Antia, M C Member, and Rajesh Rateria, W.R Chairman, were delighted to see so many TAAI members present to support this event. The event is being supported by various departments of the Government of Maharashtra, industry leaders from the private sector in the tourism and hospitality industry within the state and other travel associations.

New Dates for ITTE

7th-8th August 2010

World Trade Centre, Cuffe Parade Mumbai

The most eagerly awaited ITTE -India Travel Trade Expo - by the travel Fraternity is being on held on 7th-8th August 2010, at the World Trade Center, Cuffe Parade, Mumbai.

We at TAAI are of the opinion that despite the scenario of global economic downturn, we need to be proactive and innovative to discover new business opportunities.

Mr Iqbal Mulla, Hon Treasurer and Chairman, Marts & Special Events quotes "the exhibition will focus on all segments of travel and will be an ideal networking platform to spearhead programs that entails strengthening of relationship between industry players, stake holders and buyers and sellers "

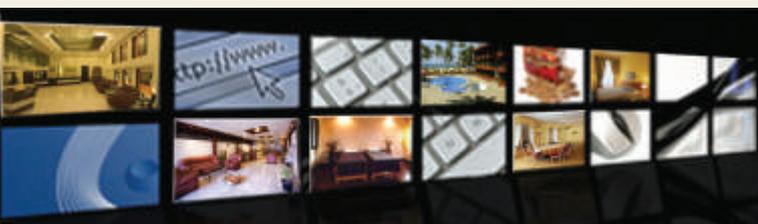
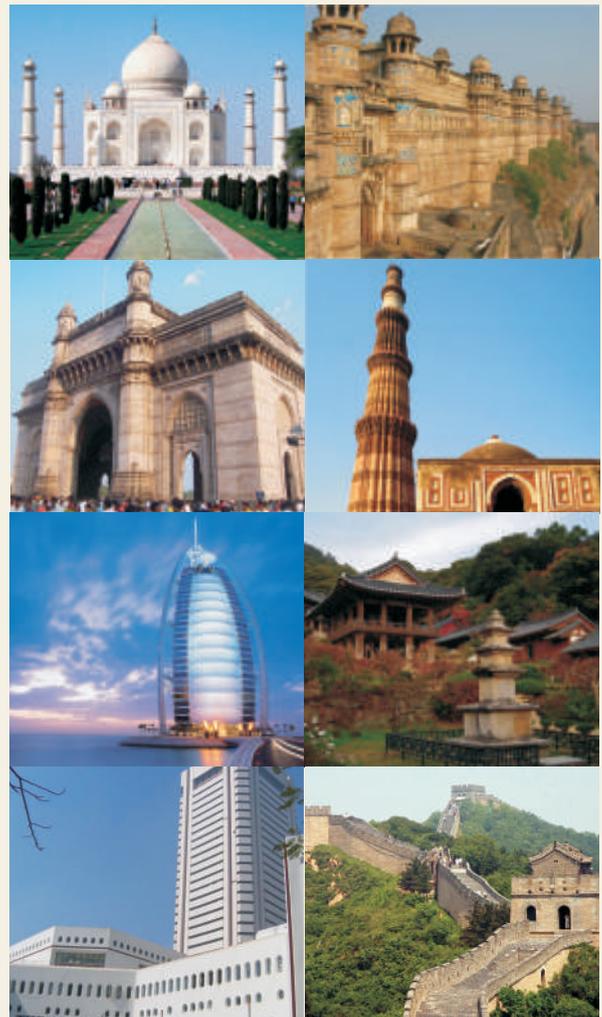
Those interested in booking stalls and participating in ITTE 2010 can contact:

TAAI Secretariat on taai@taai.in • Tel: 22078184/ 40222/2925 5555

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