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The TAAI Magazine

TAAI

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TAAI Mumbai Secretariat
TRAVEL AGENTS ASSOCIATION OF INDIA
2-D Lawrence and Mayo House
276, Dr. DN Road, Fort, Mumbai - 400 001
T: +91-22-2207 4022/8184
Fax: +91-22-4083 6767
E: taai@taai.in

Dear Members,

I would like to begin by thanking all of you for the support extended to me and my entire team that has been working relentlessly for the betterment of the travel trade since the last three years. I still remember when I took over as the President in 2019, there were discussions and a perceived threat that the world might go for a complete lockdown in the next three to six months. None of us, even in our wildest dreams had ever thought or visualised that our industry will receive the biggest jolt ever in the history of mankind. However, once the lockdown was announced and implemented, TAAI was the first association to come forward and deliberate upon multiple timely actions to be taken to minimise the damage caused to our sector.

In this edition of NamasTAAI, we are covering certain steps taken, out of the many, to support our sector. Be it dealing with the government, and various departments on Central and State levels, to coordinating with our counterparts such as High Commissions, Embassies, Tourism Boards, etc., TAAI represented the travel trade on every front. We were the front runners to introduce and connect with members using technology to keep the confidence of each one of you intact. Be it interacting with the Ministers/Dignitaries or amongst ourselves, we used technology & all forms of media to its maximum and stayed connected. And, that resulted in keeping the bond so strong that we managed to retain and strengthen our entire membership despite some of our members having no or minimum business.

I remember and you would agree that we kept the doors of communication open all the time. We disseminated all relevant, useful, and important information from time to time to members. We managed to win the trust of our counterparts in

the government as we bridged the gap between the policy-makers and the fraternity. With the world starting to open up in a phased manner towards the end of 2020, we were once again the front runners to propose to the government to start repatriation and regular flights and issue visas. And, our requests were entertained, accepted, and acted upon based on the close connections and work we did during the pandemic. For instance, we were the first one to push the government to initiate RTPCR facilities across India to be able to restart both domestic & international flights. We were part of the core team to flag the campaign focusing on health, hygiene, and passenger security as the priority. We insisted on no cancellation policy to make travel easier. And, there are many more achievements including initiatives like Dekho Apna Desh, educational webinars on countries, policies, interactions, motivations, ease of business, which are highlighted in the current edition for members to refer to.

Against all odds and challenges, I ensured that during my tenure we should, as it has been a tradition of TAAI, organise a Convention. And, believe me, despite the cancellation of a venue initially, to provide members with an opportunity to meet, interact, and learn; I managed to organise the first ever & most successful, Cruising Convention in the history of TAAI or any other association, beyond the Knowledge Conclave organised in Kevadia, Gujarat, yet again a bold decision as many states were still under a lockdown. I am highly indebted to all members for joining us in Singapore as well Gujarat, as without their support it could not have been held successfully & to the optimum level. A convention that started with registrations of about 160 people had the presence of more than 300 people, with no more cabins to offer. The credit for making it a success goes out to all of you. Thank you.

To conclude, I wish to say that TAAI is going for its annual elections soon. And, as a President, I have done my best not only to support TAAI members, but to work tirelessly for the entire travel trade industry. This could not have been possible without the entire management committee, including region, and chapter office bearers. I would also like to acknowledge the support of all the government offices, Ministry of Tourism, Aviation, External Affairs, Home, Finance and Niti Ayog as today we have created a very important space for ourselves. Lastly but importantly, all the airlines, domestic & international and various stakeholders along with media who heard & stood with us, and carried our messages for all to acknowledge.

It is once again time for members to come forward and choose the right individuals/ team to take TAAI's mission forward with valour.

Looking forward to continuing working for the benefit of TAAI, its members & the entire Travel, Tourism & Hospitality Sector. ▲

Jyoti Mayal
President
president@taai.in



Dear Colleague Members,

NamaTAAI !!

This term of the current managing Committee of 2019-22 is coming to an end and what a term it was !

I have been a part of committees in TAAI from the Regional level since 2009 but this term has been the most eventful.

The Covid Pandemic engulfed all of us for over 2 years and the Office Bearers of your Association were on their toes trying to resolve all the concerns of airline refunds, government support, commencement of flights, etc. The global aviation space had come to a stand still for nearly 3-4months.

The phenomenon was new, unpredicted to all ! We at TAAI were in daily touch with all our members across the country trying to gather all the concerns. We raised and took up on war footing the concerns with IATA, Airlines, Ministry of Civil Aviation, Tourism Ministry, Commerce and Finance Ministries, Niti Aayog, MSME, Ministry of Health, upto the PMO's office.

Travel and Tourism was affected the most and even today, as we try to come out of the pandemic era, high airfares, visas and government policies keep creating hinderances for our growth.

The Government of India through its Ministries have built a fantastic rapport with the TAAI team be it MoCA, MoT and the Niti Aayog. Never ever in the past has the Government ever partnered with TAAI or given us importance as India's leading Trade Association.

Ministers, Secretaries, Director General of Ministries relating to our trade have participated along with us at events, webinar and events, supporting us and our endeavours. We accept the fact that no monetary grants were given to our trade but our proposals from MSME's was accepted and extra line of credit to existing users was extended.

You are well aware that the Office Bearers of TAAI have been in constant touch with you and have made all efforts to address all your concerns of livelihood, ease of doing business, relationship with trade stakeholders and your clients concerns have been well taken up. Like we always say, "We are One of You" and we don't have a magic wand. But we the power and support of You, our members which boosts our enthusiasm and push our suggestions to our stakeholder partners and supporters and strive to achieve our best, in your favour.

We have been regularly updating you through regular email and WhatsApp communications and updating you on the activities across our membership through NamasTAAI. Our detailed report has been penned in the Annual Report of the MC which is being presented at the AGM, which you have already received by now.

By end of September, 2022, the AGM of TAAI and the elections to TAAI Managing Committee shall be held.

You have personally seen our efforts and enthusiasm to contribute and devote our time towards the welfare of the trade at large and hence request you to use your Vote wisely towards us, the people who care for the trade and development of TAAI and its membership. I assure you that, we can do better than what we could do during the pandemic Now for the future of our industry.

Thanking you for your support and encouragement to me always ! ▲

Warm Regards,

Jay Bhatia

Vice President

vp@taai.in



Dear Members,

Taking over the reins as General Secretary of our great Association was indeed a true honour and privilege. TAAI is a strong brand and known since 1951 for its quality. It was a challenge when we think of why our Association was formed and whom it was formed for. The mission is clear, to serve, protect and safeguard the interest of its members. Within a couple of months of taking charge in 2019, under the dynamic leadership of our President, Mrs. Jyoti Mayal, we were faced with the challenges of the Global Pandemic – Covid -19. We have already communicated to you in chronological order what we as a TEAM have done in these past few years in order to safeguard the interest of the Members. This TEAM has had overwhelming acceptance and recognition by the members across the Country for the hard work it has put in to ensure members interests were protected.

We have emailed you the soft copy of the Annual Report of TAAI which gives you in detail the working of this TEAM. We would also like to inform you that within a span of 15 days, we organized the first ever convention on board the Cruise Ship, from Singapore. The 66th Convention of TAAI was a huge success, though limited, and was attended by around 300 plus delegates. The business sessions Ignited the minds and delegates took home knowledge on how we could work successfully in collaboration with our regional partners.

For the first time, TAAI was recognized and accepted as a Nodal Association by the Ministry of Tourism, Ministry of Civil Aviation etc. This credit must be given to our dynamic leader, Mrs. Jyoti Mayal, for working day and night with the Ministries in ensuring better co-operation, exchange of ideas, implementation of process which will definitely pave the way for smooth working for the Tourism Industry at large and our Association in particular.

We have set the ball rolling in a Positive direction and it needs a couple of years to ensure that the Goals are achieved. We are sure that in the next two years, we could look forward to a better working and positive environment for our Membership. We look forward to your fullest cooperation and support as in the past few years. A big THANK YOU to all of you and look forward to meeting you all the Annual General Meeting of TAAI on 29th September 2022, at Mumbai. ▲

Bettaiah Lokesh
Hon. Secretary General
hsg@taai.in



The Current team, as you are aware, took over in 2019 to take TAAI to new heights. I am delighted to share that we collectively gained new heights and achieved goals, for the bright future of the association.

I would like to thank each one of you for your active participation in making it possible. We saw the toughest time for mankind and for our trade when the pandemic hit the world. However, without losing confidence and hope we survived and revived for three years.

Being the treasurer for three years was a tough time for all of us. However, I delivered the best, managed finances, focused on reviving membership and kept the secretariat moving. Be it managing work offline or online the entire team performed exceptionally well even when a lot of things were uncertain.

Against all odds, TAAI organised its 66th Cruising Convention which was managed well, both in terms of arrangements and financially. 300 members aboard had the time of their life. Their kind words of appreciation were well received which I would like to convey to each one of you. It is the members who make the association, and such words are the real growth and success of an association.

Now after three years of tenure in the team, we are standing at a point wherein we need to have the right team in place once again to take things forward. And, we look forward to receiving your support for the same. ▲

Shreeram Patel

Hon. Treasurer
treasurer@taai.in



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TAAI announces national elections & AGM on September 29



The Travel Agents Association of India (TAAI) has announced the schedule for its national elections at the 71st Annual General Meeting (AGM) of the association on September 29 at 11.30 AM.

The process to elect the new Managing Committee and Office Bearers for the two-year term 2022-24 will take place from 11:30 am at ITC Maratha hotel in Mumbai. Sharing the information with its members in an official circular, TAAI announced that nominations for the various positions can be filed by September 15 while the last date for withdrawing nominations is September 23. The list/details of nominations received shall be updated to the membership on or before September 16 by email, read the circular. During the AGM, the Managing Committee's report for the year 2021-22 will also be adopted along with adoption of the Annual Audited Accounts of the association for the year ended on March 31, 2022. At the same time, auditors for the financial year 2022-23 will be appointed as well while fixing their

remuneration.

The term of the current team started in 2019 with Jyoti Mayal being the President from the past three years. Jay Bhatia is the Vice President, while Bettaiah Lokesh and Shreeram Patel are Honorary Secretary General and Honorary Treasurer respectively. The association has more than 2,300 members spread across the parts of the country. TAAI recently organised its 66 th Convention on a cruise in Singapore with attendance of over 300 delegates. The event was a resounding success with planning and execution being completed in just 12 days. President Mayal complimented the current team for working unitedly for the betterment of the membership and travel trade in spite of challenges and adversaries faced due to Covid-19 pandemic in her tenure. She also thanked members for their support. Till now, the current team has not received any opposition for contest, which indicates possibility of unanimous re-election of office bears and MC members. ▲

66th Cruising Convention Provides impetus to Regional Tourism



TAAI successfully conducted its 66th Convention onboard the Royal Caribbean International's Spectrum of the Seas vessel which sailed from Singapore to Penang and back. The three-day cruising Convention saw more than 300 delegates that included media professionals and representatives of tourism boards, Asian countries and airlines attending the event.

The newest cruise ship on the sailing of 3 days itinerary with a stopover at Penang, provided the right itinerary to go with the theme of Regional Tourism for the Convention. The event was also attended by key representatives from Nepal Tourism Board, Sri Lanka Tourism, Kazhak Tourism and a meeting with key stakeholders from Penang was also arranged during the cocktail dinner hosted by Penang Convention & Exhibition Bureau. This is the first ever cruising convention by any Indian travel trade association outside the country.

To flag off the Cruising Convention, Mr. P. Kumaran, High Commissioner of India to Singapore attended the pre-departure inaugural event as the Guest of Honour. He congratulated TAAI for organising the convention and highlighted the importance of regional tourism and the importance of developing India as a tourism hub to travel to countries in South-East and East Asia.

Discussion topics ranged from War, Peace and Tourism to Regional Tourism and Connected Traveler. Moreover, the situation update from Sri Lanka Tourism let the audience be aware of the fact that Sri Lanka is ready to welcome tourists again. Nepal Tourism Board attended the event with a powerful delegation of tourism stakeholders to connect with the travel fraternity from India. A Presentation from Singapore Airlines showcased the various offerings for the trade and special benefits for MICE groups. ▲





Day one witnessed the presence of dignitaries like the Ambassador (Retd.) Mr Anil Wadhwa

Ambassador; (Retd.) Mrs Deepa Gopalan Wadhwa; and Mr Sandeep Dayal. During the session on "War, Peace & Tourism" experts shared their views and opinions. Topics such as visa delays, limited travel capacity, and other important points were dwelled upon. The session was moderated by Aashish Gupta, Consulting CEO, FAITH.

Delivering the Welcome Address, Mrs Jyoti Mayal, President TAAI President emphasised the need for it because it has immense potential and if tapped fully may offer multiple and numerous business opportunities for the travel trade. Tourism should be beyond borders and only if we promote India as a hub, we can reap the benefits. She emphasized the need of having one tourism policy and one tax structure for the tourism sector across the region.

Various other sessions were organised during the convention. The second session which was based on the theme of Connected Traveler had the participation of IATA, TIRUN, Suryaa Hotel and IndiGo. Stalwarts of the Trade such as Mr. Rodney D'Cruz, Assistant Director, Passenger and Cargo Services, India, Nepal & Bhutan, IATA, Ms. Ratna Chadha, CEO, TIRUN, Mr. Greesh Bindra, Vice President Operations, The Suryaa and Mr. Vinay Malhotra, Head of Global Sales, IndiGo shared their views and perspectives. The entire trade acknowledged the value of technology and its contribution to making the customer experience hassle-free. The session was moderated by Reema Lokesh, Journalist. Before the session, a representative of Singapore Airlines made a presentation and interacted with the attendees.

After the sessions, the Cruising Convention paused in Penang wherein the Penang Convention and Exhibition Bureau (PCEB) hosted dinner for the delegates.

Day two started with a unique and out-of-the-box idea of discussing the 'Waves of Change'. In session one, Partnerships Beyond Borders, TAAI invited the representatives of India's regional nations. Sharing their point of view, dignitaries highlighted their efforts and shared strategies to promote regional tourism. Suggestions from Sri Lanka, Nepal and Kazakhstan were welcomed by the TAAI members. The session was followed by a presentation from the VFS Global



team.

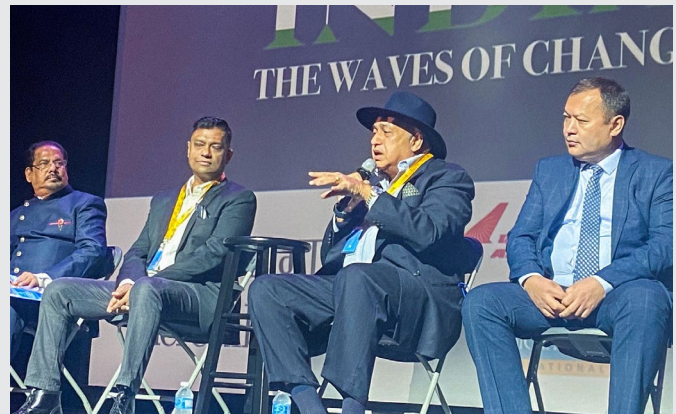




create an experience for travellers, we must equip ourselves with new technology. The pandemic on one hand closed various avenues; however, it has opened up new sectors/verticals which can provide a plethora of opportunities," Mrs. Mayal pointed out.


Referring to the example of Cruise tourism, Mayal said that not even 1 per cent of the Cruising has been utilized yet. "7000 km of India's coastline is untouched and unexplored. If we the travel agents focus on adding Cruise tourism to the basket of services, we can do fairly well, especially in recovery from the havoc created by the pandemic," she exhorted.

The three-day Cruising Convention ended with a power-packed session by Motivational Speaker Mr Nikhil Desai. ▲



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Ms Jyoti Mayal: Working on a war footing



Right after her thundering victory in the TAAI elections, Mayal faced the big challenge of the pandemic, which she successfully overcame. This proved her unparalleled ability as a brilliant leader and strategist.

"There is no doubt that the first year of my being President at TAAI has been busier than what it would have been in the normal times. However, it has been extremely challenging yet oddly satisfying also for I feel that today TAAI is looked up to as an association with not just stellar governance but also one with a vision and the knowhow to achieve the same. This one year has offered me a new learning experience wherein I have evolved, not just as a leader but also as a person. My close interactions with the members of my association and the government has helped me understand the situation and shortcomings of both the sides better. The numerous rounds of meetings with the Government, be it Ministry of Civil Aviation, Ministry of Tourism, Niti Aayog or the Finance Ministry helped us in achieving some desired results, such as RTPCR Testing at airports, removing the quarantine rule, opening up of air bubbles, getting agents to book Air India repatriation flights tickets and more. We also connected with various Embassies and State Tourism Ministries – all to get our pleas heard and arrive at a mutually beneficial conclusion. It wouldn't be wrong to say that TAAI, in the last one year, has earned a new respect and standing in the corridors of power and we are now consulted separately by the government either while drafting policies or taking decisions."

While she said that have achieved success on various fronts, the long road ahead to recovery is definitely tough. "All businesses – be it big or small have been hugely affected in the pandemic and even after the vaccine will be out, the

travel industry will take about two years to reach complete recovery. The fact that we received no moratoriums, reliefs, incentivisation, taxes/TCS, ease of business, no bailout package has further deteriorated the condition of the travel agents in India," she added.

Explaining her aim she stated, "Going forward, my aim is to diligently work towards safeguarding the businesses of the travel agents, form ways and means so that there is ease of business, create better and stronger relationship with IATA, DGCA, MoCA, MoT and most important get tourism sector the much deserved and much delayed Industry Status. I would also work towards getting insurance on tickets booked by the travel agents. What we need is a travel and tourism task force under our PM, which is inclusive of all travel tourism and hospitality related ministries – Finance, Shipping, MSME, MoCA, MoT, Niti Aayog, Rural, Railways, Transportation, MSDE & more so that there is better understanding and coordinated approach towards handling the issues related to the tourism sector."

She pointed out her major concerns for the industry by saying, "One of our major concern and top priority at the moment is TCS, which we have been taking up on war footing with the Government individually and along with FAITH as well. It is added burden upon the travel agents and we at TAAI are rooting for its complete removal. While the last few months have been extremely demotivating, we at TAAI have been successfully conducting Educational Webinars with tourism boards, hoteliers, holiday planning companies, DMCs, visa facilitators, Tax Consultants on MSME / GST, etc. in our endeavour to keep our agents informed and increase their knowledge." ▲



Travel Agents shall only Refund to customers once the Airlines pay them: TAAI



Jyoti Mayal, President of TAAI is one of the leaders in the industry to raise voice for the travel agents. Due to the global pandemic caused by Covid2019, airlines had stopped operations. Globally, commercial passenger aviation business had come to a standstill.

She raised her voice by saying, "Due to the travel restrictions placed by governments across the world, customers/travellers want to cancel their bookings and claim back refunds for tickets booked by them. The global crisis is scary and to remain healthy and safe people want to ensure they have adequate money to survive as recession has set in. Hence, travellers want their blocked monies back for the underutilized services of travel, which shall not be undertaken by them. Due to this the worst affected are our members, who are engaged in the business of airline ticketing, package tours, hotel reservations, sightseeing bookings, etc., being the Travel and Tourism Sector."

She added by saying, "We state that, the Travel Agents/ Tour Operators have paid 100% to the airlines, for all tickets that have been issued, till date. Our member agents want to process the refunds, for the tickets issued by them for their customers, but majority of IATA member airlines, have disabled the refunding mechanism on the GDS systems for agents. Agents are now required to manually process refunds through Refund Authority with IATA, whereby the airlines are being non-committal on the date and amount of repayment of airfare."

Under the able leadership of Ms Mayal TAAI has raised strong objections on the same with all airlines, as well as with IATA. "We have asked the Ministry of Civil Aviation (MoCA) to direct the airlines to refund. Most airlines are offering credit vouchers in the name of the passengers which are valid for 365 days

and a couple of them are offering credit vouchers for upto 760 days." ▲



TAAI President Jyoti Mayal meets DG Tourism, discusses challenges faced by trade

Travel Agents Association of India (TAAI) President, Jyoti Mayal on met G Kamala Vardhan Rao, Director General, Tourism to discuss various issues and challenges faced by her association members and the travel trade.

In an interaction, she mentioned that the meeting was fruitful, and she discussed a number of relief measures to solve the current issues. "The meeting was good; the objective of this meeting was to discuss certain challenges faced by tour operators in the current scenario and explore possibilities on how the trade can work closely with the Ministry. One of the primary concerns I discussed with the DG was the challenges faced by our members in availing the financial support announced by the Finance Minister under her relief package, where travel and tourism stakeholders can avail loan up to INR 10 lakh." Mayal mentioned. ▲



TAAI raised voice about the problems faced by the travel industry by meeting the Ministry authorities at regular intervals during 2019-2022.

TAAI partners with Dubai Expo to promote the event on Pan-India level

TAAI and Dubai Expo 2020 have tied up to promote the mega trade show across its member travel and tourism companies through presentations, roadshows and webinars for the next six months.

TAAI organised a physical roadshow in Mumbai on September 28, which was attended by more than 200 members.

Sharing more details, Ms. Jyoti Mayal, President, TAAI said, "TAAI is the leading association and continues to support its members and focuses on the revival strategy to not only promote tourism both inbound and outbound but also educate them on new products and opportunities. With the inauguration of Dubai Expo 2020 on October 1, TAAI has simultaneously started the process of skilling its members and their staff with a physical roadshow on September 28



in Mumbai in the presence of 200 members. We also invited leading airlines such as Etihad, Emirates and IndiGo to showcase their best services and support tour members to truly make it experiential." ▲

TAAI Welcomes Ministry of Home Affairs' Move to Re-start Tourist-Visa



TAAI welcomed the Ministry of Home Affairs (MHA) decision to re-start tourist visas for foreign travellers coming to India on chartered flights from October 15th. TAAI, India's largest and nodal travel trade association, has requested its members across its 20 regions and chapters, to ensure they update all incoming visitors on protocols set by the state governments where the passengers will be travelling to.

Commending the move, Ms. Jyoti Mayal, President, TAAI said "We hope commercial flights will start beyond air bubbles effective 15th November to facilitate seamless travel. TAAI along with FAITH have submitted numerous representations requesting the Ministry of Civil Aviation, Tourism, Health and External Affairs on the subject. Our results have now finally yielded some relief & members can start planning." She also added that the government has decided to opt for 'reciprocal treatment' to the applicants under new visa conditions. As per reports, the visa facilitation will now depend on the applicant's home country's policy for the Indian tourists." ▲



TAAI congratulates Goa tourist traders as state government gives 50% fee relaxation on various services

The Goa tourism department has issued an order giving 50 per cent waiver on registration and renewal fees for various tourist trade activities. Shack operators as well as other service providers had demanded relief with business being badly hit from last two seasons. The stir was created as the department had implemented a new fee structure, hiking them for various services.

Stakeholders wanted the state government to keep the implementation on hold until the situation improved.

Expressing her gratitude to the state government, Travel Agents Association of India (TAAI) President, Jyoti Mayal stated that this positive move at such hard times of economic disaster and it will help rebuild the trust of mediocre traders in the system and provide a safe passage to their business. "Those eligible to receive 50 per cent relief in registration and renewal fees are 'C' and 'D' category hotels, dealers, travel agents and tour operators, watersports activities, private shacks and huts, photographers, tourist guides, deck beds and umbrellas, adventure sports activities and spice plantations," she said. ▲

TAAI President represents travel trade fraternity at the 3rd DPIIT – ASCON Consultation Forum

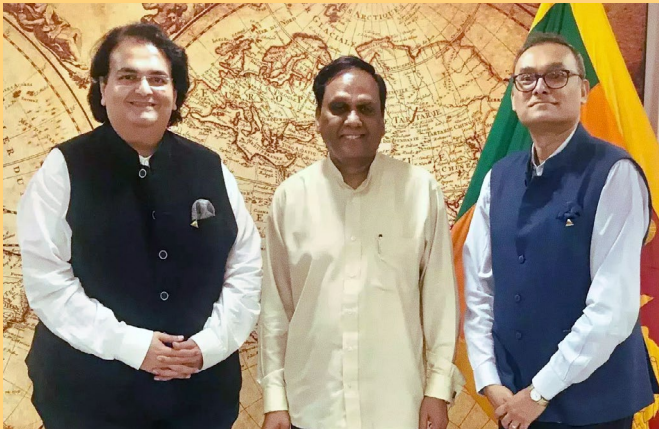
Jyoti Mayal, President, Travel Agents Association of India (TAAI) and Member Board – CII National Committee on Tourism and Hospitality represented the travel trade fraternity at the third edition of DPIIT – ASCON Consultation Forum with Industry Associations' on the theme "Stimulating Growth for Atmanirbhar Bharat -Leveraging Opportunities Post Pandemic".

The meeting was presided over by the Minister of Commerce and Industry, Piyush Goyal and was jointly organised by ASCON, CII,



and supported by DPIIT, Government of India. The association has actively participated and submitted its inputs and supported CII's National Tourism Councils perspective, to the Government of India. TAAI collated six key recommendations into a presentation under investments, cost of doing business, ease of doing business, trade policy, technology & R&D and job creation & skills. The same were put forth to the Minister during the report back session. ▲

TAAI holds dialogue with Sri Lankan Consul General in Mumbai on tourism promotion



The Travel Agents Association of India has started dialogue with Sri Lanka to promote cross border tourism and resume promotion through the travel trade. Jay Bhatia, Vice President, TAAI along with Sameer Karnani, Western Region Chairman, TAAI held a meeting with Dr Valsan Vethody, Consul General of Sri Lanka in Mumbai to discuss tourism promotion specific to Ramayana trail and MICE through TAAI member.

The TAAI team was invited by the Consul General on October 26, 2021 in Mumbai to promotion of tourism among other topics specific to the Ramayana Trail and enhancement of MICE to Sri Lanka with the support of TAAI and its members across the country. ▲

TAAI in association with Amadeus organised webinar to educate its members on NDC

The Travel Agents Association of India (TAAI) has associated with Amadeus to educate its members on NDC and termed it the way forward for airline ticketing to enhance and up sell activities to clients. The association has a motive to prepare its members for the future technological changes to adopt, educate and enhance the business potential through the New Distribution Capability (NDC) along with Amadeus 1A platform.

Jyoti Mayal, President, TAAI during her addressal emphasised on the need to focus on two words as of now that is "Re"; restructuring, rebooting, re-aligning to rebound businesses which has seen a massive setback due to the Covid-19 pandemic. "Going down in the history, TAAI and Amadeus have had a long relationship and we are once again collaborating for our mutual benefits. NDC is basically a new communication protocol replaced by the old protocol that has been around since 1980's and through this channel we are allowing airline service providers to deliver rich content to our customers since this is the only way to market ourselves and develop a distinguish brand name," she stated. ▲



TAAI congratulates ICC for successfully organising Annual Session & AGM, joins interactive session with Jyotiraditya Scindia



The Indian Chamber of Commerce (ICC) organised its Annual Session and AGM virtually where they invited the Union Civil Aviation Minister, Jyotiraditya Scindia as Chief Guest to interact with members and industry stakeholders on Bharat@75.

Jyoti Mayal, President, Travel Agents Association of India (TAAI) also joined the session and held a fruitful discussion

with the Minister where he showed positive intent on growth-oriented collaborations and working together with travel trade and tour operators to support the industry.

Mayal, who is also the Chairperson of the Travel and Hospitality Skill Council (THSC) and Member of the ICC Aviation & Tourism Steering Committee on the occasion congratulated ICC for successfully organising Annual Session & AGM and said that she is very pleased hearing Scindia's positive and futuristic youth approach and feels excited to have him as the Union Minister of Civil Aviation.

"I would like your intervention and consideration for the Ministry of Civil Aviation (MoCA) to think beyond airlines and also towards our 3,000 plus memberships, mainly comprising of IATA agents. We sometimes feel as orphans by not having anyone we could work in collaboration with & bear the brunt of no ease of business, no consideration of policies, no collaborative understandings, no one to share our pleasure and pain specially when airlines default and take away our & the consumers hard earned tax paid income." ▲

#IMS2.0
#IMS2.0

INTERNATIONAL M.I.C.E. SHOWCASE 2.0

An Exciting Virtual Summit To Reflect The Preparedness Of The MICE Sector To Open Up Effectively

📅 September 30, 2021

The International MICE showcase 2.0 (IMS2021) had recently organised an event on September 30. President Jyoti Mayal had participated in the virtual event

Indian culinary has put us on the world map: Jyoti Mayal, President, TAAI at event for street food vendors



Speaking at the launch of the recognition of prior learning program for street food vendors in the East Delhi Municipal Corporation (EDMC), Jyoti Mayal, President, Travel Agents Association of India (TAAI) extended her gratitude to all the dignitaries and attendees for joining the deliberations.

She started with speaking on the importance of street food as an integral part of the hospitality chain and how food and beverages connect the entire country in its various forms which thus makes it even more important than the quality of food available to us should be hygienic and

safe for consumption.

"There is a need for better services to reach our customers, more opportunities to the vendors in revenue and awareness of regulations and adhere to stipulated rules and better services for the local bodies. This program will look firstly at recognising the existing skills of the vendors through formal qualification and secondly provision of necessary value-added knowledge and skills to increase productivity and enhance livelihood pathways," she mentioned. ▲

TAAI President discusses visa issues and challenges with VFS Global

President of the Travel Agents Association of India (TAAI) Jyoti Mayal held a meeting with officials of VFS Global to discuss various issues and challenges pertaining to visa processing. She discussed a number of topics including reopening of destinations, delays in processing visas, new protocols and guidelines set by countries and ongoing travel rush amidst festive holiday season among other topics.

The meeting was attended by Pranav Sinha, Head - South Asia, VFS Global along with Elizabeth Juni, Unit Head-Schengen Operation North & East at VFS Global. In conversation with both the officials, the Mayal also discussed various opportunities for facilitating TAAI members.

The meeting took place on October 20, 2021. Deliberations were also held on various concerns faced by the association members as the TAAI President also took an update from VFS on new products and services being offered to travellers. ▲



TAAI and Expo 2020 Dubai Roadshow in New Delhi a huge success



The Travel Agents Association of India (TAAI) and Expo 2020 Dubai team organised a presentation for its members in Delhi to inform and educate members on the mega-trade show.

The event was led by Anoop Kanuga, Managing Committee Member & Chairman of the Tourism Services Council, association's Northern region and Charson Advisory, who is the official sales & marketing representative for Expo 2020 Dubai in India. Present on the occasion were members of TAAI along with National President, Jyoti Mayal

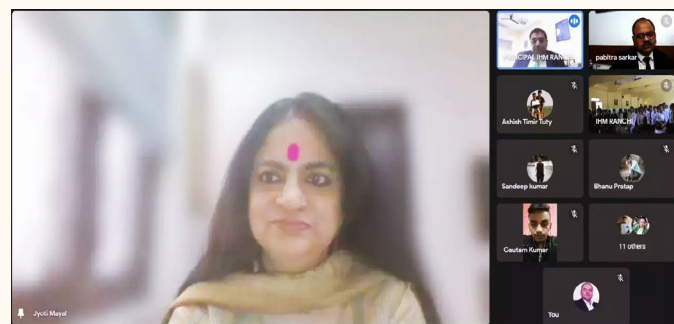
at the Delhi Roadshow on November 25, 2021 which turned out to be a huge success. Earlier, the association had also organised a successful roadshow in Mumbai.

The travel trade industry and representatives of airlines including Emirates and Etihad (who made their presentation) alongside Vistara, and IndiGo representatives also attended the event. Officials from Flydubai were there as well, who shared their views about the opportunity with Expo 2020 Dubai. ▲

Patience is a virtue on the road to recovery: Jyoti Mayal during interaction with students of IHM Ranchi

During her interactive session with the students of IHM Ranchi, the Travel Agents Association of India (TAAI) President, Jyoti Mayal extended her best wishes and greetings and said that tourism and hospitality across the globe and India is one of the top three sectors that has been grossly damaged by the pandemic. "Zero business during the last one and a half years, negative cash flows, threats of insolvency and millions of jobs losses have devastated the sector completely. Apart from contributing to the country's economy by raising revenues, tourism and hospitality also serve as a potent catalyst of employment generation," she mentioned.

She further added, "Going by the theory "survival of the fittest" an important lesson learned post-pandemic is to understand the revisiting and reworking of the business strategies from time to time. An unprecedented event taught all of us that we need to be ready to face any



and every situation related to health and business. As a president of TAAI, and also being a part of the industry for so many years, I have seen tourism and hospitality industry overcoming such challenges and therefore, I am confident that the industry will make a comeback and return to business very soon, which is likely to be high" she added. ▲



In January, TAAI team (National Office Bearers) met Civil Aviation Minister in New Delhi. Suggestion on protection of travel agents against defaults from airlines, delays in payment of group deposits, taxes, abolishing of RAF charges etc. were put forward.



For the first time in TAAI's history, an exclusive interview with TAAI President was telecast live across the country on National News Channel on 31st January 2020. A great honour & privilege for TAAI!



South African Tourism, in partnership with TAAI, marked the beginning of 2020 with its 17th edition of Annual Roadshow which were held in Bangalore, Pune and Mumbai on 13th, 14th & 15th January 2020 respectively.



U & I Holidays Pvt. Ltd. - a Destination Management Company based in Mumbai, conducted Road Show 2020 in 7 major cities in India during January 2020, in collaboration with TAAI.



TAAI partnered with Ministry of Culture & Tourism of The Republic of Turkey and organized "Destination Turkey workshop" in February 2020 which had record attendance all India.



TAAI extended supported to Visit Britain India Sales Mission 2020 whose workshops were conducted on 13th & 15th January 2020 in Mumbai & New Delhi respectively



TAAI participated in 57th and 58th APJC Meeting respectively on 23rd March and 28th October 2020 via SKYPE.



In July 2020, President Jyoti Mayal was elected as Chairperson of Tourism & Hospitality Skill Council (THSC).



When global pandemic COVID -19 struck, TAAI Managing Committee swung into swift action and made numerous representations to the Hon'ble Prime Minister, Ministries of Aviation, Tourism, Finance, Commerce, NITI Aayog, & DGCA requesting for rebates & reliefs. In addition, the Managing Committee wrote letters to all airlines & IATA requesting to look into favourable cancellation policies & for securing refunds and for stronger impact submitted joint representations with FAITH & CII & FICCI.



TAAI launched its Ladies Wing called "WITT" - Women in Travel and TAAI on 28th July 2020.



TAAI and FLO, women's wing of the Federation of Indian Chamber of Commerce & Industry (FICCI) signed MOU with Ministry of Tourism, Government of India for enhancing Livelihood Opportunities for Women in the presence of Hon'ble Tourism Minister on 21st August 2020.



TAAI participated in UFTAA MID YEAR FORUM 2020 (Virtual) held on 31st August, 2020 with the Theme: Restructuring Business Approaches (The Revival from COVID19).

Our bi-monthly in-house magazine NamasTAAI - Digital Issue May'20 was launched on the web platform by Ms. Meenakshi Sharma - Former Director General, MoT, GOI. The second digital Issue was released on 07th September 2020.



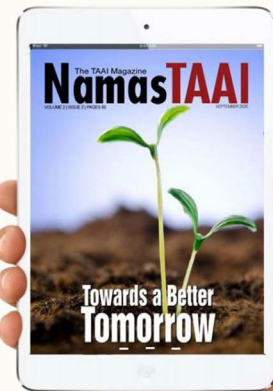
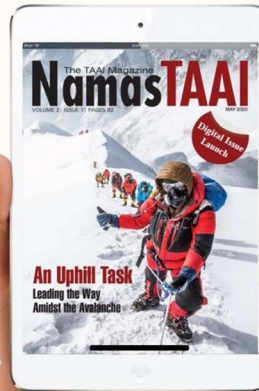
The Part 2 (Virtual) – “An Interactive Forum”, was held on 22nd September 2020 which focused on changes required to enable sustain business and resources. Industry leaders shared thoughts and insights into the New Normal and best industry practices, to be adopted. National OB's represented TAAI. Hon. Secretary General Mr. Betaiah Lokesh shared his inputs along with the President.



NamasTAAI

Excellent teaming up for communications TAAI

Digital Issue Launch

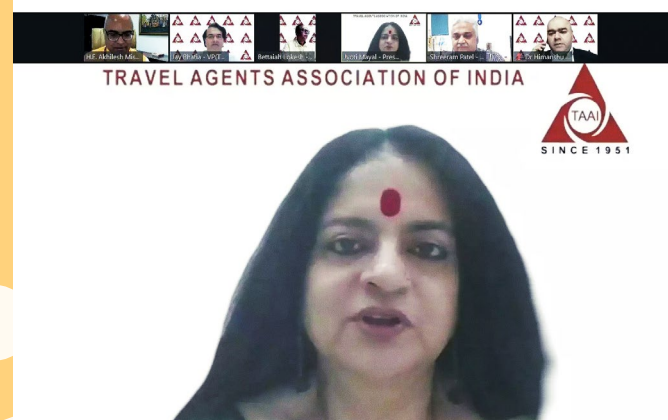


TAAI signed MOU with Destination Canada for a PAN India Webinar for the benefit of members in these challenging times. The event was held on 24th Sept 2020 during hybrid TAAI Eastern Region meeting at the Taj Bengal Kolkata where Mr. Carl Vaz - CEO of Destination Canada GSA for India was present.

TAAI discusses possibilities to boost bilateral tourism between India & Ireland over ‘Chai Pe Charcha’

The Travel Agents Association of India (TAAI) organised an interactive virtual session on Friday with Akhilesh Mishra, Ambassador (Designate) of India to Ireland to discuss ways to enhance bilateral tourism across both the nations. The office bearers of the association put forward a number of suggestions and shared their thoughts on how TAAI members and the travel trade can contribute in promoting India in Ireland and also work towards attracting more tourists to the country. Ambassador Mishra in his addressal shared his ideas and plans on how tourism can act a key role in boosting trade relations between both the nations. He highlighted the need to attract high-end Irish travellers to India and promote new Indian tourist destinations in Ireland.

Jyoti Mayal, President, TAAI said, "India and Ireland have always had and maintained fruitful relations for ages, and we feel that there is an opportunity which is waiting for travel trade of both the countries post pandemic to be worked upon and exploited for mutual growth and benefit. TAAI, I believe, could be a helping hand to take things forward. For instance, it can support students who are looking at Ireland as a favorable destination for their studies. With presence



of Indian IT and pharmaceutical companies and a well-established Indian diaspora, travel trade would act as a facilitator of bilateral growth and development. Also, direct flights between India and Ireland are yet to commence and we believe that travel fraternity, especially TAAI, can play a pivotal role in facilitating bookings and other matters once it starts." ▲

TAAI Welcomes Govt’s Decision To Allow Domestic Flights To Operate At Full Capacity From Oct 18

Travel Agents Association of India (TAAI) has welcomed the government's decision to allow domestic flights to operate at full capacity from Oct 18.

Commenting on this, Jyoti Mayal, President, TAAI, said, "We at TAAI welcome the move and applaud the efforts made by the Ministry in restoring confidence in the customer and businesses, especially the travel agents."

She also extended her gratitude and thanks to the Hon'ble Minister of Civil Aviation, Jyotiraditya Scindia saying that the Ministry is moving in the right direction with him at the helm of affairs. She said that TAAI had submitted various representations on the subject for the last three months keeping in view that the festive season is about to start.

"This particular move could be a step towards giving a boost to domestic tourism and travel which was much awaited & needed, and we look forward to the opening of commercial international flights beyond air bubbles with coordinated policies of countries to revive tourism and especially inbound for the growth of India," she added. ▲



TAAI partners LVG Learning to enhance tourism products knowledge of members

The Travel Agents Association of India (TAAI) has signed a partnership with LVG Learning, an online education company providing unique solutions and innovative support for tourism worldwide.

Jyoti Mayal, President of TAAI said that the association is committed to empower its members through the updated destination and tourism products knowledge. It will open new business networks with the local expertise worldwide for our membership.

"We need to recover and get ready for

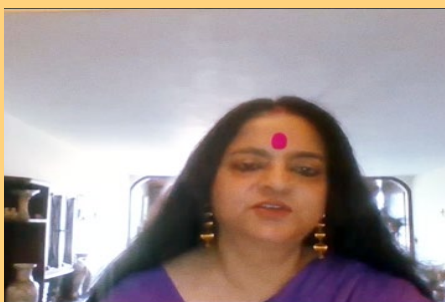


the future. We have to use the time for reskilling our team and improving our business abilities. We are happy to innovate on education, and we call every leader to support education with us," she added.

Seda Caylak, CEO of LVG Learning said, "We build this platform to exchange accurate and credible information among business partners. Learning and networking is a new and unique combination. We are happy to welcome TAAI members to support their business growth through education and local expertise." ▲

FLO & Travel Agents Association of India (TAAI) MoU with Ministry of Tourism, Government of India on 'Tourism as a Sustainable Livelihood model for women's economic empowerment'

Hon'ble Minister of State for Tourism and Culture spoke about empowering women in the tourism sector, at the signing of MoU of FLO FICCI Ladies Organization & TAAI (Travel Agents Association of India) with the Ministry of Tourism.



The minister said that the aim of signing this MoU is to skill and upskill women during these times, it is our responsibility. FLO and TAAI should share the women registration with MoT so that we can work collectively towards the upliftment and create livelihood opportunity for women.

FLO led by President Jahnabi Phookan & TAAI led by President Jyoti Mayal, will be working together and be a facilitator in this process to connect eligible females with relevant stakeholders from training and specific verticals, for enhancing their livelihood opportunities and increasing self-awareness to support equal partnership in the nation's growth

On signing the MoU, Jyoti Mayal, President, TAAI said, "We need to train women in sustainable tourism, craft & tourism guide. TAAI is the only association in the tourism sector that has established women's cell, that not only supports PM Modi's vision 'Dekho Apna Desh' but also believes in supporting women so that they can contribute to the nation's growth." ▲

WITT fostering wellness and promoting tourism

Travel Agents Association of India (TAAI) through its contemporary and unique initiative, Women in TAAI and Travel (WITT), organized its first web workshop on Friday, 20th August, 2021. WITT aims to leverage the Indian travel and hospitality industry to empower women with the opportunity to fulfil their economic and individual potential while growing the sector.

Rolled out only last month, WITT's voluntary membership reached a magical number of 300 within a month. Keeping in mind the issues and challenges faced by the women in the industry, WITT decided to organize its first web workshop on Wellness.

Initiating the Coffee Conversation, Mrs. Jyoti Mayal, President, WITT & TAAI welcomed Dr. Chandra and other participants and apprised them about the purpose of organizing the web workshop. Mrs. Mayal said that the Women is a full Circle, within her is the power to create, nurture, and transform. She also said that Wellness could be related to Physical, Spiritual, Social, Occupational, Cultural etc. And, hence, we should remember that wellness is not simply the absence of illness or stress, but a broad practice of internal and external behaviours even when experiencing challenges, she added.

Ms. Tina Kanuga, Member, TAAI and Devika Jeet, Chief Executive of WITT moderated the workshop and thanked the attendees. ▲



TAAI President represents travel trade fraternity at the 3rd DPIIT – ASCON Consultation Forum

Jyoti Mayal, President, Travel Agents Association of India (TAAI) and Member Board – CII National Committee on Tourism and Hospitality represented the travel trade fraternity at the third edition of DPIIT – ASCON Consultation Forum with Industry Associations' on the theme "Stimulating Growth for Aatmanirbhar Bharat - Leveraging Opportunities Post Pandemic". The meeting was presided over by the Minister of Commerce and Industry, Piyush Goyal and was jointly organised by ASCON, CII, and supported by DPIIT, Government of India. The association has actively participated and submitted its inputs and supported CII's National Tourism Councils perspective, to the Government of India. TAAI collated six key recommendations into a presentation under investments, cost of doing business, ease of doing business, trade policy, technology & R&D and job creation & skills. The same were put forth to the Minister during the report-back session.

The recommendations presented by the entire committee included:

- Inclusion of Tourism in Concurrent list. The National Tourism Policy has had multiple deliberations, but a revised policy is still awaited. Waiver of statutory dues and licenses. ECLGS 5.0 for disbursing another 20 per cent on outstanding loans.
- Government should restore SEIS to 7 per cent for travel and 5 per cent for hotels & to restore without legal entity wise capping of INR 5 crores. Auto-renewal of licenses without any fees for this financial year.
- Enabling investments in the industry in a time-bound manner through single-window clearances. Promote travel spending LTA Tax Exemption and allow a 200 per cent weighted exemption. Need of National Tourism Fund to be created.
- An empowered taskforce to be created with members from the Industry, Ministry of Commerce, Tourism, Environment, Shipping, Civil Aviation and Culture. To restart scheduled international flights in tandem with tourist visas to stimulate inbound tourism & necessary provision to be made in the new Foreign Trade Policy 2021-26 for custom duty waiver.
- Opening up tourism by starting e-visa, through vaccine certificates & promoting India as a safe tourist destination. Campaigns to attract young talent. Skill development and training in Public-Private Partnerships (PPP). Travel agents to be reskilled through certified courses. TTT courses. endorsement/certification by Government. Rebates to be given for investments in skilling.

Commenting on her participation, Mayal said, "We believe working in tandem and a collaborated manner, emphasising on the ease of business, incentivisation, effective skilling with the formation of a national task force, creating tourism fund & being included in the concurrent list is the need of the hour. The government needs to support and establish all these and bring corrective policies to see the growth of the travel & tourism sector to build a strong economically driven Atmanirbhar India." ▲



TAAI congratulated Mr Nasir Kamal, I.P.S on his new assignment as Director General, Bureau of Civil Aviation Security (BCAS) shared the association's concerns regarding the stoppage of Airport Entry Passes (AEP), since last year only Inbound Tour Operators permitted to obtain it.



TAAI Joins Hands with Nepal Tourism Board (NTB) to Promote and Enhance Bilateral Tourism

TAAI signed a Memorandum of Understanding (MoU) with the Nepal Tourism Board to Promote and Enhance Bilateral Tourism. The MoU



specifically focuses on promoting mutual interests and tourist arrivals through collaboration and a cooperative approach on a reciprocal basis in the years to come.

While speaking on the occasion, Jyoti Mayal, President, TAAI said that we are focusing on Tourism Product Promotion which includes bilateral assistance in promoting tourism through the organization of events/ roadshows/ conclaves/ summits/ webinars, etc., to demonstrate the tourism potential of both our countries. ▲



TAAI extended heartiest Congratulations to G. Kamala Vardhana Rao who was given additional charge of Director General at MoT and offered full support in closing working with MoT to bring back the glory of Indian Tourism Industry.

TAAI facilitates MSME Schemes Web Workshop for Membership in collaboration with Development Institute, MSME Ministry

Under the astute leadership of Mrs. Jyoti Mayal, President, and Office Bearers of TAAI, a web workshop, in collaboration with the MSME Development Institute (DI), Ahmedabad to educate and update Members about various schemes of Ministry of Micro, Small and Medium Enterprise was organized by the Gujarat Chapter of TAAI. The workshop is a part of the series initiated by TAAI at pan-India level to educate its members about the benefits and reliefs extended by the Ministry of MSME.

Initiating the discussions, Mr. Virendra Shah, Chairman, Gujarat Chapter, TAAI briefed the participants about this unique initiative. He conveyed that how TAAI at the National, Regional, and State level is working wholeheartedly for the Members to survive during these crucial times. Mr. Shreeram Patel, Hon. National Treasurer, TAAI welcomed and thanked Mr. Solanki for so graciously accepting the request to address the Members.



Also present during the workshop from TAAI were Mr. Paras Lakhia, Chairman – Airlines Council; Mr. Viral Shah, Hon. Treasurer, Gujarat Chapter; Mr. Prashant Madlani, Secretary, Gujarat Chapter; Mr. Kantilal M. Sohagia, Hon. Secretary, South Gujarat Chapter; Mr. Devan Shah, Chairman, Saurashtra Kutch Chapter; and Dr. Himanshu Talwar, Executive Director, TAAI. ▲

TAAI Delegation Discusses Vital Issues With Goa CM



Travel Agents Association of India (TAAI) on August 25 had a virtual interaction with Dr. Pramod Pandurang Sawant, CM, Goa and raised issues that are hampering the growth of tourism industry in the state.

Jyoti Mayal, President, TAAI initiated the discussion and raised the major issues of concern hampering the growth of the tourism sector in the state and the travel agent's fraternity. Mayal highlighted that most of the travel fraternity members are registered under the Directorate of Tourism, Government of Goa for which the license is renewed every year.

Till last year, the fee, specifically to Travel Agents, was around INR 1250/- only. However, this year, the same has been increased to more than INR 5000. Requesting the CM to withdraw the increased fee, Mayal said, "As the Tourism sector is going through its worst time, and has been facing losses and NPA's our request is to withdraw the increased Fee."

She also emphasized on the need of giving concessions to the travel trade, be it reduction of ATF, reduction in airport taxes, statutory taxes such as Corporation, Municipal, Trade Licence which comes under the purview of the state government.

"TAAI should be given due representation and included in the various Task Force of the Government of Goa in promoting travel, tourism and hospitality," she added.

Responding to requests made by TAAI, the Chief Minister said that the matter of licences fee has already been taken into consideration, and assured of a favourable decision soon. With regards to other concessions, CM said that the discussions within the government are on and expect an early solution to it. CM most graciously accepted the request to include TAAI in the various task force of the government.

TAAI made suggestions on enhancing Tourism vide promotions and educating the trade by conducting webinars and roadshows with TAAI on Goa and how special MDA schemes and other incentivisation to trade across all states in India should be commenced which shall help tourism growth exponentially.

Also, present during the interaction were Menino D'Souza, Director – Department of Tourism, Goa; Commander Prasad Padhye (Retd.), OSD to Chief Minister of Goa. From TAAI, Jay Bhatia, Vice President; Bettiah Lokesh, Hon. Secretary General; Shreeram Patel, Hon. National Treasurer; Anoop Kanuga, Chairman – Tourism Services Council; Sainath Dharwatkar, Chairman (Goa Chapter); Valigno Dias, Hon. Secretary (Goa Chapter) and Dr. Himanshu Talwar, Executive Director, TAAI, were present in the interaction. ▲

TAAI President Chairs APJC India Meeting

The 59th Airline Passenger Joint Council of IATA (APJC) was held virtually and attended by the airline representatives and agency representatives of TAAI & TAFI. For the first time in India, an Agency Representative chaired the APJC meeting held by IATA. Jyoti Mayal, President, TAAI was unanimously selected to chair the meeting.

A statement from TAAI said, "It is a moment of great honour and pride for all of us at TAAI, the premier, nodal and largest trade association in India since 1951. We thank TAFI and all airline representatives for having faith and confidence in her and the TAAI team to lead the industry on the way forward."

TAAI was represented



by Vice President, Jay Bhatia, Hon. Secretary General, Bettaiah Lokesh, Hon. Treasurer, Shreeram Patel and UFTAA President & Past President, TAAI, Sunil Kumar Rumalla.

The agency representatives took up all the important points of concern and have made recommendations through APJC to PAGJC / PSG which shall be taken up at PAConf also.

Further the statement said, "We thank each one of our trade colleagues, principal and partners in bestowing support and confidence in TAAI under the leadership of President – Jyoti Mayal. We at TAAI, assure all of you that we shall work diligently towards making positive changes in the working environment of the global aviation, travel and tourism industry." ▲

Amity University inks MoU with Tourism & Hospitality Skill Council (THSC)



Amity University, Noida signed an MoU with Tourism & Hospitality Skill Council (THSC), with the aim to train the students in the field of Tourism, Travel, Hospitality and Aviation by different Campuses of Amity University.

Speaking on the occasion, Jyoti Mayal, chairperson, Tourism & Hospitality Skill Council (THSC), averred, "We all are aware that the pandemic has taken its toll on the education sector across the globe, however, it is worthwhile to mention that skill-based education is an outcome of training and practical sessions. In the current scenario, the tourism and hospitality sector is ever-evolving and we continue to

live in this environment, thus we need to change, adopt and implement newer ways with use of technology. What made us relevant in the past, does not hold true today, so it's all about how agile, adaptive and resilient we can be to prepare ourselves for future challenges. Any crisis brings a lot of opportunities and we need to reinvent and realign ourselves to suit the industry needs and demands. We support the Prime Minister's vision of "Atmanirbhar Bharat" and we are certain that with our combined efforts, we will be able to accomplish our mission and continue to promote vocational education which is the need of the hour." ▲

TAAI President Jyoti Mayal honored for her work and contribution in the travel & tourism industry



Jyoti Mayal, President, Travel Agents Association of India (TAAI) has been bestowed with the honour and recognition for her work and contribution to the travel and tourism industry. She was conferred with the Women Inspire Awards along with 15 other women from areas such as business, sports, science, finance and aviation during an event organised in

Delhi. The evening was dedicated to inspiring women in every field for making their mark by not only working but also setting new benchmarks for their contemporaries. Among some prominent personalities present at the event were Katharina Wieser, Ambassador of Austria in India, Balbir Singh Dhillon, Head Audi India along with other dignitaries and awardees. ▲

TAAI to MoT: Year 2022 is to stabilise and sustain Travel and Tourism Trade

Ms Jyoti Mayal, TAAI President, handed over a Focus 2022 document to Mr. Arvind Singh, Secretary – Tourism. TAAI paid its gratitude and appreciated the ministry's efforts and support extended to the travel trade during the tough times. The letter highlights key points for the year 2022 and how with the ministry's support and encouragement tourism and travel trade would stabilise and sustain.

Jyoti Mayal, President, TAAI highlighted the key point of accreditation with MoT and requested for undertaking a state-wise registration drive along with TAAI, for



the trade members to register with MoT; relax norms for over 1400 IATA accredited agents who are members of TAAI and automating the registration process.

The services sector is the largest contributor to the GDP and, travel trade being the most significant one amongst all, travel trade fraternity needs to be educated and upgraded continuously, especially under the ministry's aegis, to aptly showcase our nation's quality of providing the best services with appropriate knowledge, she added. ▲

TAAI Appeals To IATA To Waive Annual Fees & Extend Financial Security Deadline

TAAI recently organised a webinar for its members along with IATA on GoLite Accreditation v/s Standard IATA Travel Agency Accreditation & IATA Easy Pay.

IATA-India was represented by Mr. Amitabh Khosla, Mr. Rodney Dcruz and Mr. Ritham Saha who presented the accreditation options available to agencies under the NewGen ISS. The presentation featured comparisons on accreditation models to the members. Due to the pandemic lockdown, travel agents across India were undergoing challenging times on IATA's stringent and rigid compliances.

The comparison shared by IATA on GoStandard v/s GoLite, stated that members opting for GoLite would be exempt from providing to IATA, Financial Statements, Annual Financial Review and Financial Security. The GoLite agents would be required to make payment for its sales on cash and carry basis only from the funds available in its EasyPay account, which are held with two empanelled banks with IATA, being Yes Bank and Standard Chartered Bank in India.

Although with no assurance from IATA or any operating airline in India that Ticketing Authority would be made available to all agents. The airline/s reserve their right to allot the same to agents on selective basis.

The Financial Security renewal is scheduled for 30th June, 2021 and this year due to the withdrawal of Iffco Tokio General



Insurance from providing extension/renewal of securing the the airlines against agency defaults, the burden of the member travel agents has fallen on the Association to include members into its Joint Bank Gaurantee Program. Agents can also provide their own Bank Gaurantees to IATA but, the banks are asking for over 100% as co-lateral to provide the same.

Over the last two years TAAI has been appealing to MoCA and IATA to rework Financial Security towards protecting the travel agents from Airlines defaults and its suspension of services, which has impacted the travel agents by several hundred crores.

TAAI President Jyoti Mayal during the interaction has strongly voiced the concern to IATA, to reconsider the extension of Financial Security by one more year and also asked for a waiver in Annual Fees considering the global pandemic.

Sales of member agents over the last one year has dropped to less than 5% of the total sales it conducted in financial year 2019-20. Due to the same TAAI too has rebated its members on its annual membership fees.

TAAI and IATA ensured that individual questions of all members present were taken and answered to the satisfaction and clarity of all agents, during the interactive session. Dcruz and Saha were prompt in answering all queries and acknowledged suggestions put forth. ▲

TAAI conducts Tourism Conclave in Gujarat

Travel Agents Association of India (TAAI) recently conducted its Tourism Conclave from 9th to 12th March, 2021 at Statue of Unity, Kevadia, Gujarat. The event was organised in association with Gujarat Tourism. Members from 20 Regions and Chapters across India participated in the 3 nights/4 days conclave.

The event was organised to educate the travel trade members and promote Gujarat as a tourism destination for domestic as well as inbound markets, stated TAAI President, Jyoti Mayal. Members of the trade are going through challenging times due to the Covid-19 pandemic and the event gave them an opportunity to explore and transform, she stated.

Member delegates experienced the accommodation and facilities at Tent City 1 and Tent City 2 at Kevadia along with evening dinner cruise along the River Narmada with dinner in two groups.

Appreciating the efforts and initiative of Gujarat Government and Gujarat Tourism to invite TAAI and its members to SoJ, Hony. National Treasurer-TAAI, Shreeram Patel in his vote of thanks emphasised TAAI's role in growth



and development of the trade. He thanked the vision of Gujarat's Minister of Tourism, Jawahar Bhai Chavda, who along with Principal Secretary Tourism – Gujarat, Mamta Verma, Commissioner Tourism and MD of Gujarat Tourism, Jenu Devan and Nirav Munshi – Manager Commercial (Travel & Marketing) along with other officials offered full support to TAAI. He also thanks Indigo Airlines who were the sole airline which ensured delegates from every corner of India connected to Gujarat for this conclave. ▲

TAAI wants airlines to open repatriation flight bookings to agents

The Travel Agents Association of India (TAAI) has requested that airlines also open bookings for repatriation flights to IATA-accredited agents. The association raised the issue this week in a meeting with the Ministry of Civil Aviation.

The airlines, including the national airline Air India, retain the booking of repatriation flights directly on their website and do not allow agents to book these flights.

"Air India started it, and now everybody else, Lufthansa, KLM, Swiss, Vistara, are doing business on their websites directly. We want them to open bookings to travel agents also. We have been helping them to sell their seats for ages. Why can't they share the business with us?"

When travel agency businesses are in deep crisis, TAAI also asked for 5% commission on such bookings to support the survival of the businesses.

TAAI also reiterated its call for international airlines to provide the government with a bank guarantee to protect business done by Indian agencies on behalf of international airlines in India.

Therefore, LCCs are required to refund advance money to the travel agent's bank and all refunded ticket refunds and credits will be credited to the travel agent's account for future use by travellers or industries, and airlines will be instructed to make all refunds for bookings by 31 May be



processed without cancellation fee.

When asked for her comment on TAAI's stand on other trade associations approaching the Supreme Court on the refund issue, Mayal said that they are trying to negotiate the issues with the government and resolve it. She said that it is an unusual situation in the whole industry, and even the government cannot dictate terms to airlines at this stage. Mayal said that their negotiations have started showing results as airlines like IndiGo, Air Asia and GoAir have started refunding money into agents e-wallets.

While accepting the fact that the process is slow and the government is taking a lot of time, Mayal said that nobody can predict how much time courts will take to resolve the matter. "Similar situations can crop up in future as well. We want our members and their businesses to be protected as per the law of the land," she said. ▲

Air India Opens Vande Bharat Mission Bookings For Travel Agents

Air India has decided to open the Repatriation Flights also bookable through travel agents. Recently, Air India Express made Vande Bharat Mission (VBM) flights bookable through travel agents.

The decision was made after ongoing requests from travel agency associations in the country to MoCA and Air India management.

This enables travel agencies to sell all flights operated by the national airline Air India as part of the VBM as well as bilateral air



bubble agreements with the USA, Germany and France (Paris and Frankfurt) and the Middle East.

"We appreciate Air India, MoCA and Niti Aayog for supporting our initiatives and look forward to more compliances to support the struggling industry," said Jyoti Mayal, President, TAAI.

According to Air India's announcement to travel agents, the facility will be open to flight schedules from July 22 through August 31, 2020. ▲

TAAI activities during pandemic



TAAI assured the members and ensured that all concerns of the trade are addressed for survival and revival.

We have been updating the membership on the activities undertaken by the committee from time to time, be it through Regions/Chapters, web call meetings, emailers, WhatsApp updates, etc

Times are difficult, but the office bearers have left no stone unturned. "We have used all our resources to appeal to Government of India, The Hon'ble Prime Minister, Ministry of Tourism, Ministry of Civil Aviation, Ministry of Finance, Ministry of Commerce and Industry, Niti Aayog, Members of Parliament, State Governments, IATA, Airlines, Tourism Boards, Consulates, Airport Authority and all involved stakeholders possible, from where assistance could be sought.

UFTAA and FAITH have been incredibly supportive all throughout and have been taking forward our concerns.

Regular meetings have taken place virtually with all the authorities to bring out necessary reliefs and considerations to our appeals."

1. AIRLINE REFUNDS:

- Refund processing back on GDS, after our appeals and dialogues.
- RA access permitted to all users of BSPLink at no additional cost.

We impressed upon the Director General of IATA, IATA-India and through UFTAA to ensure that RA be permitted to basic version users of BSPLink. Our appeals were considered twice and for now in the time being IATA has kept the RA facility active, until further notice.

- Transfer of credit shell/vouchers to agency floats.
- Airline meetings were held on repetitive basis, specially with Indian Low-Cost carriers to ensure credit shells be transferred

to agency float accounts and the advances lying in floats to be credited to members banks. Indigo has started the process, while others like SpiceJet, GoAir and Air Asia have refused to transfer float balance to the bank.

International Carriers like Qatar and Cathay Pacific were instantly crediting the refunds, followed by All Nippon, United/Delta/AirFrance/KLM and others carriers like Singapore Airlines, Emirates, British Airways, Lufthansa, Virgin Atlantic, FlyDubai, Ethiopian, etc. are all now refunding the airfares. Etihad and Oman Air too, finally have commenced the GDS refunds.

- Appealed to MoCA to ensure Air India to refund all airfares without cancellation penalties. Phased manner process has commenced. Better late than never.
- Abolishing of RAF charges is still pending with APJC / MoCA.

Some Airlines like Kenya Airways, Thai Airways, Aeroflot, are still not refunding any amounts and are extending credit vouchers only to be utilised within a year/two. Since the global skies are gradually opening, we are confident that our persuasive efforts with these airlines too shall bring some result.



We are also concerned about the Refunds for groups/ series which are currently not happening, but we are ensuring with the dialogue and persuasive efforts with MoCA and the airlines individually, there shall be soon a consideration and action.

We have also demanded interest on the delayed refunds from the airlines, which has caused working capital - interest loss/penalties to our member agents.

Many members who connected with our committee, on specific concerns, were individually assisted and guided by our committee members at National / Regions/Chapters. We have tried to assist in most cases wherein we could bring about full or partial relief.

2. FINANCIAL SUPPORT DUE TO PANDEMIC:

Representations to Central Governmental Ministries and organizations to survive and revive our business impacted by COVID. The same has been done jointly with FAITH as well as individually by TAAI. Some major reliefs requested include:

- Enhancement of Working Capital Limits/Over Drafts at interest free rates
- Support Fund - majority for salaries and establishment costs
- Waive off PF contributions for Employer & Employee for 12 months
- Waive off ESI for 12 months
- Refunds of cancellations & advances of travel agents & tours operators from Airlines/IATA
- SEIS 10%
- Deferment of GST Liability for 12 months
- Complete GST & Income tax holiday for tourism, travel and hospitality industry for period of twelve months
- Roll back of TCS introduced in 2020 budget
- 200% weighted exemption for MICE for Indian corporates
- LTA like tax benefit for Indians
- Reduction in credit card charges
- Credit Control
- Credit cards to be accepted by all airlines with no extra charges
- Reduction in Credit Card merchant fees by banks to below 0.75%
- Support and incentivise members to make promotion of domestic tourism more lucrative.
- Challenges faced to retain employees, their salaries and avoid unemployment in the sector.
- Moratoriums and reliefs to trade due to Covid19 lockdown and loss of business.
- Revival challenges and long-term facilitation for the trade with airlines.
- Protection of the Agents from Airline Defaults and Suspension of services.
- Mandatory registration/recognition of Travel Agents/ Tour Operators so that appropriate records and guidelines and practices are followed.

Out of the above, only working capital and OD concerns were partly addressed under the MSME scheme of the Govt.

3. TCS ABOLISHMENT:

Our major concern and top priority is TCS which we have been taking up on war footing with the Government individually

and along with FAITH. Our President, this week personally met the Commissioner of GST under whose jurisdiction TCS falls and has appealed to abolish the same, citing multiple disadvantages to the Indian travel trade, loss of revenue to the exchequer, compliance concerns, etc.

During the lockdown, we have been providing statistics, suggestions and draft policies/recommendations and implementation procedures on all our concerns to the Government. Detailed presentations/documents have been submitted to Finance Ministry, RBI, Niti Aayog, Commerce Ministry from time to time.

The global pandemic lockdown and economic crisis has hit our trade so hard that we were consistent and persistent in our efforts with perseverance, which ensured that Hon. Minister of Tourism, along with Director General - Tourism and Addl. Director General -Tourism have been personally working with TAAI and ensured that we all had a joint meeting with the Hon. Minister of Civil Aviation, to resolve our issues. This is the first time ever that both the Ministers personally met TAAI President, Mrs Jyoti Mayal along with their teams to work out a way forward.

4. VANDE BHARAT FLIGHT BOOKINGS FOR AGENTS:

- On TAAI's insistence and persuasion MoCA permitted Travel Agents to book seats on VBM flights on Air India. Other airlines followed.
- We further insisted and ensured these be opened on the GDS for BSP settlements.
- Apart from that, since now the global skies are opening, our appeal is pending with MoCA for due consideration for opening all sectors, especially for underserved markets where air bubbles and VBM flights are not operating.

5. STATE GOVERNMENTS:

- We connected with every State Government, through their Chief Ministers/ State Tourism Secretary/Ministry and appealed for rebates, reliefs and has also suggested way forward with for survival and revival of travel and tourism as per the demographics of the state, its population, inbound/ outbound and domestic tourism avenues.
- Most of the State Governments in 20 Regions/Chapters of



TAAI's presence have taken our suggestions positively and have implemented them in their SOPs as well as Tourism Policies.

- TAAI office bearers of Regions/Chapters are in direct and regular contact with your local state authorities including drafting of guidelines and ensuring implementation.

6. FINANCIAL SECURITY FROM THE AIRLINES:

Since January this year, when the office bearers met the Hon. Civil Aviation Minister in New Delhi, we have given the suggestion on protection of travel agents against defaults from airlines, delays in payment of group deposits, taxes, abolishing of RAF charges etc.

Our proposal of Insurance to be charged on the ticket has been discussed with MoCA several times, since January'20 and has undergone many positive amendments and upgrades. Recently too during the meeting held, with Civil Aviation Minister and Tourism Minister jointly, the same was reiterated and a detailed presentation on Insurance charge to be levied on each ticket was given including Covid like pandemic situations. We have asked for a task force to be setup under the Chairmanship of the Hon^{ble} Minister -MoCA, along with the Airlines to ensure all aspects of coverage are considered in the Insurance charge so that the Airline or Travel Agent does not suffer and the trade at large prospers.

7. IATA ISSUES:

Our regular appeals and talks with IATA with support from UFTAA:

- Ensured 3 extensions of due dates for Renewal of Insurance - financial security due to lockdown
- Withdraw the irrational administrative charges being levied by airlines by way of ADM
- Withdraw additional IATA certificate charges @ USD 150 being levied to many agents
- Reduction in Annual accreditation fees for the year January to December 2021
- Acquiring bank refund issues faced by many airlines/ agents for tickets issued by Credit Card
- To place all sales proceeds of airlines in escrow account until all refunds are processed.
- Features like RA, TIP, Ticketing Authority queries, Sales Summary etc. be part of the basic BSPLink version of every IATA agency.
- Through UFTAA we informed PAPGJC and necessary steps have been taken by IATA to stop airlines like Air India which are seeking copies of Agent Credit Cards for their records.
- Re-instatement of Accreditation, for all members who appealed through TAAI who could not make settlement

payments due to the lockdown.

- Reworking/Amending/ Appending on the current Resolutions of IATA, enabling adequate protection of funds and issues of travel agent members.

We have been blunt with DG-IATA and have criticized on the failure of the BSP mechanism in this pandemic time. We shall be working towards a complete change in the structure and policies protecting the member agents and ensuring smooth and hassle-free business environment.

8. TOURISM REVIVAL:

- Recommended enhanced positive changes in the MDA scheme of the Government for the trade, which was well accepted.
- Skill development for Women in Travel along with all members. FICCI-FLO and TAAI signed a MOU with MoT on skilling development.

- Our Regions and Chapters are similarly co-ordinating on State Tourism Policies like, Gujarat, Maharashtra, Kerala, Karnataka, Rajasthan, Tamil Nadu, J&K, MP&CG, AP&TS. Our unified and state specific suggestions are being well accepted and implemented.

- Educational Webinars with Tourism Boards, hoteliers, holiday planning, DMCs, Visa facilitators, Tax Consultants on MSME / GST, etc.

- State wise training for members under Dekho Apna Desh

- Made suggestion on starting of Special Tourism Zone(STZ)

- Recommendations to Bureau of Indian Standards on standardisation of norms.

- Discussions are on with MoT on the New National Tourism Policy

- Swachh Bharat initiatives of PM and MoT, we recommended state wise monitoring of cleanliness of monuments, establishments, locations etc.

Our initiative with one of the largest Pharma companies provided an insight to the trade on Covid and anti-body testing RT-PCR, which was well accepted and is enabling to open state and international borders. Our suggestions to the Government was positively accepted and promptly implemented for travellers.

9. TAAI IN MEDIA:

Our office bearers/committee members have been interviewed not only by trade newspapers/channels, but you must have seen TAAI being covered on National Television/ Local and international media as well.

We have been regular on social media updates too be it



Twitter, Facebook, Instagram and LinkedIn too. Many of our comments and media reports have been covered under the aegis of FAITH, which gave our issues a larger outlook and made our voice heard.

Due to the lockdown, we efforted hard and ensured NamastAAI, our very own inhouse magazine, reaches you all. We digitised it and two issues have been digitally circulated, for which have got appreciation from members, government, and global acclaim too.

10. TRAINING AND SKILL DEVELOPMENT:

Our initiatives during this lockdown and way forward shall include skilling and training of our members, their teams be in on airline, tourism products, taxation matters, health and safety concerns, on knowledge and sustainable tourism. TAAI represented India on the Global Tourismjobs initiative enabling job opportunities of the trade.

Global Tourism Boards □ Maldives, Abu Dhabi, Nepal, Dubai, Indonesia, Vietnam, Canada, Kenya, Namibia, Mauritius, Sri Lanka, Singapore, Bhutan, UK, USA, Zanzibar, South Africa, New Zealand have been connected with us and we have and shall be conducting knowledge sessions in association and for the benefit of the membership.

TAAI has also been talking to their Tourism Ministries/ Missions on bi-lateral tourism development to India, which shall enhance our inbound tourism.

We are also in the process of confirming training programs with Airlines and IATA on their products and easy modules of conducting business.

We have ensured our members get appropriate connect and invites for global exhibitions and marts, which are happening virtually, for which we have tied-up with ATM-

Dubai, SATTE, VTM, ITB Asia, WTM-London etc.

Friends, we the committee members are elected by you all, to represent you. We represent all of us jointly with the Airlines/ IATA / Government / Tourism Boards / Consulates & Foreign Missions/ Visa facilitators, and all other places/ persons/ authorities, where we need to go with one voice.

We all are a group of individuals/persons/ organisations who gather as one uniform voice under the aegis of a group called an Association, being TAAI. There have been many non-members and other organisations which are trying to dis-repute TAAI and its legacy. Their sole motive is to not only break the unity of our group (TAAI), but also give an advantage to our principals and other authorities to whom we are appealing. TAAI has always been democratic, transparent, forceful and the single largest nodal trade voice since 1951. We are proud that our members are from all sections of travel, tourism and hospitality sector.

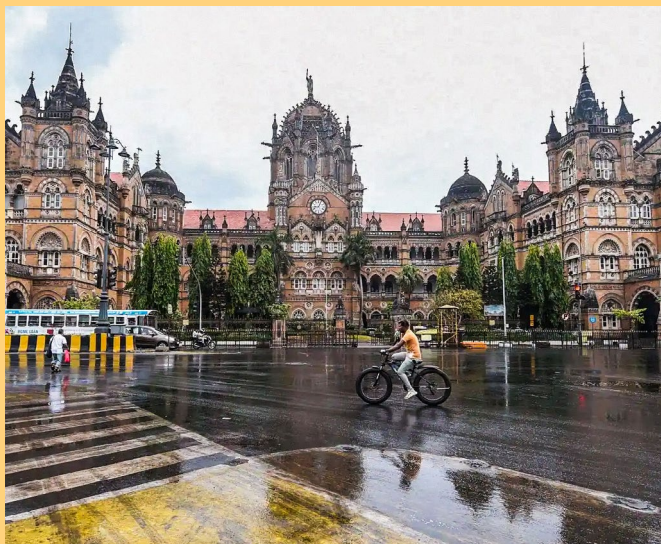
We are one of You ! We assure you that, We are Your Voice. Convey to us your concerns and we shall ensure that we not only take it forward, but get logical solutions to them in the best possible manner. Our matters are still not resolved, but are being worked on with due consideration, at all levels and we have a long way ahead. We endeavour to work in the most aggressive manner to protect the dignity, stability, growth and respect of our members.

We have hereby highlighted some of the points that we have taken up and tried to resolve, in interest of our colleague members and the trade at large.

We request you humbly, to have faith in the Committee which You elected and encourage us in order to ensure that we resolve all unresolved matters at the earliest. We will keep you updated from time to time on all matters. ▲

Amendments in Maharashtra's travel rules for domestic & international passengers brings relief in such difficult times: TAAI

The President of the Travel Agents Association of India (TAAI) Jyoti Mayal has welcomed the Maharashtra government's decision to amend travel rules and paid her gratitude to authorities for making amendments to the guidelines issued for international and domestic passenger amidst the scare of Omicron Covid-19 variant. "At such times, when economic revival is the need of the hour, the decision brings so much relief. Now no RT-PCR test is required for fully vaccinated domestic flyers travelling to Maharashtra. Negative RT-PCR test report not older than 72 hours of departure would only be required for those who are partially vaccinated or unvaccinated," mentioned Mayal. "All states should have collaborated policies. We are one country and need one set of rules and regulations for the travel & tourism industry. With different policies, what will be the difference between international & domestic borders? TAAI has been advocating that we need coordinated policies globally for crossing international borders," added the TAAI President. ▲



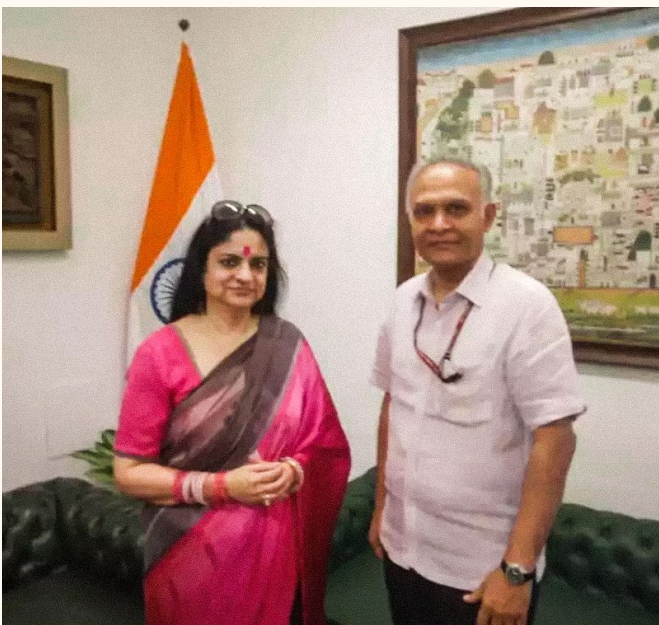
Tourism has got its well-deserved recognition after getting industry status in Rajasthan: TAAI

In the state budget announcement of Rajasthan, Chief Minister Ashok Gehlot, announced that tourism and hospitality sector will be accorded the status of industry in Rajasthan, saying it has been a long pending demand and the decision will give support to the sector. Expressing her happiness and extending best wishes to the Government of Rajasthan & to the Chief Minister for having a visionary approach, Jyoti Mayal, President, Travel Agents Association of India (TAAI) said the 'decision has been long awaited & is now finally in black & white, and documented.' She added, "We have urged the government many a times for recognising this sector as an industry and are happy to have finally achieved the same in Rajasthan & hope for a uniform industry status announced throughout the country. India is one country & we need universal recognition, policies & taxes to set standards in this most important sector which always supports the country economically." ▲



TAAI President meets MEA Secretary to deliberate on visa issues and delays

To discuss and deliberate on the visa issues faced by the travel trade, Jyoti Mayal, President, Travel Agents Association of India (TAAI) had an interaction with Sanjay Verma, Secretary - West, Ministry of External Affairs, Government of India, where the association sought interference of Union Minister



of External Affairs through government-to-government dialogue for addressing the issues. The meeting request was made to the MEA to talk about the delays in the issuance of visas to the United States, Schengen and other countries. TAAI has been regularly taking up issues related to the ease of travel & tourism with concerned ministries & stakeholders & thus increasing footfalls for outbound, inbound & domestic markets. While sharing the concerns of the industry with Verma, Mayal said that TAAI is seeking MEA's assistance by way of addressing the issues and challenges faced by the travel trade fraternity of the country to make it more robust. "The pandemic era has been a struggle for tourism survival & there is a huge opportunity to quickly revive as people are wanting to restart travel with huge.

During the discussions, Mayal conveyed that the issuance of visas to the United States, and many Schengen countries, especially Greece is a major hurdle that which travel trade fraternity is facing these days. Members & clients have been reaching out to TAAI that they are unable to secure an appointment for visas for travellers & then the long delays in the stamping of visas without any proper communication. "In addition, some missions keep the passports for an indefinite period resulting in uncertainty & cancellations which incur a huge cost to the traveller given that confirmed air tickets & hotel vouchers are a requirement for visa applications, which must be done away with," requested Mayal. ▲



TAAI Urges MoT To Stabilise And Sustain Travel And Tourism Trade

Jyoti Mayal, TAAI President, handed over a Focus 2022 document to Mr. Arvind Singh, Secretary – Tourism. TAAI paid its gratitude and appreciated the ministry's efforts and support extended to the travel trade during the tough times. The letter highlights key points for the year 2022 and how with the ministry's support and encouragement tourism and travel trade would stabilise and sustain.

Jyoti Mayal, President, TAAI highlighted the key point of accreditation with MoT and requested for undertaking a state-wise registration drive along with TAAI, for the trade members to register with MoT; relax norms for over 1400 IATA accredited agents who are members of TAAI and automating the registration process.

The services sector is the largest contributor to the GDP and, travel trade being the most significant one amongst all, travel trade fraternity needs to be educated and upgraded continuously, especially under the ministry's aegis, to aptly showcase our nation's quality of providing the best services with appropriate knowledge, she added. ▲

Jyoti Mayal, President, TAAI appeals for insurance for destination



Ms Mayal raises concerns regarding the insurance and appealed, "Insurance should be mandatory for international and domestic travel. I would recommend governments to have free insurance built in to promote tourism to their countries, inculcating confidence in the traveller and increasing footfalls. Travel consultants should guide their clients to take into consideration insurance cost when planning a trip. TAAI has been in dialogue with MoCA and MOT to make insurance compulsory, and let MOT be the primary policyholder." ▲

TAAI regions and Chapters across the country conclude elections



The Travel Agents Association of India (TAAI) Members' Annual Meetings and Elections have been successfully concluded in all TAAI Regions and Chapters (four Regions and 20 Chapters) for the 2022-24 term.

Following this, new office bearers in the respective regions and Chapters have been elected for a new term. In most of the Chapters and regions, previous term's office bearers have been unanimously re-elected while a few Chapters have seen new faces taking charge. Region-wise, the Northern region saw re-election of Neeraj Malhotra from Ganpati Travels as the Chairman, while in the Eastern Region, Manav Soni from Exclusive Travels has returned as Chairman. In the Western Region, Rajesh Poddar from Rightchoice Tours & Travels has been elected as the Chairman.

From the Southern Region, Devaki Thiyagarajan from Avocet Tours & Travel has been chosen as the Regional Chairman. In the West region, Aletta Dias has been chosen as the Hony Secretary while Sunit Rawat has been elected as the Hony Treasurer. In the Southern Region, Padmini

Narayanan is the Hony Secretary while Regil Damodaran is appointed as the Hony Treasurer.

Across Chapters, Manoj Sogani from BCS Tours & Travel has been re-elected as the Chapter Chairman for the third consecutive term. Dashrath Singh has been elected as the Hony Secretary while Arvind Pareek is the Hony Treasurer for a new term.

In the Uttar Pradesh and Uttarakhand Chapter, Hina Sheeraz Zaidi from Sheeraz Tours has been elected as the new Chapter Chairman while Pradeep Kumar Roy from Skyline India Travels is the Hony Secretary and Mohammed Khalid Shah from Ashraf Travels is the Hony Treasurer.

Jammu & Kashmir Chapter saw unopposed election of Ather Yameen as the Chairman while Sameer Baktoo has been elected as Hony Secretary through an electoral process. Irshad Hazari has been elected as Hony Treasurer.

In the MP and Chhattisgarh Chapter, Hemendra Singh Jadon from Overseas Travels has been re-elected as Chapter Chairman while Harraj Singh Sidhu has been reelected Chairman of the Chandigarh Chapter. ▲

SOUTHERN REGION



ULA RAIL – The public-private partnership between the Indian Railways and Travel Times was launched on July 4th, 2022 by India Tourism and Indian Railways at The Pride Hotel, Chennai with the lighting of the lamp. The event also saw the launch of its online booking portal & Facilitation by Chief Guests Mr. Mohamed Farouk, Regional Director, India Tourism, Ministry of Tourism, Govt of India; Mrs. V.Jayanthi, Senior Commercial Manager, Southern Railway, Dr. P. Murugesan – Chairman, Legal Council & TAAI Managing Committee Member, graced the occasion.

SOUTHERN REGION



76th Independence Day Celebrations



76th Independence Day Celebrations & Flag Hoisting functions were held on 15th August in two sister industries promoted by Mr. R. Karunanidhi, Chennai. In one place the flag was hoisted by POE-1 Protector of Emigration Dr. M. Venkatachalam along with his deputy Mrs. Subthra. Dr. P. Murugesan – Chairman, Legal Council & TAAI Managing Committee Member, was present at the event and interacted with the dignitaries.

TAAI participates at the Travel Trade Fair Hyderabad 2022

AP & TELANGANA



A two-day travel trade fair TTF Hyderabad got underway at the HICC.

The event, organised after a hiatus of two years owing to the COVID pandemic, comes in the backdrop of a rebound of domestic and international travel. Over 150 participants from 19 States and Union Territories as well as four countries are participating in the fair. While Gujarat and Uttar Pradesh

are partner States, with big pavilions, Chhattisgarh, Himachal Pradesh, Madhya Pradesh, Meghalaya and Puducherry are Feature States. Hosts Andhra Pradesh and Telangana are offering full support, the organisers Fairfest Media.

Mr. Nagesh Pampati Chairman, Andhra Pradesh & Telangana Chapter along with other dignitaries attended the event. ▲

EASTERN REGION



TAAI Eastern Region is continuously trying to keep updated all its members and share knowledge regarding the new as well as existing products.

Apart from the regular meetings, the region has successfully conducted the Members Annual Meeting on 8th August 2022 at The Park Hotel. ▲



Manav Soni as Chairman - Eastern Region, Mr. Anjani Kumar Dhanuka as Hon. Secretary and Mr. Sanjeev Mehra as Hon. Treasurers were elected unopposed as the Office Bearers of the TAAI Eastern Region for the term 2022-2024.



One of the benchmark event TAAI Eastern Region conducted was the First ever Tourism Debate which was held on 8th September 2022. The event was hosted by the Park Hotel, Kolkata and the Topic was - "There is no future for offline business in Travel & Tourism".

Mr Sanjay Kothari was the moderator for this debate. We had eminent personalities from the Tourism Industry as Guest Speakers for this debate. Mr. Aarish Khan, Mr. Rajkumar Sarroff, Mr. Jay Saraogi and Mr. Manoj Saraf spoke for the motion whereas Mr. Amin Asghar, Mr. Prashant Binnany,





Mr. Carlisle Vaz and Mr. Ritam Saha spoke against the motion. TAAI Eastern Region continues to work closely with West Bengal State Government as well and India Tourism-Kolkata towards rebuilding the pathway to healthy growth. We acknowledge and appreciate their support to TAAI Eastern Region in the past and look forward to their continuous support in the future.

TAAI Eastern Region has been inducted in the West Bengal Tourism Task Force and would be working closely with the Government towards restructuring of Tourism for the State.

"The illiterates of the future are not those who cannot read or write, but those who cannot learn, unlearn and relearn". TAAI Eastern Region Continues to deliver and make sure that the growth path ahead is smooth. ▲



JAMMU AND KASHMIR



Travel Agents Association of India – J&K elected after Yameen Narwari of Earth Earth Explorers Travel & Tours (Pvt) Ltd. As its Chapter Chairman, Sameer Ahmad Baktoo of Indian Travel Connection as its Hon. Secretary, and Irshad Hazari of Euphoria Tours & Travels as its Hon. Treasurer in its 18th Members Annual Meeting which was held on 6th August at Hotel The Vintage Boulevard Road Srinagar.

J&K Chapter had its Members Annual Meeting on the 6th August 2022 at The Hotel Vintage Boulevard Road, Srinagar and almost 90% of members attended the meeting. The Chairman, presented the report and mentioned the following points in his report :

With the onset of this pandemic, most of the agents faced business hardships but now Kashmir is witnessing a record footfall of tourists this year. After a slump of three years, nearly 1.05 crore tourists visited the J & K as per the Ministry of Home Affairs data signalling growth in UT's Tourism Industry. Such is the rush this time that hotels are fully booked. The boom has come as a ray of hope to recover the losses of the past three years.

The introduction of direct evening flights has given a shot in the arm to tourism in J&K and night flight operations have already begun at Srinagar ' Sheikh Ul Alam's airport, thus allowing travellers to get into the Valley at all times of the day.

"It is the beginning of a new chapter. We are confident that our efforts to promote Kashmir as a tourism destination and the involvement of local stakeholders played a key role," said The Secretary of Tourism Mr Sarmad Hafeez.

Govt. giving small relief to the Houseboat owners and Shikarawalas by providing timber at concessional prices for repair and maintenance. We are thankful to KHBOA who made this possible as they had a number of meetings with the Administration to implement this order.

The chapter had its election and the following members were elected as Office bearers for the



The newly elected Chairman will take over the charge from the outgoing Chairman Zahoor Ah. Qari of Air Links Tour and Travels.

term 2022-2024: Mr Ather Yameen Narwari, Chairman, Earth Explorers Travel & Tours (Pvt) Ltd.; Mr. Sameer Ahmad Baktoo, Hon. Secretary, Indian Travel Connection, Mr. Irshad Hazari, Hon. Treasurer, Euphoria Tours & Travels. ▲

SOUTH GUJARAT



All team members were thankful to all for reelection for new term - Mr. Malcom Pandol, Chairman; Mr. Kantibhai Sohagia, Hon. Secretary; Mr. Vishal Shah, Hon. Treasurer. The chapter thanked Mr. Amit Mehta, G.M. of Surat Marriott Hotel for arranging this General and Election meeting.

TAAI South Gujarat Chapter meeting was conducted at The Marriott Hotel Surat on 4th August, where the chapter members discussed the registration of 66th Cruising

Convention at Singapore. Also, support to TTF in Surat. Mr. Vishal Shah, Hon. Treasurer of Chapter, presented final Financial report of the chapter. ▲

MP & CG



TAAI MP & CG Chapter supported the Saudi Tourism Authority product presentation for its members. The event was held on 22nd June 2022 at Marriott Hotel Indore. Ms. Krupa Rathod Marketing Manager- India (West), Saudi Tourism Authority & her team did the presentation, shared detailed information and clarified queries of the members.





GUJARAT

Members Annual Meeting of TAAI Gujarat Chapter was held on 4th August at The Fortune Landmark, Ahmedabad.



The following team will continue for the incoming term 2022 - 2024 -
 Mr. Virendra Shah - Chairman;
 Mr. Prashant Madlani - Hon. Secretary
 and Mr. Viral Shah - Hon. Treasurer.



GUJARAT



TAAI Gujarat Chapter Chairman Mr. Virendra Shah met Mr. Harin Fernando - Tourism Minister of Sri Lanka and Mr. Sanath Jayasurya - Brand Ambassador & Former Sri Lankan Cricketer as both were visiting Ahmedabad for the promotion of Sri Lanka Tourism in the state.

Meeting with Tourism Minister of Sri Lanka



At the event, Mr. Virendra Shah expressed his view for promoting Sri Lanka as a destination in the state.



GUJARAT



Members of Gujarat Chapter visited the newly launched luxury hotel ITC Narmada Hotel in Ahmedabad on 1st and 2nd September 2022.



Members enjoyed delicious lunch at Peshawari - ethnic restaurant in ITC Narmada. The hotel is marvellously architected and members enjoyed the visit.



GUJARAT



Gujarat Chapter Chairman Mr. Virendra Shah along with National Managing Committee Member Mr. Paras Lakhia and other members attended the official launch of the song "Rann ke Rang" on 7th September, 2022

NORTHERN REGION



Northern Regions Elections was scheduled on 8th August, 2022



MP & CG



Azadi ka Amrit Mahotsav & Har Ghar Tiranga was celebrated by TAAI MP & CG Chapter at Devi Ahilyabai Holkar International Airport, Indore on 13th August 2022. Minister of Tourism, Madhya Pradesh, Ms. Usha Thakur was the Chief Guest of the event. National flags were distributed to the arriving passengers by Ms.Thakur along with the TAAI team. TAAI MP & CG Chapter Chairman Mr. Hemendra Singh Jadon & Hon. Treasurer Mr. Amit Navlani, along with several TAAI members were present at the event.



MP & CG



Members Annual Meeting of TAAI MP & CG Chapter was held on 6th August 2022 at The Park Hotel, Indore.

At the event TAAI MP & CG Chapter Chairman Mr. Hemendra Jadon presented his report on the activities & events of TAAI Madhya Pradesh & Chhattisgarh Chapter during the year, while .Hon. Treasurer Mr. Amit Navlani presented Financial report of the Chapter for the financial year – 1st April 2021 to 31st March 2022. The Financial report was unanimously adopted.

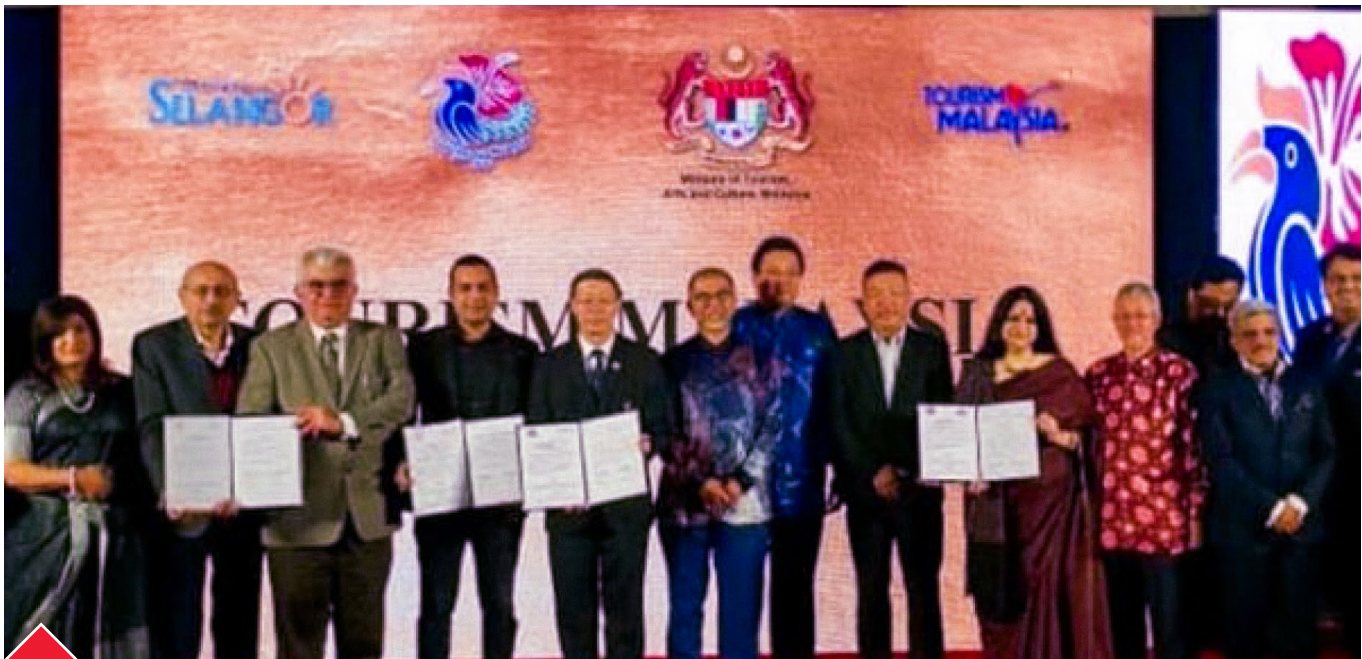


The office bearers of TAAI MP & CG Chapter for the new term 2022 – 2024 , Chairman - Mr. Hemendra Jadon; Hon. Secretary - Mr. Amit Navlani; Hon. Treasurer – Mr. Pankaj Raj Sood were greeted by the members.



National Managing Committee Member Mr. Sunil Notani attended the meeting. The meeting was well attended by the chapter members.

MATA signs MoU with TAAI



MATTA president Datuk Tan Kok Liang, TAAI president Jyoti Mayal, TAFI acting president Pradip Lulla and OTOAI general secretary Shrvan Bhalla. (Photo credit: MATTA)

The Malaysian Association of Tour and Travel Agents inked a Memorandum of Understanding (MoU) 7th January 2020 with the national travel associations in India.

The agreement with the Travel Agents Association of India (TAAI) will focus on boosting two-way travel between the two countries during Visit Malaysia Year 2020.

MATTA president Datuk Tan Kok Liang commented: "Malaysia is ready to welcome tourists from India for Visit Malaysia 2020 and this MoU is a winning collaboration for MATTA with the TAAI, TAFI and OTOAI, which augurs well for tourism in both countries."

MATTA will encourage member companies to introduce new itineraries and tour packages to boost visits from India. Visits from India increased from 600,311 in 2018 to an estimated 750,000 in 2019, an increase of 23.2%.

Travel from India should boom now Malaysia has opened visa-free travel for 15 days after the government extended the Electronic Travel Registration and Information (eNTRI) system to both travellers from India and China.

Nationals from India and China can travel freely to Malaysia without applying for a visa as long as they pre-register with eNTRI system.

MATTA is also backing proposals to increase air connectivity, develop new tourism products and improve options for travellers from both India and China.

"MATTA will continue to support the government and Tourism Malaysia in developing India as a stronger tourist source market, and work with airlines to add new routes and increase flight frequencies for scheduled flights and explore the feasibility of charter flights to meet market demand," he concluded. ▲

TAAI signs MoU with Saudi Tourism to promote bilateral tourism



The Travel Agents Association of India (TAAI) has signed a Memorandum of Understanding (MoU) with the Saudi Tourism Authority on 18 May 2022, the national tourism agency of Saudi Arabia, to promote travel and tourism between India and Saudi Arabia.

TAAI and Zen Cruises Private Limited, Mumbai sign Memorandum of Understanding



Zen Cruises and Travel Agent Association of India announced a new agreement to extend their business synergy and strategic partnership to promote cruising across all its 20 chapters in India. Zen Cruises signed the MoU with Jyoti Mayal, President, Travel Agent Association of India on February 4, 2020.

The MoU aims at promoting strategic partnerships which will be beneficial to both the parties. Zen Cruises Private Limited, Mumbai also unveiled their internal magazine 'Making Waves' at the event which was unveiled by

President TAAI and her core committee.

Through this MoU, Zen Cruises will provide special rates for TAAI members whereas TAAI will provide promotional assistance to the latter. The two organizations will also jointly conduct roadshows soon.

Commenting on this Jyoti Mayal, President, TAAI said: "We are pleased with this agreement and are glad to partner with Jalesh Cruises. This is a great opportunity for our members to offer their customers the benefit of best hospitality services on the sea." ▲

TAAI signed a MOU with Jalesh Cruises (Zen Cruises Pvt. Ltd.) on 4th February 2020 On Board "Karnika"



TAAI signs MoU with Kazakh Tourism to promote bilateral tourism The MOU aims to improve cooperation between the two

The Travel Agents Association of India (TAAI) and Kazakh Tourism signed a Memorandum of Understanding (MoU) on 10th August 2021 to promote bilateral tourism. While Jyoti Mayal, President, TAAI signed the MoU on behalf of TAAI, Kairat Sadvakasov, Acting Chairman of the Board Kazakh Tourism, signed the MoU on behalf of the Central Asian Republic of Kazakhstan. The MOU aims to improve cooperation between the two to promote tourism between Kazakhstan and India through Tourism product promotions which includes bilateral assistance in organizing events and demonstrating tourism potential of the two countries during trade shows and training programs, webinars. Through the cooperation, the travel trade in both the countries will have an opportunity to connect with each other and build business relations to promote travel products mutually. TAAI members will get an opportunity to showcase 'Incredible India' to Inbound and MICE segments for Kazakh Tour Operators. ▲



TAAI Initiates MoU with SLAITO to promote Tourism between both Countries



Sri Lanka has been India's close partner for facilitating bilateral tourism. Post covid, Sri Lanka is amongst the first country to open tourism for fully vaccinated travellers from India, for which the entire travel fraternity of India is very pleased.

Most eagerly awaited events of the Travel & Tourism industry TAAI Conclaves & Conventions (Indian Travel Congress) have been so far the biggest platform to bring the global travel trade industry together. TAAI does these events all over the world, including India. TAAI has till 2018 organized 65 Annual Conventions in different parts of the globe & many conclaves, including the most recent this year in Kevadia, Gujarat. TAAI is exploring to work very closely with Sri Lanka for more than these initiatives. TAAI which is the leader association of India, initiated signing of a Memorandum of Understanding (MoU) with the Sri Lanka Association of



Inbound Tour Operators (SLAITO) October 2021.

While signing the MoU, Jyoti Mayal, President said that TAAI has had strong and fruitful relations with the Sri Lankan travel trade partners & especially SLAITO for many decades. 'I am glad to share that post Covid 19, we are once again working in a collaborative manner to explore promotion of tourism amongst our countries & explore opportunities to organize TAAI Conclave or its Annual Convention in Sri Lanka. Both India & Sri Lanka are rich in its diverse culture & history and with a common goal SLAITO welcomed our suggestion to collaborate. We are looking forward to visiting Colombo to finalize more details.' ▲



TAAI signs MoU with ABTO to promote Buddhist tourism in India

The Travel Agents Association of India (TAAI) has signed a Memorandum of Understanding (MoU) on 11 October 2021 with the Association of Buddhist Tour Operators (ABTO) to promote Buddhist tourism in India. Both the associations along with the Ministry of Tourism (MOT), Government of India will work together in the field of travel & tourism with an aim to promote Buddhist pilgrimage tourism, culture & nature tourism, MICE, corporate and other segments in the country. According to TAAI, this MoU seeks to establish an understanding of the roles, commitments and partnerships between ABTO and TAAI especially for the Buddhist association's upcoming annual convention scheduled in December. Speaking on the occasion, Jyoti Mayal, President, TAAI stated that Buddhist tourism has huge potential as it binds Indians with Buddhist followers from across the globe. She applauded the efforts of MOT, state governments of Bihar & Uttar Pradesh, and Government of Nepal, and especially thanked Prime Minister Narendra Modi for his support in promoting Buddhist tourism and also for the recent initiative of inaugurating the Kushinagar International Airport. "With efforts like such, India will soon become the most visited destination for Buddhism followers," she added. ▲



MoU with Almaty Tourism will further enhance bilateral ties, investments, & education opportunities: TAAI President



During a recently conducted roadshow by the Travel Agents Association of India in New Delhi, which was second in India after Mumbai, it was observed that a more rigorous approach seems to have been adopted by the Indian travel trade fraternity to promote tourism between India and the Common Wealth of Independent States Region (CIS Countries), post-pandemic, especially with Kazakhstan.

Sharing the background of the initiative, TAAI President, Jyoti Mayal in her address said that they signed an MoU last year with Kazak Tourism on 17 May 2022. "On the same pretext, we are delighted to sign the same with the Tourism

Board of the Almaty City. TAAI's aim and objective through the signing is to educate, facilitate, and further enhance bilateral tourism, investments, and education opportunities for the students. Being the largest country in the region, Kazakhstan has always been India's leading trading partner in the CIS, and therefore we are keen to take the existing bilateral relations to a next level," Mayal added. From the visa perspective, Galymzhan Seilov of Kazak Tourism informed that although e-visas are suspended temporarily; however, they are working closely with the authorities to restart the same at the earliest. ▲

TAAI Joins Hands with Nepal Tourism Board (NTB) to Promote and Enhance Bilateral Tourism

TAAI signed a Memorandum of Understanding (MoU) with the Nepal Tourism Board to Promote and Enhance Bilateral Tourism on October 22, 2021. The MoU specifically focuses on promoting mutual interests and tourist arrivals through collaboration and a cooperative approach on a reciprocal basis in the years to come.

While speaking on the occasion, Jyoti Mayal, President, TAAI said that we are focusing on Tourism Product Promotion which includes bilateral assistance in promoting tourism through the organization of events/ roadshows/ conclaves/ summits/ webinars, etc., to demonstrate the tourism potential of both our countries.

Jyoti Mayal conveyed and opined, that India and Nepal share borders, and therefore both the countries should develop more tourism, especially after the pandemic. It is



indeed required to be more strategic & adopting towards new norms and marketing strategies. Tourism in our countries can see significant growth and we can eventually be the number one source market.

Anoop Kanuga, Managing Committee Member, TAAI expressed his gratitude and thanked Dr. Dhananjay Regmi, CEO, Nepal Tourism Board (NTB), and their entire team for the support and cooperation extended to TAAI. He highlighted the age-old relationship

both India and Nepal hold and how TAAI has contributed to further cementing and strengthening the same by facilitating travel and trade amongst the two great nations.

Specific events may be included under this MoU, and both parties based on discussions and deliberations will formulate strategies to promote and enhance Bilateral Tourism, said Jay Bhatia, Vice President. ▲

Destination Turkey workshops organized by TAAI along Ministry of Culture & Tourism of The Republic of Turkey

Destination Turkey workshops on 24th February – Kolkata



Destination Turkey workshops on 25th February – Jaipur



Destination Turkey workshops on 26th February – Hyderabad



Destination Turkey workshops on 27th February – Bengaluru



Destination Turkey workshops on 28th February – Chennai



New Members

SR. NO.	NAME OF AGENCY	CITY	REPRESENTATIVE I	REPRESENTATIVE II
1	Jain Tours And Travels	SURAT	Mr. Sumit Jain	Mr. Amit Jain
2	Red Planet Travels & Sports Private Limited	NOIDA	Mr. Lal Tripathi	Mr. Devki Nandan
3	Galaxee Holidays	KOLKATA	Mrs. Shalini Sarkar	Mr. Avijit Sarkar
4	Universal Flying Services Pvt. Ltd.	NEW DELHI	Mr. Rakesh Singh Negi	Mr. Sunil Kumar
5	Skybird Travels	AHMEDABAD	Mr. Mahesh Baraiya	
6	Malankara Tours And Travels	PATHANAMTHITTA	Mr. Bikash Babu	Mr. Vipin Jacob George
7	J. R. Travel Service	CHENNAI	Mr. A. Johnson	Mr. M. K. Regil
8	My Kind Vacations Pvt. Ltd.	NOIDA	Mr. Ravi Saxena	Ms. Jasmeet Kaur
9	Travel Diaries	SECUNDERABAD	Mr. Srinath Telukunta	Mr. DVSP Gupta
10	Bennys Royal Tours Private Limited	ERNAKULAM	Mr. Benny Panikulangara Kuriyappan	Mr. Densal Domic Sany
11	Star Travellers	KOLKATA	Mrs. Swati Ghosh	Mr. Amitabh Ghosh
12	Paramhans Holidays Pvt. Ltd. T/A Mytravelbazaar.com	MUMBAI	Mr. Suprabh Oza	Mr. Bhavesh Oza
13	Choice Holidays	RAIPUR	Mr. Ritesh Mundhra	Mr. Tuhin Banerjee
14	Ambition Travels & Tours Private Limited	KOLKATA	Mr. Subhash Chand Bagra	Mr. Anshul Bagra
15	Inter Airwings Pvt. Ltd.	NEW DELHI	Mr. Dinesh Kumar	Mr. Sharad Kumar
16	SND World Tourism Pvt. Ltd.	PUNE	Mr. Swapnil Shirsath	
17	Hideaways	INDORE	Mr. Shailesh Vishwakarma	Mrs. Jaspal Vishwakarma
18	Francis Travels	INDORE	Mr. Reynold Francis	Dr. Maggi Francis
19	Laraib International Tours And Travels	LUCKNOW	Mr. Imran Ahmed Shamshad Ahmed	Mr. Faizan Shamshad Ahmad Idrisi
20	Riyaan Travels And Tours	CHENNAI	Mrs. S. Samshath Begum	Mr. K. A. Syed Abdul Khader
21	Vay2Go Travel Private Limited	CHENNAI	Mr. Mohamed Zabeer	Mr. S. Chandrasekar
22	Greenlight Travel Solutions Private Limited	MUMBAI	Mr. Mehul Bhagwanji Khatri	Ms. Anita Rajiv Singh
23	Anan Aviations And Hospitality Pvt. Ltd.	SILIGURI	Mr. Ankush Agarwala	Mr. Devraj Agarwala
24	Discover Andaman Holidays Pvt. Ltd.	PORT BLAIR	Mr. Saikat Biswas	Ms. Prithi
25	Wings Travel Lines	TIRUPUR	Mr. R. Balan	Mrs. B. Bhuvaneshwari
26	Wisdom Travel And Tours	MUMBAI	Mr. Riyaz Vasani	Mr. Sohail Rupani
27	Logitrust Voyages Pvt. Ltd., T/A Logitrust Voyages	NEW DELHI	Mr. Atul Agarwal	Mr. Sameer Sharma
28	Seven Seas Tourism	NEW DELHI	Mr. C. Ganesh	Mr. P. Raju
29	Red Hat Communications	NEW DELHI	Mrs. Jyoti Mayal	Mr. Balbir Singh Mayal
30	TravelBerries Holidays & Visas Pvt. Ltd.	CHENNAI	Mr. Mohan Venkatesaperumal	Ms. Regina Suresh
31	Nufty Tours And Travels	COIMBATORE	Mr. B. Prajesh	Mrs. P. Pavithra Lakshmi
32	Travelista	COIMBATORE	Mrs. S. Gowri Sangeetha	Mr. R. Suresh Kumar
33	Andaman World Travels Pvt. Ltd.	PORT BLAIR	Mr. Vivek Singh	Mrs. Shubhawati Singh
34	Andaman Discover	PORT BLAIR	Mr. Sumit Kumar Mallick	Ms. Kiran Raju
35	R.R. Travels	AGRA	Mr. Ashish Agarwal	Ms. Anuradha Agarwal
36	Indo Gulf Travel Services	LUCKNOW	Mr. Ishan Ahmad Khan	Ms. Naghmi Khan
37	Air Arena Tours & Travels	MUMBAI	Mr. Rakesh Kumar Nayak	Mr. Rohit Nayak
38	Reisen Tours India Pvt. Ltd.	NEW DELHI	Mr. Harish Verma	Mr. Vijay Malik
39	Tripforo Private Limited T/A Tripforo	KOLKATA	Mr. Navjot Kumar Singh	Mrs. Priyanka Singh
40	Lotus Tours And Travels	COIMBATORE	Mr. Vimal F.	Ms. Mirra V.
41	Alliance Vacations India Pvt. Ltd.	INDORE	Ms. Varsha Pandey	Mr. Manish Upadhyay
42	Voyage Multiverse T/A Holidayonsale	JAIPUR	Mr. Peeyush Kumar Sharma	Ms. Darshana Sharma

TAAI would like to thank all the partners
for their immense support

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