



ESTD 1954

ಕರ್ನಾಟಕ ರಾಜ್ಯ ಹೋಟೆಲುಗಳ ಸಂಘ (ರಿ.)
KARNATAKA STATE HOTELS ASSOCIATION (R.)

Since: 1954

ಕರ್ನಾಟಕ ರಾಜ್ಯ
ಹೋಟೆಲುಗಳ ಸಂಘ (ರಿ.)
KARNATAKA STATE
HOTELS ASSOCIATION®



G.K. Shetty
President

“

Team spirit ignites the power of unity, turning individual efforts into collective triumphs. As the head of our Association, I believe that together we can achieve extraordinary heights, proving that the strength of our team is the heartbeat of our success.

”

VISION STATEMENT



ಮಾರ್ಗಸೂಚಿ
Roadmap
for the Year
2024-2026



HOTEL



Since: 1954

Team KSHA

OFFICE BEARERS



Dr. K. Prakash Shetty
Chairman
MRG Group



Sri G.K. Shetty
President



Sri B. Chandrashekar
Hebbar
Hon. President



Sri Madhukar M. Shetty
Vice President



Sri H.N. Umesh
Vice President



Sri Mahesh M. Shetty
Vice President



Sri Satyanath Shetty
Vice President



Sri Ravi Shastri
Vice President



Sri G.A. Deepananda
Vice President



Sri M.V. Raghavendra Rao
Hon. Secretary



Sri Gururaj Upadhya
Treasurer



Sri H.S. Prabhakar
Joint Secretary



Sri Siddaramaiah
Hon'ble Chief Minister
Government of Karnataka

MESSAGE



ಮುಖ್ಯ ಮಂತ್ರಿ



ವಿಧಾನ ಸೌಧ
ಬೆಂಗಳೂರು - 560 001

ದಿನಾಂಕ.....30.08.2024..

ಮು.ಮಂ./ಆ.ಕಾ./

/2024

ಸಂದೇಶ

ಸುಮಾರು 70 ವರ್ಷಗಳಿಂದ ಕರ್ನಾಟಕ ರಾಜ್ಯ ಹೋಟೆಲುಗಳ ಸಂಘವು ರಾಜ್ಯದ ಹೋಟೆಲ್ ಉದ್ಯಮಿಗಳ ಸಂಘಟನೆಯು ಹೋಟೆಲ್ ಉದ್ಯಮದ ಬೆಳವಣಿಗೆಗೆ ತನ್ನದೇ ಆದ ಕೊಡುಗೆಯನ್ನು ನೀಡುತ್ತಾ ಬಂದಿದೆ. ಆತಿಥ್ಯದೊಂದಿಗೆ ಲಕ್ಷಾಂತರ ಜನರಿಗೆ ಉದ್ಯೋಗ ಒದಗಿಸುತ್ತಿದೆ. ಕೋವಿಡ್ ಸಂಕಷ್ಟದ ಆತಂಕ, ನವೀನ ತಂತ್ರಜ್ಞಾನ, ಆಹಾರ ಸರಬರಾಜು ಮೊಬೈಲ್ ಆಪ್ ಗಳು, ಅಂತರರಾಷ್ಟ್ರೀಯ ಆಹಾರ ಬ್ರಾಂಡ್‌ಗಳು, ಇವೆಲ್ಲವುಗಳ ನಡುವೆಯೂ ಹೊಸತನವನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುತ್ತಾ ರಾಜ್ಯದ ಹೋಟೆಲ್ ಉದ್ಯಮವು ಗಮನಾರ್ಹ ಬೆಳವಣಿಗೆ ಸಾಧಿಸಿದೆ. ಇದಲ್ಲದರ ಸಂಘಟಿತ ಪ್ರತಿನಿಧಿಯಾಗಿ ಕರ್ನಾಟಕ ರಾಜ್ಯದ ಹೋಟೆಲುಗಳ ಸಂಘವು ಕಾರ್ಯನಿರ್ವಹಿಸುತ್ತಿರುವುದು ಶ್ಲಾಘನೀಯ.

ಸಂಘವು ದಿನಾಂಕ: 31.08.2024 ರಂದು ಬೆಂಗಳೂರಿನಲ್ಲಿ ಆಯೋಜಿಸಿರುವ ರಾಜ್ಯಮಟ್ಟದ ಜಿಲ್ಲಾವಾರು ಸಂಘಗಳ ಸಂಘಟನಾ 'ಸಮ್ಮಿಲನ' ಕಾರ್ಯಕ್ರಮಕ್ಕೆ ಶುಭಾಶಯಗಳನ್ನು ಕೋರುತ್ತೇನೆ. ಜಿಲ್ಲಾ ಸಂಘಟನೆಗಳ ಬೆಂಬಲ ಹಾಗೂ ಸಹಯೋಗದೊಂದಿಗೆ ಆಹಾರ ಸುರಕ್ಷತೆ, ಗುಣಮಟ್ಟ, ರುಚಿ ನಾವೀನ್ಯತೆಯನ್ನು ಅಳವಡಿಸಿಕೊಂಡು ರಾಜ್ಯದ ಹೋಟೆಲ್ ಉದ್ಯಮವು ಇನ್ನಷ್ಟು ಎತ್ತರಕ್ಕೆ ಬೆಳೆಯಲಿ ಎಂದು ಆಶಿಸುತ್ತೇನೆ.

Siddaramaiah
(ಸಿದ್ದರಾಮಯ್ಯ)

ಅಧ್ಯಕ್ಷರು

ಕರ್ನಾಟಕ ರಾಜ್ಯ ಹೋಟೆಲುಗಳ ಸಂಘ(ರಿ.)
ಬೆಂಗಳೂರು.



Sri H.D. Kumaraswamy
Hon'ble Union Minister
for Heavy Industries
and Steel,
Government of India

MESSAGE



भारत सरकार
GOVERNMENT
OF INDIA

Dear Members of the Karnataka State Hotels Association (KSHA),

I would like to extend my hearty congratulations to Sri G.K. Shetty, and his team, at the helm of the Karnataka State Hotels Association for the period 2024-2026. I am sure that your tenure will unfold a landmark era for the Association, and under your redoubtable leadership, KSHA will continue to thrive and lead the hospitality sector to new heights.

The Karnataka State Hotels Association has made remarkable contributions to the state's economy, playing a crucial role in the growth of the hospitality industry. Your dedication has not only enriched Karnataka's tourism landscape but also significantly contributed to job creation and substantial tax revenues. Your efforts have been instrumental in positioning Karnataka as a key destination for both business and leisure.

The Government of India acknowledges and appreciates the vital role played by the hospitality sector. We have been committed to supporting this industry through various initiatives and policies aimed at fostering growth and enhancing infrastructure. This support is integral to our vision of driving economic development and improving the sector's overall sustainability.

As you embark on this new journey, please be assured of my full support for all your activities and initiatives. Together, we can continue to strengthen the hospitality sector, contributing positively to Karnataka's economy and ensuring its continued success.

My best wishes to you once again, and I look forward to our continued collaboration for the growth and welfare of the hospitality sector,

Sincerely,

H.D. Kumaraswamy

MESSAGE



Sri Pradeep Shetty
President
Federation of Hotel &
Restaurant Associations
of India (FHRAI)



Dear Sri G.K. Shetty,

I am delighted to know that you are now taking over the erstwhile Karnataka Pradesh Hotel & Restaurant Association (KPHRA), which is now known as Karnataka State Hotels Association (KSHA).

You have a great reputation in the hospitality industry as the Chairman & Managing Director of Swathi Hospitality Services Pvt. Ltd., popularly known as the Swathi Group in Bengaluru and the owner of the 4-Star ATTIDE hotel.

The State-Level Conference that you are conducting is certain to become a milestone event for the hotel industry, setting new standards and fostering unparalleled collaborations with 13 successful conferences to date.

KPHRA's (KSHA) dedication to addressing industry challenges, enhancing skills, and promoting innovation continues to drive the hospitality sector forward. Their efforts in building a robust network among hoteliers of all categories and providing crucial support during crises exemplify their unwavering commitment to excellence and growth.

Being the Apex industry body representing the hospitality industry in the country, the Federation of Hotel & Restaurant Associations of India (FHRAI) is happy to extend all its support to the multifaceted initiatives of (KPHRA) KSHA in the state of Karnataka and look forward to working closely with the Association for the benefit of hospitality industry in the state.

On behalf of the Federation of Hotel and Restaurant Associations of India, I would like to extend our best wishes for the success of the next edition of State-Level Conference of (KPHRA) KSHA and all the best for you and your tenure.

Pradeep Shetty

MESSAGE



Sri K. Syama Raju
President
South India Hotels and
Restaurants Association
(SIHRA)



Dear Sri G.K. Shetty,

On behalf of the South India Hotels and Restaurants Association (SIHRA), I extend my heartfelt congratulations to you on your well-deserved appointment as the President of Karnataka State Hotels Association (KSHA).

Your journey with the Swathi Hospitality Services Pvt. Ltd, as which you founded in 1994 and is well known as Swathi Group, also has the distinction of seeing the launch of the 4-Star Hotel ATTIDE inaugurated in 2017 and has been expanding the hotels under the brand ATTIDE. Your continuous passion to create new business models has led to entering the event venue segment, Under this, the launch of Anantya, a platform for elegant parties, conferences and product launch fully equipped with state-of-the-art infrastructure and facilities catering to the elite in Bengaluru is making waves.

It is a testament to your unwavering dedication, vision, and commitment to excellence in the hospitality industry. Under your leadership, Swathi Group has grown into a respected chain of restaurants across Bengaluru and plans for expansion into other regions. This remarkable growth is a result of your hard work, the support of your family, and your deep-rooted belief in serving the common cause of our industry.

Your active participation in SIHRA's initiatives, your willingness to travel across Southern states to promote hospitality, and your keen understanding of the industry's challenges have always impressed me. You approach each situation with a calm demeanour, a warm smile, and a commitment to finding comprehensive solutions. Your respect for industry veterans and your accessibility to everyone makes you a true leader and an inspiration to the younger generation.

KSHA, with its rich legacy since 1954, has always been a prestigious forum for addressing the grievances of the unorganised hotel and restaurant sector. I have full confidence that this esteemed association will reach new heights under your leadership, continuing the tradition set by your predecessors.

I wish you all the success in your new role as President of KSHA and look forward to working closely with you to elevate our industry further.

Warm regards,

K. Syama Raju



KSHA

Pioneering Excellence in Karnataka's Hospitality Sector

When it comes to representing Karnataka's vibrant hospitality industry, the Karnataka State Hotel Association (KSHA) has been at the forefront for over 70 years.

Established in 1954, KSHA's mission has always been to unify both organized and unorganized sectors of hotels and restaurants, creating a cohesive platform to collaborate with various state ministries and government departments. This alliance aims to foster a conducive business environment and deliver exceptional services to both locals and tourists across Karnataka.

From its humble beginnings, KSHA has expanded significantly, now boasting nearly 3,000 members and an impressive associate membership that includes around 5,000 hotels and restaurants throughout the state.

The Association's growth reflects its crucial role as a representative voice for the industry, supported by 30 affiliated associations.

KSHA's impact extends beyond industry representation. It plays a pivotal role in contributing to the state's economy by generating substantial employment opportunities and contributing significantly to tax revenues. Its efforts help sustain a thriving hospitality sector, essential for Karnataka's economic vitality.

Moreover, KSHA is deeply committed to social responsibility. Through various initiatives, the Association supports the welfare of underprivileged workers and their families, providing educational scholarships and other forms of assistance to uplift those in need. This dedication ensures that the benefits of a flourishing industry reach all members of the community.

As KSHA embarks on a new chapter under the leadership of Sri G.K. Shetty for 2024-2026, its continued commitment to excellence and social welfare promises to drive the industry forward, proving that together, we can build a stronger, more inclusive future.

ಕೆ.ಪಿ.ಹೆಚ್.ಆರ್.ಎ. ನಡೆದು ಬಂದ ದಾರಿ

ಯು. ಅನಂತ ಪದ್ಮನಾಭ ಬಲ್ಲಾಳ್

ಕರ್ನಾಟಕ ಪ್ರದೇಶ ಹೋಟೆಲುಗಳ ಮತ್ತು ಉಪಹಾರ ಮಂದಿರಗಳ ಸಂಘ ಅಂದಿನಿಂದ ಇಂದಿನತನಕ ನಡೆದು ಬಂದ ದಾರಿ ಮತ್ತು ಅದರ ಸೃಜನಾತ್ಮಕ ಕಾರ್ಯ ಚಟುವಟಿಕೆಯ ಸಂಕ್ಷಿಪ್ತ ಪರಿಚಯದ ವರದಿಯನ್ನು ತಮ್ಮ ಮುಂದಿಡಲು ತುಂಬಾ ಸಂತೋಷಪಡುತ್ತೇನೆ. ಅಂದು ಅತ್ಯಂತ ಮಹತ್ವದ ಈ ಜನೋಪಕಾರಿ ಉದ್ಯಮದ ಮಾಲೀಕರೆಲ್ಲರೂ ಒಂದಾಗಿ ಇರುವ ಸಮಸ್ಯೆಗಳ ಬಗ್ಗೆ ಪರಸ್ಪರ ವಿಚಾರ ವಿನಿಯಮ ಮಾಡಿಕೊಂಡು ಪರಿಹಾರ ಕಂಡುಕೊಳ್ಳುವ ಉದ್ದೇಶದಿಂದ ಈ ಸಂಘವನ್ನು ಸ್ಥಾಪನೆ ಮಾಡಲಾಯಿತು.

ಈ ಸಂಘ ಸ್ಥಾಪನೆಗೆ ಅನಿವಾರ್ಯ ಪ್ರಸಂಗ ಬಂದದ್ದೆಂದರೆ 1954ರಲ್ಲಿ ಅಂದಿನ ಮೈಸೂರು ಸರ್ಕಾರವು ಹೋಟೆಲ್ ಉದ್ಯಮದ ಮೇಲೆ ಮಾರಾಟ ತೆರಿಗೆ ವಿಧಿಸಬೇಕೆಂದು ತೀರ್ಮಾನಿಸಿದಾಗ ಈ ವಿಷಯದ ಕುರಿತು ಹೋಟೆಲ್ ಉದ್ಯಮಿಗಳು ಒಂದಾಗಿ ಕಲೆತು ಇದನ್ನು ಪ್ರತಿಭಟಿಸಬೇಕೆನ್ನುವ ಈ ಒಂದು ಧೋರಣೆಯ ಈ ಸಂಘ ಸ್ಥಾಪನೆಗೆ ಕಾರಣವಾಯಿತು. ಆಗ ಖ್ಯಾತ ಹೋಟೆಲ್ ಉದ್ಯಮಿಯಾದ ಶ್ರೀ ಕೆ.ಬಿ. ಅಪ್ಪಣ್ಣನವರ ನೇತೃತ್ವದಲ್ಲಿ ಅಖಿಲ ಮೈಸೂರು ಹೋಟೆಲ್‌ಗಳ ಸಂಘ ವಿದ್ಯುಕ್ತವಾಗಿ 15-09-1954ರಲ್ಲಿ ಸ್ಥಾಪನೆಯಾಯಿತು. ಅನಂತರ ಅಂದರೆ ಕರ್ನಾಟಕ ಏಕೀಕರಣದ ಬಳಿಕ 11-09-1957ರಲ್ಲಿ ಉದ್ಯಮಿಗಳ ಸಾಮಾನ್ಯ ಸಮಸ್ಯೆಗಳಾದ ಮಾರಾಟ ತೆರಿಗೆ, ಬಾಡಿಗೆ ನಿಯಂತ್ರಣ, ಕನಿಷ್ಠ ವೇತನ, ಕೆಲಸದ ಕಾಲಾವಧಿ ಈ ಎಲ್ಲ ಸಮಸ್ಯೆಗಳನ್ನು ಎದುರಿಸಲು ಸಂಘದ ವ್ಯವಸ್ಥಿತ ರೀತಿಯ ಕಛೇರಿಯಲ್ಲಿ ಪ್ರಾರಂಭವಾಯಿತು.

09-03-1957ರಲ್ಲಿ ಇದೇ ಸಂಘವನ್ನು 'ಕರ್ನಾಟಕ ಪ್ರದೇಶ ಹೋಟೆಲ್‌ಗಳ ಮತ್ತು ಉಪಹಾರ ಮಂದಿರಗಳ ಸಂಘ' ಎಂದು ಪುನರ್ ನಾಮಕರಣ ಮಾಡಿ ನಿಯಮಾನುಸಾರ ರಿಜಿಸ್ಟರ್ ಮಾಡಲಾಯಿತು. 1976ರಲ್ಲಿ ಒಂದು ಅನಿರೀಕ್ಷಿತ ಪ್ರಸಂಗ ಒದಗಿ ಬಂದು ಸರ್ಕಾರ ಹೋಟೆಲುಗಳ ತಿಂಡಿಯ ಬೆಲೆಯನ್ನು ಈಗ ನಿಗದಿಪಡಿಸಿರುವುದಕ್ಕಿಂತ ಇನ್ನೂ ಕಡಿಮೆ ಬೆಲೆಗೆ ಕೊಡಲು ಸಾಧ್ಯ ಎಂಬ ಅವೈಜ್ಞಾನಿಕ ಅಭಿಪ್ರಾಯ ವ್ಯಕ್ತಪಡಿಸಿದಾಗ ಇದರಿಂದ ಉದ್ಯಮಕ್ಕೆ ಭಾರೀ ಧಕ್ಕೆ ಉಂಟಾದಾಗ ನಮ್ಮ ಸಂಘದ ಸದಸ್ಯರ ಒಮ್ಮನಸ್ಸಿನ ಪ್ರತಿಭಟನೆಯಿಂದ ಸರ್ಕಾರವು ಕೆಲವು ಬದಲಾವಣೆಗಳನ್ನು ಸೂಚಿಸಿ ತನ್ನ ನಿರ್ಧಾರವನ್ನು ಬದಲಿಸಿತು. ಅಚಿದರೆ ಹೋಟೆಲುಗಳನ್ನು ವರ್ಗೀಕರಿಸಿ ಎ, ಬಿ, ಸಿ ಎನ್ನುವ ಮಟ್ಟವನ್ನು ನಿರ್ಧರಿಸಿತಲ್ಲದೆ, ಸ್ಟಾರ್ ಹೋಟೆಲ್ 'ಎ' ದರ್ಜೆಯ ಹೋಟೆಲ್ ಹೀಗೆ ಹೋಟೆಲಿನ ಅಂತಸ್ತನ್ನು ನಿರ್ಧರಿಸಲಾಯಿತು. ಅಲ್ಲದೆ ದುಡಿಯುವ ನೌಕರರಿಗಾಗಿ ಒಂದು ಹೋಟೆಲಿನಲ್ಲಿ 20ಕ್ಕಿಂತ

ಹೆಚ್ಚಿನ ನೌಕರರು ಇದ್ದರೆ ಅವರಿಗೆ ಇ.ಎಸ್.ಐ. ನೀಡುವ ಯೋಜನೆಯನ್ನು ಜಾರಿಗೆ ತರಲಾಯಿತು.

ಇದಲ್ಲದೆ ಹೋಟೆಲ್ ಮಾಲೀಕರ ಸಮಸ್ಯೆಗಳ ಪರಿಹಾರ ಕೂಡ ಸಂಘದ ಕಾರ್ಯ ಚಟುವಟಿಕೆಯ ಮೂಲ ಉದ್ದೇಶವಾಯಿತು. ಅಂದರೆ ಹಲವಾರು ಸಮಸ್ಯೆಗಳನ್ನು ನಾವು ಎದುರಿಸಬೇಕಾಯಿತು. ಇದರಲ್ಲಿ ವಿದ್ಯುತ್, ನೀರು, ಪರಿಸರ ಮಾಲಿನ್ಯ, ಆರೋಗ್ಯದ ಕಾಪಾಡುವಿಕೆ, ಲೇಬರ್ ಇನ್‌ಸೆಕ್ಟರ್ ಅವರೊಡನೆ ಮಾತುಕತೆ ವಿವಿಧ ತೆರಿಗೆಗಳ ಅನಿವಾರ್ಯತೆ ಇವುಗಳೆಲ್ಲದರ ಜೊತೆಗೆ ಇಂದಿನ ಆಧುನಿಕ ವಾತಾವರಣಕ್ಕೆ ಸರಿಯಾಗಿ ಹೋಟೆಲನ್ನು ವೈಭವೀಕರಿಸುವ ಈ ಎಲ್ಲ ಪೂರ್ಣಗಾರಿಕೆ ಮಾಲೀಕರ ಮುಂದೆ ಬೃಹದಾಕಾರವಾಗಿ ನಿಂತಿತು. ಜನಜೀವನದ ದೈನಂದಿನ ಅವಶ್ಯಕತೆಗಳಿಗೆ ನೇರ ಸಂಪರ್ಕವಿರುವ ಈ ಉದ್ಯಮದ ಯಶಸ್ಸಿನ ಬಗ್ಗೆ ಸಂಘವು ಹೋಟೆಲ್ ಮಾಲೀಕರುಗಳಿಗೆ ಮಾರ್ಗದರ್ಶನ ನೀಡುವುದು ಅನಿವಾರ್ಯವಾಯಿತು ಮತ್ತು ಯಾವುದೇ ಸಂದರ್ಭದಲ್ಲಿ ಸರ್ಕಾರದೊಡನೆ ವ್ಯವಹರಿಸುವಲ್ಲಿ ಸಂಘವು ಕ್ರಿಯಾಶೀಲವಾದ ಕೆಲಸವನ್ನು ಮಾಡುತ್ತಾ ಬಂದಿದೆ.

ಸಂಘವು ಅಸ್ತಿತ್ವಕ್ಕೆ ಬಂದ ನಂತರ ಈ ಹಿಂದೆ ಕರ್ನಾಟಕದ ಬೇರೆ ಬೇರೆ ಕಡೆಗಳಲ್ಲಿ ಯಶಸ್ವಿಯಾಗಿ 18 ಸಮ್ಮೇಳನಗಳು ಯಶಸ್ವಿಯಾಗಿ ನಡೆದಿರುವುದು ತಮಗೆಲ್ಲ ತಿಳಿದ ಸಂಗತಿ. ಇಂದು ನಾವು ಬಹಳಷ್ಟು ಸಮಸ್ಯೆಗಳಿಗೆ ಪರಿಹಾರ ಕಂಡುಕೊಳ್ಳಲು ಮುಕ್ತ ಮನಸ್ಸಿನಿಂದ ಪರಸ್ಪರ ವಿಚಾರ ವಿನಿಯಮ ಮಾಡಿಕೊಳ್ಳಬೇಕಾಗಿದೆ. ತಿಂಡಿ ಪಾನೀಯಗಳ ಗುಣಮಟ್ಟವನ್ನು ಕಾಪಾಡಿಕೊಳ್ಳುವುದರ ಜೊತೆಗೆ ಗ್ರಾಹಕರನ್ನು ಆಕರ್ಷಿಸಲು ದರ ನಿಗದಿ ಬಗ್ಗೆ ಕೂಡ ನಾವು ಒಂದಾಗಿ ಕುರಿತು ಚರ್ಚಿಸಬೇಕಾಗಿದೆ. ಒಂದು ಪ್ರದೇಶದ ಹೋಟೆಲುಗಳಲ್ಲಿನ ತಿಂಡಿ ಪಾನೀಯಗಳಲ್ಲಿ ಬೆಲೆ ವ್ಯತ್ಯಾಸ ಇರುವುದರ ಕುರಿತು ಕೂಡ ನಾವು ಒಂದು ನಿರ್ಧಾರಕ್ಕೆ ಬರಬೇಕಿದೆ. ಒಗ್ಗಟ್ಟಿನಲ್ಲಿ ಬಲವಿದೆ ಎನ್ನುವುದು ಸಂಘದ ಮೂಲ ಉದ್ದೇಶವಾಗಿದ್ದು, ಎಲ್ಲರೂ ಸಂಘದೊಡನೆ ಸಹಕರಿಸಬೇಕೆಂದು ವಿನಂತಿಸುತ್ತೇನೆ.

ಇದಿಷ್ಟು ವಿಚಾರಗಳೆಲ್ಲದೆ ಸಾಮಾಜಿಕ ಸೇವೆ ಅಂದರೆ ಜನರ ಹಿತದೃಷ್ಟಿಯಿಂದ ಅನೇಕ ಉತ್ತಮ ಕಾರ್ಯ ಮಾಡಿರುವುದನ್ನು ತಮ್ಮ ಅವಗಾಹನೆಗೆ ತರುತ್ತಿದ್ದೇನೆ. ಉದ್ಯಮಿಗಳಾಗಿ ಕೇವಲ ಹಣ ಗಳಿಸುವುದೊಂದೆ ತಮ್ಮ ಉದ್ದೇಶವಲ್ಲ. ಸಾಮಾಜಿಕ ಸಮಸ್ಯೆಗಳಿಗೆ ಸ್ಪಂದಿಸಬಲ್ಲವೆಂದು ಈ ಕೆಳಗೆ ಕಾಣಿಸಿದ ಹಲವಾರು ಕಾರ್ಯಗಳಿಂದಾಗಿ ಸಾಬೀತಾಗುತ್ತದೆ.

1. ಬಡ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಊಟದ ವ್ಯವಸ್ಥೆ ಒದಗಿಸಿರುವುದು.
2. ಅರ್ಹ ಬಡ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಪಠ್ಯ ಪುಸ್ತಕಗಳನ್ನು ವಿತರಿಸುವುದು, ಪರೀಕ್ಷಾ ಶುಲ್ಕ ಪಾವತಿಸಿರುವುದು.
3. ಸಾಧನೆ ಮಾಡಿದ ನಾಯಕರುಗಳನ್ನು ಪುರಸ್ಕರಿಸಿ ಯುವ ಪೀಳಿಗೆಗಳಿಗೆ ಮಾರ್ಗದರ್ಶನ ನೀಡಿರುವುದು.
4. ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ವೇತನ ನೀಡಿರುವುದು.
5. ಆಸ್ಪತ್ರೆಗಳಲ್ಲಿ ರೋಗಿಗಳಿಗೆ ದೇಣಿಗೆ, ಹಣ್ಣು-ಹಂಪಲು ನೀಡಿರುವುದು.
6. ಅಂಗವಿಕಲ ಸ್ವಯಂ ಉದ್ಯೋಗಕ್ಕಾಗಿ ಹೊಲಿಗೆ ಯಂತ್ರ ಇತ್ಯಾದಿ ನೀಡಿರುವುದು.
7. ಹೃದಯ ಚಿಕಿತ್ಸೆ ಮುಂತಾದ ಕಾಯಿಲೆಗಳ ರೋಗಿಗಳಿಗೆ ಸಹಾಯ ಮಾಡಿರುವುದು.
8. ರಕ್ತದಾನ ಶಿಬಿರಗಳನ್ನು ಏರ್ಪಡಿಸಿರುವುದು.
9. ನೇತ್ರ ಚಿಕಿತ್ಸೆ ಶಿಬಿರದ ರೋಗಿಗಳಿಗಾಗಿ ಉಚಿತ ಕನ್ನಡಕಗಳನ್ನು ವಿತರಿಸಿರುವುದು.
10. ಕ್ರೀಡೆಗಳ ಪ್ರೋತ್ಸಾಹಕ್ಕಾಗಿ ಸೈಕಲ್ ಸ್ಪರ್ಧೆ, ಮುಂತಾದವುಗಳನ್ನು ಏರ್ಪಡಿಸಿರುವುದು.
11. ಅಂತರರಾಷ್ಟ್ರೀಯ ಸ್ಪರ್ಧೆಗಳಲ್ಲಿ ಭಾಗವಹಿಸುವ ಅರ್ಹ ಕ್ರೀಡಾಪಟುಗಳಿಗೆ ಸಹಾಯಧನ ನೀಡಿರುವುದು.
12. ಸ್ವಾತಂತ್ರ್ಯೋತ್ಸವ, ರಾಜ್ಯೋತ್ಸವದ ಸಂದರ್ಭಗಳಲ್ಲಿ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಸಿಹಿ ತಿಂಡಿ ನೀಡುವುದು, ಪಠ್ಯ ಪುಸ್ತಕ ವಿತರಿಸುವುದು ಹಾಗೂ ಖೈದಿಗಳಿಗೆ ಹಣ್ಣು-ಹಂಪಲು ನೀಡಿರುವುದು.
13. ಯುವ ಪೀಳಿಗೆಗಳ ತರಬೇತಿಗಾಗಿ ಹೋಟೆಲ್ ವ್ಯಾನ್‌ನೇಜ್‌ವೆಂಟ್ ಕಾಲೇಜಿನ ಸ್ಥಾಪನೆಗೆ ಪ್ರೋತ್ಸಾಹಿಸಿರುವುದು.
14. ಶಾಲೆಗಳ ಮಕ್ಕಳ ಅನುಕೂಲಕ್ಕಾಗಿ ಬೆಂಚು, ಕುರ್ಚಿ ಮುಂತಾದ ಸಕಲರಣೆಗಳನ್ನು ನೀಡಿರುವುದು.
15. ಸಾರ್ವಜನಿಕ ಉಪಯೋಗಕ್ಕಾಗಿ ಶುದ್ಧ ಕುಡಿಯುವ ನೀರಿನ ವ್ಯವಸ್ಥೆಗಾಗಿ ನೀರಿನ ಟ್ಯಾಂಕ್ ಮುಂತಾದವುಗಳನ್ನು ನಿರ್ಮಾಣ ಮಾಡಿರುವುದು.
16. ಆಸ್ಪತ್ರೆಯ ಉಪಯೋಗಕ್ಕಾಗಿ ಶೀತಲ ಯಂತ್ರ (ರಿಫ್ರಿಜರೇಟರ್) ಗಳನ್ನು ನೀಡಿರುವುದು.
17. ಸಾರ್ವಜನಿಕರ ಉಪಯೋಗಕ್ಕಾಗಿ ಬಸ್ ಷೆಲ್ಟರ್ ಕಟ್ಟಿಸಿರುವುದು.
18. ಅಂಗವಿಕಲರ ಸಂಘ-ಸಂಸ್ಥೆಗಳಿಗೆ ದೇಣಿಗೆ ನೀಡಿರುವುದು.
19. ವನಿತಾ ಸಮಾಜಕ್ಕೆ ಕೊಡುಗೆ ನೀಡಿರುವುದು.
20. ಕಾರ್ಗಿಲ ಯುದ್ಧದಲ್ಲಿ ಮಡಿದ ವೀರ ಯೋಧರ ಪರಿಹಾರ ನಿಧಿಗಾಗಿ ಪ್ರಧಾನ ಮಂತ್ರಿಗಳ ನಿಧಿಗೆ ದೇಣಿಗೆ ನೀಡಿರುವುದು.

21. ಒರಿಸ್ಸಾದಲ್ಲಿ ಸಂಭವಿಸಿದ ಭೀಕರ ಚಂಡಮಾರುತದಿಂದ ಹಾನಿಗೊಳಗಾದ ಸಂತ್ರಸ್ತರಿಗಾಗಿ ಮುಖ್ಯಮಂತ್ರಿಗಳ ಪರಿಹಾರ ನಿಧಿಗಾಗಿ ಕೊಡುಗೆ ನೀಡಿರುವುದು, ಆಹಾರ ಧಾನ್ಯ, ಔಷಧಿ, ಬಟ್ಟೆ ಇತ್ಯಾದಿಗಳನ್ನು ನೀಡಿರುವುದು.

ಮೇಲ್ಕಾಣಿಸಿದ ವಿವರಗಳು ಕೇವಲ ಸಾಂಕೇತಿಕ, ಇನ್ನು ಹಲವಾರು ದಾರಿಗಳಲ್ಲಿ ಸಂಘವು ಸಮಾಜಕ್ಕೆ ಸೇವೆ ಸಲ್ಲಿಸುತ್ತಿರುವುದು ಗಮನಾರ್ಹ. ಈ ಸಂಘಕ್ಕೆ ಸೇರ್ಪಡೆಯಾಗಿರುವ ಜಿಲ್ಲಾ ಮತ್ತು ತಾಲ್ಲೂಕು ಸಂಘಗಳೂ ಹಾಗೂ ಸಂಘದ ಸದಸ್ಯರೂ ಸಹ ವೈಯಕ್ತಿಕವಾಗಿ ಶೈಕ್ಷಣಿಕ, ಧಾರ್ಮಿಕ ಹಾಗೂ ಸಾಂಸ್ಕೃತಿಕ ಕಾರ್ಯಕ್ರಮಗಳನ್ನು ಹಮ್ಮಿಕೊಂಡು ಸಮಾಜದ ಹಿತದೃಷ್ಟಿಯಿಂದ ಸೇವೆಯನ್ನು ಮಾಡುತ್ತಿದ್ದಾರೆ.

ಸಂಘದ ಇಂದಿನ ಬೆಳವಣಿಗೆಗೆ ಮೂಲ ಪ್ರೇರಕ ಶಕ್ತಿಯಾಗಿ ದುಡಿದ ಹಲವಾರು ಮಹನೀಯರುಗಳನ್ನು ಉಲ್ಲೇಖಿಸಲಾಗಿದೆ.

ಅಧ್ಯಕ್ಷರು

- 1954ರಿಂದ 1962ರವರೆಗೆ ಶ್ರೀ ಕೆ.ಬಿ. ಅಪ್ಪಣ್ಣನವರು
 1962ರಿಂದ 1968ರವರೆಗೆ ಶ್ರೀ ಜ್ಞಾನಪ್ರಕಾಶ ಗುಪ್ತರವರು
 1968ರಿಂದ 1970ರವರೆಗೆ ಶ್ರೀ ಬಿ. ಆರ್ಮಸ್ತ್ರಾಂಗ್‌ರವರು
 1970ರಿಂದ 1975ರವರೆಗೆ ಶ್ರೀ ಸಿ.ಜಿ. ರಾಮರಾವ್‌ರವರು
 1975ರಿಂದ 1977ರವರೆಗೆ ಶ್ರೀ ಹೆಚ್.ಎನ್. ಶ್ರೀಧರ್‌ರವರು
 1977ರಿಂದ 1978ರವರೆಗೆ ಶ್ರೀ ಕೆ.ವಿ. ಆನಂದರಾವ್‌ರವರು
 1978ರಿಂದ 1996ರವರೆಗೆ ಶ್ರೀ ಎಸ್.ಎನ್.ಎನ್. ರಾವ್‌ರವರು
 1996ರಿಂದ 2002ರವರೆಗೆ ಶ್ರೀ ಎನ್.ಆರ್. ನಾರಾಯಣ ರಾವ್‌ರವರು
 2002ರಿಂದ 2005ರವರೆಗೆ ಶ್ರೀ ಕೆ.ಎಲ್. ರಮಾನಾಥ ಭಟ್‌ರವರು
 2005ರಿಂದ 2008ರವರೆಗೆ ಶ್ರೀ ಸಿ.ವಿ. ಮಹದೇವಯ್ಯರವರು
 2008ರಿಂದ 2014ರವರೆಗೆ ಶ್ರೀ ಬಿ. ರಾಮಚಂದ್ರ ಉಪಾಧ್ಯರವರು
 2014ರಿಂದ 2018ರವರೆಗೆ ಶ್ರೀ ಎಂ. ರಾಜೇಂದ್ರರವರು
 2018ರಿಂದ 2024ರವರೆಗೆ ಶ್ರೀ ಬಿ. ಚಂದ್ರಶೇಖರ ಹೆಬ್ಬಾರ್‌ರವರು
 2024ರಿಂದ ಶ್ರೀ ಜಿ.ಕೆ. ಶೆಟ್ಟಿಯವರು

ಈ ಎಲ್ಲ ಮಹನೀಯರು ಸಂಘಕ್ಕೆ ಸಲ್ಲಿಸಿದ ನಿಸ್ವಾರ್ಥ ಸೇವೆಯಿಂದಾಗಿ ಸಂಘವು ಇಂದು ಪ್ರಬುದ್ಧವಾನ್ವಿತವಾಗಿದೆ.

ಸಂಘದ ಮುಂದಿರುವ ಹಲವಾರು ಯೋಜನೆಗಳನ್ನು ಕಾರ್ಯರೂಪಕ್ಕೆ ತರುವಲ್ಲಿ ಎಲ್ಲರ ಬೆಂಬಲ ಮತ್ತು ಸಹಕಾರವನ್ನು ನಿರೀಕ್ಷಿಸಲಾಗಿದೆ.

Sri G.K. Shetty

Shaping the Future of Karnataka's Hospitality Industry



In the vibrant world of Karnataka's hospitality sector, Sri G.K. Shetty stands out as a beacon of excellence and innovation. As he steps into the role of President of the Karnataka State Hotels Association (KSHA) for the term July 2024 to July 2026, his journey from a remote village to a leading figure in the industry is nothing short of inspiring.

Born on June 22, 1962, in Huyyarru, Udupi District, G.K. Shetty's roots are deeply embedded in agriculture, yet his aspirations soared beyond the fields. After studying Commerce at Sheshadripuram College, Bangalore, he embarked on a remarkable career in hospitality.

As the Chairman and Managing Director of Swathi Hospitality Services Pvt. Ltd., he has built a formidable empire since 1994. The Swathi Group, known for its three-star business hotels, specialty restaurants like Global Dhaba and Malvan Tadka, and & S - Signature which specializes in a unique cuisine of its own, apart from top-notch outdoor catering services, that epitomize his dedication to quality and innovation.

Accomplishments

Sri G.K. Shetty's achievements are a testament to his visionary leadership. His flagship project, the 4-star Hotel ATTIDE, launched in 2017, marked a significant milestone, propelling the Swathi Group into the upper echelons of the hospitality industry. With ongoing expansion efforts, including new resorts and business hotels across Karnataka, Shetty is setting the stage for a broader influence in the sector. His venture into event venues with Anantya, an elegant space equipped with cutting-edge facilities, underscores his commitment to enhancing the industry's offerings.

Awards

Sri Shetty's contributions have been recognized with numerous accolades. His entrepreneurial spirit earned him the "Best Entrepreneur of the Year 2012" award, while his exceptional catering services were honoured as the "Best Caterer of the Year 2014" by Brands Academy. Additionally, he has been celebrated with the prestigious "Udyama Ratna" State Award and received honours for his social service efforts from both the Lions Club and Rotary Club.

As he takes on his new role with KSHA, Sri G.K. Shetty is poised to steer the Association towards new horizons, continuing to shape the future of Karnataka's hospitality landscape. His journey is a reminder that with vision, dedication, and a touch of innovation, the sky is the limit.

Board Memberships and Affiliations

- President, KPHRA
- C&MD, Swathi Hospitality Services Pvt. Ltd.
- Tourism Committee Chairman, FKCCI (2022-23)
- Treasurer, Karnataka Tourism Society
- President, Federation of Caterers (FKC)
- Vice-President, KPHRA (2014 to 2017)
- Founder & Managing Trustee, Swathi Educational Charitable Trust®
- Convener, Bunts Hotel Association
- Member, SIHRA and FHRAI

Presented by

G.K. SHETTY

President, Karnataka State Hotels Association (KSHA)

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Great association builders forge connections with vision and integrity, turning collaboration into innovation and commitment into success. They don't just create networks; they cultivate communities where shared goals and mutual respect drive transformative progress.

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"At the Karnataka State Hotels Association, our vision is to transform the hospitality landscape into a realm of excellence and innovation. Under the dynamic leadership of our President, we are committed to elevating our association to the pinnacle of the hospitality sector, setting new benchmarks for service, sustainability, and success. We aim to foster a thriving community where every member not only meets but exceeds industry standards, crafting unparalleled experiences that enchant our guests and inspire our peers. Join us as we redefine the future of hospitality, making Karnataka a beacon of brilliance in the nation's vibrant hospitality industry."

We will work with a single-minded vision to help realise the aspirations, resolve the grievances, and respond to the suggestions of our Members, and together rebuild the hotel sector and the hospitality industry in Karnataka as a leader in the country.

Roadmap for the Karnataka State Hotels Association (KSHA) outlining the New President's Vision and growth plan for the period July 2024-July 2026:

Here's a bird's eye-view of our Proposals for the period 2024-2026:



Monthly and Quarterly Meetings: Strengthening Connections

To maintain a robust and responsive leadership, the Karnataka State Hotels Association (KSHA) will implement a strategic meeting schedule. Bi-monthly Executive Committee (EC) meetings will alternate between Bengaluru and various district locations, ensuring that leadership stays connected with regional issues and concerns.

In addition, Quarterly Zonal meetings will be held with jurisdictional District Commissioners, Ministers and Police Superintendent(s) to address localized challenges and foster collaboration. This regular interaction aims to enhance decision-making, streamline communication, and ensure that the needs of all districts are addressed promptly. By creating a structured forum for dialogue and feedback, KSHA will strengthen its advocacy efforts and better support its members across the state.



Celebrating Excellence: State-Level Awards

KSHA will host its annual State-Level Awards every November to recognize and celebrate excellence in the hospitality industry.

The Athithya Ratna will honour senior hoteliers who have made significant contributions over their careers, while the Udyam Ratna will spotlight innovative hoteliers who bring fresh ideas and approaches to the industry.

These awards not only acknowledge individual achievements but also highlight the ongoing progress and creativity within Karnataka's hotel sector. The event will serve as a platform to inspire other professionals, showcase industry advancements, and foster a culture of excellence. By celebrating these achievements, KSHA aims to motivate and uplift the entire hospitality community.



State-Level Convention: Analysing Industry Trends

A pivotal component of KSHA's strategy is its 3-day State-Level Convention, set to occur once every tenure. This convention will offer a comprehensive review of the hotel industry's status, addressing current challenges and identifying areas for improvement. Attendees will include industry professionals, government representatives, and stakeholders who will engage in discussions about grievances, suggestions, and policy matters.

The Convention aims to provide actionable insights and develop strategic recommendations to support the industry. By focusing on detailed analysis and open dialogue, KSHA seeks to align its objectives with the needs of its members and drive effective policy changes.



FSSAI Penalties: Advocating for Fairness

KSHA is committed to advocating for a reduction in fines and penalties imposed by the Food Safety and Standards Authority of India (FSSAI) on hoteliers. The current penalty structure is often viewed as excessive for minor infractions, creating undue financial pressure on businesses.

KSHA's goal is to achieve a more balanced approach that alleviates the severity of deviations and the financial impact on hoteliers. By pushing for these changes, KSHA aims to reduce the burden on smaller establishments and foster a fairer regulatory environment. This will enable hoteliers to focus more on enhancing their services and maintaining compliance.



Training Programs: Enhancing Service and Safety

KSHA will launch district-level training programs designed to elevate service standards and ensure compliance with health and safety regulations. These programs will cover critical areas such as hygiene practices, customer service, and safety protocols.

By providing targeted training, KSHA aims to equip hotel staff with the knowledge and skills necessary to deliver high-quality service and maintain a safe environment for guests. The training sessions will also address emerging industry trends and best practices, helping hotels stay competitive. This initiative will improve overall service quality and enhance the reputation of Karnataka's hospitality sector.



Comprehensive Survey: Understanding the Sector

A detailed survey will be conducted to gather comprehensive data on the hotel sector in Karnataka, including employment figures, tax contributions, and other key metrics. With over 1 lakh hotels in the state, this survey will provide valuable insights into industry trends, challenges, and opportunities.

By analysing the data collected, KSHA aims to develop strategies that address current issues and support sector growth. The survey results will also help in advocating for policies that benefit the industry and in tailoring support services to meet the needs of hoteliers more effectively.



Membership Directory: Enhancing Visibility and Benefits

KSHA will publish a Membership Directory to improve visibility and provide valuable resources for its members. This Directory will list all active members, making it easier for clients and partners to find and connect with hotels. It will also highlight the benefits of membership, such as access to exclusive events, discounts, and industry resources.

By creating this Directory, KSHA aims to enhance networking opportunities and support business growth. The Directory will serve as a key tool for promoting members and strengthening the association's role in the hospitality sector.



Adoption of Ancient Monuments: Promoting Tourism

In an effort to boost tourism and preserve cultural heritage, KSHA will facilitate the adoption of ancient monuments by district-level hotels individually or jointly with KSHA. This initiative will involve local hoteliers in the upkeep and promotion of these historical sites, creating a synergy between tourism and heritage conservation.

By supporting the maintenance and visibility of ancient monuments, KSHA aims to enhance the tourist experience and promote Karnataka's rich cultural assets. This collaboration will also help in integrating historical attractions into the broader tourism strategy, attracting more visitors and fostering a deeper appreciation of the state's heritage.



Reforming Gas Supply Taxation: Addressing Anomalies

KSHA is advocating for a review and adjustment of the rates applied to gas supplies for hotels. The current rate structure is seen as unfairly burdensome, affecting operational costs for hoteliers. By seeking a more equitable rate, KSHA aims to reduce the financial strain on hotels and create a more balanced regulatory environment.

Addressing this anomaly will help hotels manage their expenses more effectively and ensure that the financial system supports rather than hinders their operations. This reform is essential for creating a more favourable business climate within the hospitality sector.



Panchayat-Level Taxation: Seeking Fairness

KSHA will work to address the inconsistencies in Panchayat-level tax levies, which currently vary arbitrarily across districts. This lack of standardization creates challenges for hoteliers and impacts their financial planning.

KSHA will also advocate for a more uniform approach to taxation and a reduction in GST slabs, particularly for bills below Rs 1000. Simplifying and standardizing these tax structures will help ensure fairness and reduce the financial burden on hotels. By pushing for these changes, KSHA aims to create a more predictable and supportive environment for the hospitality industry.



District-Level Sports and Cultural Programs: Promoting Wellbeing

KSHA will organize district-level sports and cultural programs to support the health and well-being of hoteliers and their staff. These programs will include activities such as blood donation drives, health checkups, and eye tests. By offering these services, KSHA aims to promote wellness and foster a sense of community among industry professionals.

These initiatives will not only enhance the quality of life for hotel staff but also strengthen their engagement with the association. By focusing on health and community, KSHA seeks to create a supportive and caring environment within the hospitality sector.



Annual Scholarships: Supporting Workers' Families

To support the families of hotel workers, KSHA will offer annual scholarships to deserving youth, including those with disabilities. This initiative will provide financial assistance for education, marriage, and healthcare needs. By supporting the children of senior hotel workers, KSHA aims to improve their quality of life and provide opportunities for a brighter future.

This commitment to social responsibility underscores KSHA's dedication to the well-being of its members and their families. The scholarships will help alleviate financial burdens and ensure that workers' families receive the support they need.



Simplifying Trade Licenses: Enhancing Business Ease

KSHA will advocate for a more streamlined trade license process, suggesting that licenses be issued on a one-time basis rather than requiring frequent renewals. Simplifying this process will reduce administrative burdens and lower costs for hoteliers, allowing them to focus on running their businesses.

By making the licensing process more efficient, KSHA aims to enhance the ease of doing business and support the growth of the hospitality sector. This reform will help create a more business-friendly environment and encourage more streamlined operations within the industry.



Independent Premises: Upgrading Facilities

KSHA needs a new, independently owned office with improved facilities, including better parking and larger space. This upgrade is intended to provide a more functional and accommodating environment for the association's activities. The new premises will enhance the ability to host events, manage member services, and support the growing needs of the hospitality sector.

By investing in modern and accessible facilities, KSHA aims to better serve its members and strengthen its operational efficiency, ultimately benefiting the entire hotel industry in Karnataka.



Industry Status for Larger Hotels: Recognizing Contributions

KSHA is pushing for an industry status designation for hotels with more than 20 employees. This recognition would acknowledge the significant contributions of larger establishments and provide them with tailored support and benefits.

By seeking for industry status in such cases, KSHA aims to address the unique challenges faced by larger hotels and ensure they receive appropriate recognition and assistance. This designation will help highlight the importance of these hotels within the sector and support their continued growth and success.



Celebrating May Day: Honouring Workers

KSHA will officially celebrate May Day as Workers' Day, recognizing the hard work and dedication of employees across the hospitality industry. This annual celebration will honour the contributions of hotel staff and highlight their importance to the sector.

By celebrating Workers' Day, KSHA aims to boost morale and foster a sense of community among industry professionals. This recognition will also help to underscore the value of employees and create a positive and supportive work environment within the hospitality sector.



Membership Growth and Expansion: Building Strength

KSHA is focusing on expanding its membership base to enhance the association's strength and influence. This effort involves targeted campaigns for various categories of hoteliers, such as restaurants, bakeries, and caterers, as well as incentivizing new members with discounts and exclusive access to resources.

The issue for members or to-be members whether to become member of the respective Taluk/District Association and also KSHA will be looked into by changing the bye-law, if required to bring in clarity and ease of membership.

Memberships will also be incentivised by offering discounts, exclusive access to government schemes, and educational workshops for new members. Improving integration between district and KSHA memberships will simplify the process and increase overall membership. By growing its membership, KSHA aims to build a more robust and unified association, providing greater support and resources to all members and strengthening its collective voice.



Technology Adoption: Enhancing Digital Presence

To modernize its operations and improve member engagement, KSHA will develop a user-friendly online membership portal. This platform will facilitate easier registration, payment, and renewal processes for members.

Additionally, KSHA will launch digital campaigns and leverage social media to promote its activities and benefits. By adopting these technological solutions, KSHA aims to streamline operations, enhance communication, and increase accessibility for members. This digital transformation will help KSHA stay relevant in a rapidly evolving landscape and better serve its members.



Strengthening Government Relations: Advocating for the Industry

KSHA is dedicated to strengthening its relationships with government entities to better advocate for the hospitality sector. This includes scheduling regular meetings with government officials, participating in policy discussions, and establishing a crisis response team to address sudden policy changes.

By maintaining strong communication and involvement in decision-making processes, KSHA aims to ensure that the interests and needs of hoteliers are effectively represented. This proactive approach will help shape favourable policies and support the overall growth and stability of the hospitality industry.



Collaboration with District and Taluk Associations: Fostering Unity

KSHA will enhance collaboration with district and taluk associations through regular communication and joint initiatives. This includes setting up shared reporting systems to track issues and representations made to the government.

By fostering partnerships and aligning strategies, KSHA aims to unify the efforts of local associations and address common challenges more effectively. This collaborative approach will help ensure that the concerns of hoteliers are addressed in a cohesive manner and that best practices are shared across districts, benefiting the entire hospitality sector.



Employment and Training Initiatives: Supporting Workforce Development

KSHA is committed to addressing the employment needs of the hospitality industry through targeted initiatives. This includes organizing job fairs and recruitment drives in collaboration with government agencies and training institutes. Additionally, KSHA will support skill development programs tailored to the sector's specific needs.

These efforts will help members access skilled manpower and improve workforce capabilities. By focusing on employment and training, KSHA aims to enhance the overall quality of service within the industry and support the professional growth of hoteliers and their staff.



Building a Strong, Unified Hospitality Sector: Promoting KSHA's Role

KSHA aims to establish itself as the primary voice for Karnataka's hospitality sector by enhancing its brand position and influence. This involves engaging in PR campaigns, media outreach, and collaborations with allied sectors such as tourism and food processing. Organizing state-level conferences and award events will also help showcase the association's role and achievements.

By building a strong and unified presence, KSHA seeks to drive industry growth, advocate for its members, and elevate the overall profile of the hospitality sector in Karnataka.



Monitoring and Review: Ensuring Progress

To ensure the successful implementation of its initiatives, KSHA will set up a monitoring committee to track progress against key performance indicators (KPIs). Regular quarterly reviews will be conducted to assess achievements and identify areas for improvement. Feedback from members and stakeholders will be gathered to refine strategies and address emerging issues.

This systematic approach to monitoring and review will help KSHA stay on track with its goals, make data-driven decisions, and continuously improve its support for the hospitality industry.

Earlier name was **KPHRA**
(Karnataka Pradesh Hotel & Restaurant Association®)

The Karnataka Pradesh Hotel Owners Association (KPHRA) has come a long way in contributing to the hospitality sector. It started its journey as a group of dedicated hotel owners who united with a mission to organize and uplift the industry. Facing many challenges initially, they consistently worked towards their goals and made substantial progress, which today stands as a benchmark in the hospitality sector. Their work is recognized by both government bodies and the general public.

The association was established in 1954 with the aim of bringing together the unorganized hotel industry under one umbrella. Under the leadership of Sri K T Appanna, they held the first meeting on 15-9-1954, officially marking the beginning of this journey. Later, on

The Karnataka Private Hotel Owners' Association has made significant contributions in the hospitality sector. The association began with the intention of bringing together hotel owners under one umbrella to address common challenges and to work for the development of the hotel industry. With dedicated efforts, the association gradually strengthened its position and became a recognized entity.

The association was officially established in 1954. The first meeting took place under the leadership of Mr. K T Appanna on 15-9-1954, which laid the foundation for its operations. Following this, the organization continued to grow, and the second general meeting was held on 11-9-1957. This meeting was crucial as it helped in framing the future direction of the Association.

The association's continued journey highlights the unwavering efforts put forth by its members, overcoming several challenges along the way. The association's leadership played a significant role in establishing a strong foundation. Their relentless dedication helped tackle issues faced by hotel owners and also created a unified voice for the industry.

Several significant achievements followed in subsequent years, including collaboration with government bodies to streamline the hospitality sector. Over time, the association expanded its outreach and continued to hold annual meetings where major decisions were made. The KPHRA has conducted grand scale participation STATE LEVEL CONFERENCE once in 3 years. A total of 13 such conferences has happened so far.

Activities

- They work towards establishing new standards for the hotel industry in the region.
- They collaborate with government agencies to address challenges faced by the industry.
- They aim to build a robust network among hoteliers to enhance cooperation.
- Training programs are organized for employees to improve skills and service quality.
- Awareness campaigns are conducted to educate hoteliers about new policies and regulations.
- They provide guidance and support for setting up new hotels, including assistance with legal processes.
- They initiate welfare programs for the benefit of hotel staff and their families.
- They coordinate with financial institutions to arrange favorable loans and funding options for hotel owners.
- The association takes up issues related to taxation and regulatory compliance on behalf of its members.
- They organize events and expos to showcase innovations in the hospitality industry.
- They collaborate with national-level organizations to address broader challenges faced by the hospitality sector.
- They ensure timely assistance during crises, such as pandemics or natural disasters, and help members navigate these challenges effectively.



Since: 1954

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