



PHA

PROFESSIONAL
HOUSEKEEPERS ASSOCIATION
SYNERGIZING HOUSEKEEPING FRATERNITY

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NEWSLETTER





Mrs. Jayashree Nagaraj
Founder President & Chairman
Professional Housekeepers
Association

JAYASHREE NAGARAJ

FOUNDER PRESIDENT & CHAIRMAN, PHA

"Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma - which is living with the results of other people's thinking. Don't let the noise of other's opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary." -Steve Jobs

I was remembering these lines said by Steve Jobs. When I look back I strongly believe that if I have been making tiny little contributions to the Housekeeping fraternity it's only because I had the courage to follow my heart. I had the conviction that I will get the support of all my friends from the industry to bring about changes.

At this juncture I must remember the Vision statement of the association:

To instil a sense of Pride, Comradeship, Knowledge & Professionalism within the housekeeping fraternity in India & Internationally.

My intention and motive of starting an association for the Housekeepers has always been something with a long term goal. It will take us all a while to achieve this. I know that it is going to be quite a challenging task for us but I am definitely going to work towards getting recognition internationally. For this to happen I need all your support and we must work towards it.

Let me also recall the Mission statement of the association:

To be a non-profit organization that synergises the cleaning industry workforces - provides diverse solutions such as optimizing cleaning processes, innovating cleaning product and expanding scope of the industry by exploring new markets.

To put it simply, synergy means 'two heads are better than one'. Synergize is the habit of creative cooperation. It is teamwork, open-mindedness, and the adventure of finding new solutions to old problems. We know that the problems in the cleaning industry are the same old ones. And solving them doesn't just happen on its own. It's a process, and through that process, people bring all their personal experience and expertise to the table. Together, we can produce far better results that we could individually. Synergy lets us discover jointly things we are much less likely to discover by ourselves. It is the idea that the whole is greater than the sum of the parts. One plus one equals three, or six, or sixty - you name it.

I would like to add that Valuing differences is what really drives us. The question is whether we truly value the mental, emotional and psychological differences among people? Or do we wish everyone would just agree with one person? Many of us mistake uniformity for unity; sameness for oneness. I truly believe that Differences should be seen as strengths, not weaknesses as they add zest to life.

I hope I have ignited Thinking in the minds of all of you and wish that we would be able to contribute positively towards the betterment of our industry.

Continue to explore and aim higher!

“Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma - which is living with the results of other people's thinking. Don't let the noise of other's opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.”

— Steve Jobs



Mrs. Bhavana Alvares
Karnataka State President
Professional Housekeepers
Association

BHAVANA ALVARES

PHA, KARNATAKA STATE PRESIDENT

Dear Friends,

Compliments for the New Year from all of us at Professional Housekeepers Association!

It's March... and the heat has set in and here comes a time of laughter, joy and togetherness on Holi, our festival of colour.

We have had a successful journey in 2016 during which many permanent members have joined us and we have been instrumental in holding enigmatic events.

In December 2016, South India Housekeepers Convention was held in association with H&FS.

This was a mega event and was attended by leading industry experts from the housekeeping fraternity from all across the country. We are happy to present to you an "event dairy" within this special issue of PHA Newsletter which will showcase all our accomplishments.

We are also planning many events for 2017, which will be involving many professionals across all platforms. Please do come and participate in huge numbers.

Here's wishing every one of you and families a Happy, healthy and peaceful 2017.



Mrs. Sandhya Anilkumar
Editor, PHA
HOD, Housekeeping, MSRUAS

SANDHYA ANILKUMAR

HOD, HOUSEKEEPING, MSRUAS

In one of the Housekeepers meet I saw the banquets department on one hand serving tea in mud cups and on the other hand providing packaged drinking water. This left me thinking on the purchasing policy of Hotels. It is high time that we considered sustainable purchasing in hotels as a policy in order to be saving the environment.

Sustainability has often been defined as how biological systems endure and remain diverse and productive. Today, it refers to the need to develop the sustainable models necessary for both the human race and planet Earth to survive. It is interesting to note that certain hotels have switched over from international supplies to locally available ones. Fair trade is a social movement whose stated goal is to help producers in developing countries achieve better trading conditions and to promote sustainability. Organisations are allowed to sell Fair Trade products to end customers, retail chains, corporates and institutions. Standards are set to give a fair deal to artisans, farmers and producers who are remaining marginalized from the mainstream of domestic as well as international trade.

The compliance of the standards leads towards realization of fair price for their products in international as well as domestic market. Indian farmers have sold products such as cotton, bananas and nuts under the fair-trade tag in international markets for nearly 20 years, helping to create a multi-billion dollar worldwide industry. Currently, fair trade is a niche concept in India, but there are signs that the ethical-consumer market is picking up pace. It's a question of awareness. Ethical trade practices are not part of the current Indian consciousness. The truth is no one knows about it. And at the moment, the mass market is enjoying consumerism in India and not evaluating it. I would make a earnest request to all the readers especially the Housekeepers who are involved in the decision making of purchasing products for their organisations to kindly ponder over the concept of sustainable purchasing and purchasing locally.

Sandhya Anilkumar,
Editor, VOH

“Fair trade is a social movement whose stated goal is to help producers in developing countries achieve better trading conditions and to promote sustainability”

About Professional Housekeepers Association

“We must not tolerate the indignity of homes without toilets and public spaces littered with garbage. For ensuring hygiene, waste management and sanitation across the nation, a “Swachh Bharat Mission” will be launched. This will be our tribute to Mahatma Gandhi on his 150th birth anniversary to be celebrated in the year 2019”

Mr. Pranab Mukherjee, Honorable President of India said above lines in his address to the joint session of parliament on 9th June of 2014, which outline the need of cleanliness and thus the cleaning industry. The cleaning industry is buoyant, as the country in the changed scenario is adopting cleaning with open arms. Professional Housekeepers Association (“PHA”) is working on the vision enshrined in the Swachh Bharat Mission in respect of retail, health care, hospitality, facilities and educational institutions and has become the key growth driver and significant role to play in the development of Indian Economy.

PHA a non-profit organization though incorporated in the name and style of Professional House Keepers Association in the year 2014 May 21st. but it has been in existence and operating as Southern Housekeepers Club (“SHC”) since 2012 October 10th. The SHC was redefined as PHA to represent much broader and to operate Pan India. The sole objective of PHA is creating a strong fraternity of housekeeping professionals from multiple verticals, providing an active, educative and credible pan-India platform to the cleaning industry. Thus, addressing a long existing gap.

PHA envisages establishing and implementing an effective and efficient structured programme in all aspects of Housekeeping service and covering all types of business facilities. PHA is aimed at creating sustainable employment opportunities and skill development programs for youth from marginalized sections of the society and support and encourage all employees in Housekeeping and allied industry with training, education and mentoring which is provided by conducting seminars and workshops which have the participation of stalwarts in the industry, from various fields where Housekeeping activity plays a predominant role. PHA enables sharing of knowledge and fostering professional self-development of each member which benefits the housekeeping industry.

The association represents a vast industry that was always there but never acknowledged and hardly recognized. In India, professional cleaning needs to be mechanized, organized and respected. Small changes will make huge differences. PHA will be able to assess the cleaning needs of a certain area and provide the road map towards total cleaning solutions.

We want to study the cleaning industry as it exists in all states of India. We want to gain the perspective of the housekeepers there. We shall help make systematic, locally viable processes that deliver large scale improvement in housekeeping standards. A new market may emerge. Our consistent year-long programs will create a culture where cleaning is well, almost fashionable!

With more than 150 members, from all sectors of the cleaning industry – retail, health care, hospitality, facilities and educational institutions, PHA has chapters in three states: Karnataka, Telangana and Andhra Pradesh. The Association is happy to launch its North India chapter.

The Founder President & Chairperson Mrs. Jayashree Nagaraj has ensured that the association adheres to all legal and financial regulation. Very lean and tech enabled systems ensure smooth operations.

The Board Members contribute month after month in spite of their fulltime professional commitments to the associations scheduled (monthly, quarterly, bi-annually and annually) activates that include trade meetings, training session, publications and CSR activates. Thus, we have been able to stay active and relevant.

PHA offers membership to housekeeping fraternity, vendors and corporate formally associated with the domain. A member has the opportunity to acquit, deliberate, share and mentor like-minded professional. A very gratifying experience in itself, it is a prerequisite to grow in the field of Housekeeping/cleaning industry professionally.

Our learning has been that every new chapter brings its unique expertise and its own set of challenges. As an association, we are able to leverage both these aspects as the expertise is better utilized and the challenges resolve far more efficiently.

Enriching the existing body of cleaning knowledge!





Photo of
Self

MEMBERSHIP FORM
(TO BE FILLED IN CAPITAL OR PRINT)

Date: _____

MEMBERSHIP FEES		
<input type="checkbox"/> LIFE MEMBERSHIP	<input type="checkbox"/> Only For Housekeeping Professionals	RS. 8000
<input type="checkbox"/> ANNUAL MEMBERSHIP	<input type="checkbox"/> Corporate/Senior Managers/ HOD/Faculty, HK	RS. 5000
	<input type="checkbox"/> Supervisory Level	RS. 1500
	<input type="checkbox"/> Non-supervisory Staff	RS. 500

Name _____ Gender: M F

Designation: _____ Date Of Birth: dd / mm / yyyy Age : _____

Occupation: _____ Qualification: _____

Organization Address: _____

Present Address _____

Permanent Address _____

Tel No.: _____ Mobile No: _____

Email (Off.): _____ Email (Off.): _____

Experience : _____

Are you a member of any club: _____

Give reference of any member/Housekeeper if known : _____

Billing Preference:* Name of Bank: _____

Cash / Cheque Number: _____ Date: _____

*(Please note that all cheques should be drawn in the favor of "PROFESSIONAL HOUSEKEEPERS ASSOCIATION"
For Online Transfer Account No : 50100100624297, IFSC Code : HDFC0000261, MICR CODE: 560240012)

PROFESSIONAL HOUSEKEEPERS ASSOCIATION

No 25/1, Sri Ram Mandiram Road, Basavanagudi, Bangalore - 560004, INDIA.

Email: chrn.ind@phka.in | Mobile No: +91 9880030926 | Website: www.professionalthousekeepersassociation.com

BENEFITS OF MEMBERSHIP

1. Network with like- minded professionals. Register Now
Professional Housekeepers Association brings you many professional rewards. The Primary benefit is, the member will be able to form acquaintances with other enthusiasts in the sector. PHA offers you networking prospects that will help you raise professional standards, as well as to gain prominence in the Housekeepers' circle.

With PHA you will get to:

- Network with friendly Housekeeping professionals across the country.
- Learn from each other's skills
- Make new acquaintances in the industry
- Be recognized in the industry
- Feel belonged and confident
- Will get an advantage of get to know the qualified vendors / Business associates.

2. Serve your organisation better, expand your learning horizon.

In many ways, your membership with PHA will offer your organisation manifold benefits. Simply put your interactions and learning here will solve many of your practical, work place queries, which in turn will make you a smarter manager and employee. For instance, who can be better than your peers to offer advice on material sourcing, the right prices, or even, say, for a quick, efficient background check on a probable candidate for the new hiring drive? Bank on the trusted source of information to help you make smart decisions at work, and be the first to know of the latest developments in your sector.

Apart from expanding your learning horizon, use your contacts at PHA to organise industry talks for your staff or students. Being a committed Housekeeper with high professional standards, we doubt you will be able to resist joining.

In short, as a PHA member, you will:

- Draw knowledge sharing from peers.
- Play a role in raising standards at work.
- Help boost guest satisfaction
- Learn new 'on the job' service skills
- Be abreast of latest industry developments
- Get a platform for Continuing Professional Development (CPD)
- Secure leads to potential sponsors
- Will be well versed in vendor management.
- Recruitment process will be better as referral becomes easier.
- Attrition level will be controlled

3. Expansive Connections.

Did we mention that a membership with PHA makes you part of an expansive network that spreads beyond regional borders? Our prime objective is to provide a platform that

lets you forge alliances beyond your immediate circle, through other members of the associations. You will make relevant contacts with professional colleagues, restaurateurs, hoteliers, and similar; with those who can help you advance your career or assist your organisation; Acquire relevant tips, seek advices from experts, and get feedback to your own ideas.

Secondly, you will contribute greatly to the industry by promoting continued education among upcoming Housekeepers through seminars, meetings and conventions. You will also get to work with other people in the industry in fund raising events and charities. Thereby, you will be able to reach out beyond the realms of the industry and contribute significantly to the society. Thirdly, you get to boost your career and company, and to be recognised as a leader with some of our professional groups. We offer you opportunities to spearhead special Housekeeping events in your locality, through activities at the regional, national, or global levels. Demonstrating your leadership skills at these events will take you a long way in securing your rightful place in the industry.

4. Benefit for member hotel management colleges, colleges with home science as stream.

- Constant interaction with Housekeeping personnel to facilitate guest lectures, demonstration classes and provide external examiners, judges for competitions.
- Collaboration to do research- Housekeepers may collaborate with final year hotel management students or faculty to conduct research and vice versa. Faculty and students will able to provide valuable help in the documentation process and the housekeepers can help in providing resources.
- Projects, reports, assignments- Schools and colleges offering home science may tie up with hotels to facilitate students to do reports ,projects etc on hotel housekeeping.
- Hotels can engage in contributing towards the society- housekeepers can offer jobs to the hearing impaired students and recruit them for laundry, linen room, and uniform rooms. We may offer free membership to such schools and colleges. And such associations are mutually benefitted.
- Faculty training progammes- In order to understand the current trend in hotel housekeeping colleges may interact with hotels to get their faculty trained for a week.
- Training modules- Since this club has Executive housekeepers from all sectors like hospitals, facility management companies, Entrepreneurs in housekeeping services outsourcing etc they may approach colleges to frame/customize modules and get their staff trained as colleges will have training facilities.

The Executive Committee Members



Ms. Jayashree Nagaraj
Founder President & Chairman



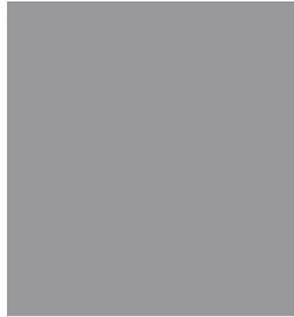
Ms. Finianne Braganza
Secretary



Ms. Bharathi Kamath
Treasurer



Ms. Bhavana Alvares
Member



Ms. Bindu Neelakantan
Member



Ms. Sunita Srinivasan
Member



Ms. Rajani Ghatage
Member

The Executive Committee Members

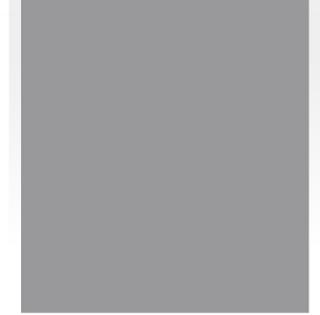
The Karnataka Board Members



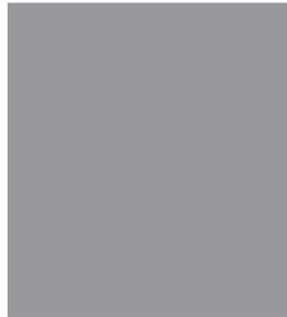
Ms. Bhavana Alvares
President



Ms. Bharti Singh Kalappa
Vice president



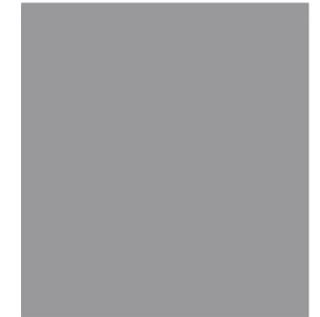
Ms. Grace Gideon
Vice President - L&D



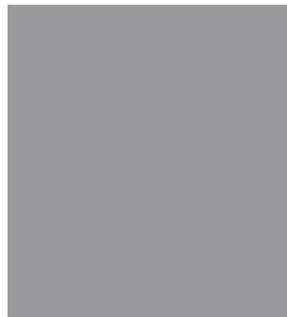
Ms. Vinita Chaudhary
General Secretary



Mr. Rakshit Shetty
Secretary



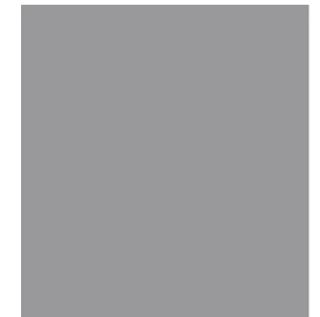
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Treasurer



Ms. Sandhya Anil
Editor



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Joint Secretary



Ms. Prachi Baljekar
Board Member- Health Care



GUEST SLEEP EXPERIENCE CHANGING HOUSEKEEPING PERSPECTIVE

DR. MALINI SINGH

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Since prehistoric times human beings have moved towards other geographical areas for commercial purposes and exchange, for which they needed shelters to stay with the primary objective of resting. This need gave rise to the establishments which were the precursors of the existing hotels.

Rest is a vital human need to replenish and recharge batteries. The greater effectiveness of our rest is achieved when we sleep. Sleep is a physiological state of self-regulation and uniform repose of an organism. Although sleep needs vary according to the age, for all human beings it represents a vital, an essential function (human beings cannot live without sleep), restorative (sleep repairing the body every day), complementary and essential to ensure wakefulness (sleep to be able to feel awake the next day), physiologically necessary.

In many hotels, unfortunately, there is still a tendency to pay more attention to the guests when they are awake than when they are asleep, ignoring the quality of their rest and sleep associated or influencing their emotional state which is a determining factor of their behavioral and relational patterns the next day.

With the changing time hotels have realized that the guests are more likely to approach best behaviors towards the environment after a good night's sleep and thus facilitate the interaction of hoteliers with them, increasing the degree of relationship and knowledge. This way, they can enlarge the offering of services tailored to their needs. This entails that the hotels pay special attention to this need, biological and emotional, in order to get its complete satisfaction in each of the guests.

Sleep problem

Sleep deprivation and related problems have become as American as caffeine-rich Starbucks coffee and 24-hour pharmacies. In the last 100 years, there has been about a 20% decline in total daily sleep time, says Gary Zammit, PhD, Director of the Sleep Disorders Institute at St. Luke's-Roosevelt Hospital in New York City. The blame for that sleep deprivation rests with the fast-paced culture we live in, with more demands on everyone's time and the emergence of an around-the-clock, 24/7 society.

So whether it's your lifestyle or your personality traits, you may have joined the ranks of the bleary-eyed that are not getting all the shut-eye their body needs. "Many people are staying up late surfing the net, or going to the supermarket at night because that's the only time they can get there," says Sonia Ancoli-Israel, PhD, professor of psychiatry at the University of California San Diego School of Medicine. "We've become so busy that something has to give, and for many people, it's sleep that they sacrifice."

In fact, sleep disruptions can provide clues to your health, both physical and psychological. These disruptions can help reveal whether you're burdened by stress or overwhelmed with high anxiety. Sleep disruptions also give hints on what medications you're taking, or whether you're experiencing chronic aches and pains. They can make you unproductive on the job, and moody and irritable at home, or as with Carol Smith before she found Provigil, they can be a sign that you're forcing yourself to stay awake when your internal body clock is desperately seeking slumber.



The Importance of Sleep

Getting a good night's sleep is important for maintaining good mental and physical health. Sleep allows the brain to take in new information and strengthen our memories.

The quality of your sleep can have a significant impact on your mood, energy level and ability to concentrate. It can affect your work, cause relationship problems and make it difficult to complete simple tasks. Sleep can also affect our mental wellbeing, immune system, and other health-related issues. It is crucial to our health that we learn to sleep well.

Common Sleep Disorders

Insomnia - where you are regularly unable to fall asleep or remain asleep for a long enough period of time - is the most common sleep disorder in the UK, affecting 10% of the population.

Other sleep disorders include hypersomnia, where people don't feel fully awake until hours after getting up, and narcolepsy, where people experience sudden attacks of extreme sleepiness. Problems associated with sleep include sleep apnoea, teeth-grinding and night terrors, all of which may need treating. Other sleep-related disorders, such as snoring, sleepwalking or sleep talking, are generally not harmful.

Treating Sleep Problems

Good sleep doesn't just mean lots of sleep - the amount that each person needs is different. The important thing is that you get good quality sleep.

Factors like your attitude, lifestyle, and sleeping environment play a part in the quality of your sleep.

Changes to factors like the temperature of your bedroom, the amount of exercise you do and what time you eat dinner can help to improve the quality of your sleep.

Our physical and mental health is an important factor in how to treat sleep problems.

Hotel Guest Sleep Experience

The hotel guest sleep experience goes far beyond the type of mattress, bedding fabric quality and types of pillows offered, by the way, generic products and services that currently have lost its distinctive character. This is about providing our customers Sleep Stimulating Atmospheres, to help them renew and maintain their physical and emotional well-being.

The Hotels are using various techniques involving the five senses to improve guest sleep.

Here are some ideas that the Hotels are using to help their



DECODING A HOUSEKEEPER: CORRECT ME IF I AM WRONG

SUNITA SRINIVASAN

DESINATION, COMPANY NAME

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and render disorder non-existent. This of course is always over a finite space; the volume though is constantly increasing.

Well what is this system thinking?

My take on the matter ...after innumerable personal interactions over the years, is that the actual custodian of the space, the person who is engaged in the activity of removing dirt and disorder almost always seem to have a meditative state of mind. Most of their activities are performed subconsciously. It is rhythmic, a wave pattern which starts with a high performance period, break and then work again. It is effort less disciplined routine, the exercise keeps them healthy and peer group happy. Unfortunately, this happy situation is rather weak to sustain because quality standards need to be monitored and constantly enforced. Thus, pressure on the frontline employees is universal and if it creates stress, they lose the relaxed state operated by the subconscious mind and become conscious of the chore they are performing. Uneasiness sets in and they want to get out of the role.

Here is where the spectacular job,

that I touched upon earlier, comes into play. Well this is a singular act of eliminating stress for the team. It is a dynamic equilibrium to be held very organically. Up next is the one cardinal rule that all executive housekeepers follow, it is of personal auditing. They KNOW the area. This KNOW is a very important part of the thinking.

What is famously known as eye for detail is in fact a rather cynical one; if not a critical personality trait that most psychologists are likely to label as undesirable socially. It has been seen that all successful seasoned housekeepers exhibit it in large measures.

A competent EHK is therefore one, who has this critical ability to spot a flaw but also has the mastery on how it should be communicated. This makes him a valuable aid to the actual custodian of the space, the person who is engaged in the activity of removing dirt and disorder.

Now, how do people year after year do the same so called unimaginative jobs! Well there are hundreds of them and are likely to be in the future too. What keeps them going ..?



guests to reach more easily the realm of mythological God Morpheus.

1. Sight: The lighting influences our biological clock as it is known to inhibit melatonin (sleep hormone) secretion by the pineal gland in the brain, so it is important to consider the intensity of light in the guest's room, as well as its color because according to experts there are colors that invoke a sense of tranquility and ensure a good night's sleep; light blue, spring green or purple lavender colors, are all facilitators of atmospheres of relaxation, tranquility and peace. Type, intensity, and location of the lights for reading also influence our ability to fall asleep. It is proven that the simple act of getting up to turn off a light after reading in bed would stimulate our vigil, then:

- The Hotels are using reading lights (in different colors) which turns off after a set time according to each guest preference with the help of timer
- Hotels offer a menu of relaxation images through the interactive television system

2. Smell: Sensory organ helps us to achieve a good night's sleep. Studies reveal that the smell of a room is a determining factor to get a good sleep and certain aromas induce to sleep, even more than medication, then:

- The Housekeeping spray the pillows and sheets with pillow mister or aromatize the room (according to request) with delicate drops of lavender or jasmine scents, which, par excellence, induce to get a good sleep

- During the turndown service the Housekeeping prepare for her/him lukewarm water for bath with these aroma oils a few moments before the guest is retiring to bed

3. Hear: The audition is another powerful activator of our biological clock which, when activated is responsible for us to wake up. Thus, to ensure a good sleep is essential to ensure silent scenarios. However, there are many human beings who need certain sounds to fall asleep. There are sounds that help our body to relax in preparation for a profound sleep.

- Hotels offer a menu of sounds such as rain falling, or birdsong, or the sound of ocean waves, by using the interactive television system

4. Taste and Nutrition: The quality of our night's rest is largely determined by what we eat and drink before going to sleep. There are foods and beverages that induce to sleep since they contain melatonin precursors elements such as oats, cherries, corn, red wine, tomatoes, potatoes, nuts, rice and herbal teas based on chamomile, anise or fennel, then:

- Hotels offer a special menu just for having a good sleep

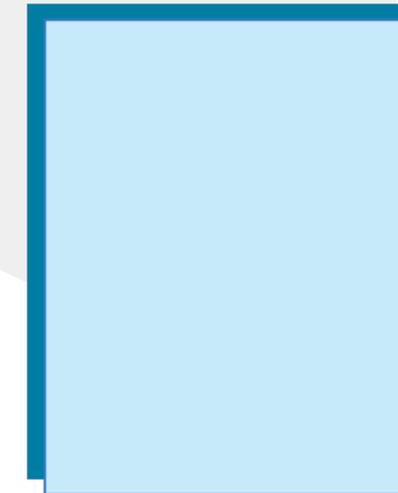
5. Touch: A comfortable body posture and touch can definitely be a boon to a good night sleep. Hotels make the guest feel the touch through

- Pillow menu, Duvet and mattress choice to ensure each guest's preference for a comfortable night's sleep.
- Fabric of upholstery made from the softest materials.
- Bath butler service - They offer Fragrant Bath menu's and Massage options for guest relaxation and also body creams having the same essence

According to the Hotels, guests who could most benefit from the above mentioned choices are those who come from geographic regions with great difference in time zones, as the jet lag will influence their behavioral patterns, i.e. being awake in the early hours of the morning and retired to rest early in the evening, which will determine the types and frequency of services required.

In summary, Guest Sleep Experience is a distinctive tool for a hotel committed to make guests feel important, valued and above all renewed.

So Hotels should not forget to ask each single guest his **Sleep experience.**



Over the last 22 years of my career, in and around the hospitality industry, I have had both first-hand experience and a ring side view of this spectacular job. Why spectacular? Given that generally it is perceived as highly marginalized. This is something that I wish to touch upon later in this article.

I have been associated with a range of people in the cleaning industry, from those who do the actual cleaning jobs to those who own, market and profit from the products derived from such operations.

As I gradually moved from being a hotel housekeeper to an instructor of housekeeping to an academician, author and finally an administrator, I cannot but observe a thought pattern. A system that these people cultivate that unfailingly creates value. Though it is purely a hunch, I strongly believe it is aligned to some natural law, as beyond a critical threshold housekeeping activities go into auto pilot and the housekeeper is able to put dirt to where it belongs



SELF-ACTUALIZED LEADERSHIP



This is an era where globally, an enormous financial disruption is being felt. It is very decisively becoming clearer that the manner in which corporates across the world, including India, conducted their businesses during the past 10 years will now have to adopt for radically different methodologies or strategies to conduct their businesses over the next 10 years to survive and outgrow this bludgeoning financial disruption. It is no more an era of management or vying to absorb the best and most effective 'Managers' to get the job done. This is an era where every organization will require extraordinary entrepreneurial leaders to reinvent the wheel, to disrupt this ever growing disruption and survive their organizations. And such leaders will have to become part of their system from the very grass root levels of their organizational hierarchy itself!

But even before we address the very understanding of what really are 'extraordinary entrepreneurial leaders', we need to first understand why India, itself, has not been able to create and nurture a large number of effective leaders in its corporate world to the extent



Anand K Nair

Visionary - Entrepreneur - Speaker
- Mentor - Author - Consultant
- Life Counselor

seen in most western countries. This, unfortunately, is an amazing truth. Is it because our ancestors were products of two centuries of an oppressive rule by the British Empire and hence found sub-ordination a better tool for survival than leadership? After all it took our country over 50 years after the British Empire sailed back, to change Bombay to Mumbai, Madras to Chennai, Calcutta to Kolkata and Orissa to Odisha (half a century to do this and not earlier, just in case the Brits returned much too early, and changed it all back again!). Was this thought process of glorified sub-ordination filtered down generation after generation to young traditional minds of the average Indian

youth who tended to learn more at the feet of their elders than in modern day business schools? Or is it that our corporates have spent way too much time on seeking out good 'managers' from management schools over the last 3 decades leading to an overdose of management professionals being employed and a prolific growth in the number of management schools, some spread over numerous acres of land and some spread over the size of a retail store? Or, more humorously put, is it because as parents, most of us spent the first two years of our children's' lives teaching them how to talk and walk

and the rest of their lives teaching them how to shut up and sit down? Any which way you may like to put it, we never created leaders worth their weight in salt. We never created leaders in abundance and hence we don't have enough leaders to disrupt the disruption that every organization perilously faces today. Period!

Having now established, if I may say so, the reasons why we don't have adequate number of leaders amongst our fold, let us examine who really is an extraordinary leader and how does one become one. As a professional, I started my career as a mere sales rep and rose, over three decades, to a CEO. So how was I viewed by my professional colleagues, my team and the top brass above me? Those who loved me said I was an epitome of integrity, charisma, understanding, a visionary, an innovator, a team player, a man of excellent man management skills and whatever have you. Those who hated me just wished me dead! And yet I reached the top most echelons of my professional career and 'teed' off most successfully! Frankly, most professionals understand leadership through either traits or styles. Every book I've read on leadership contains only this mumbo-jumbo with a little imaginative additions here and there.

So in reality, what made me a successful leader? What were those 'traits' that I had within me to become what I finally became? Here I would like to quote my dearest childhood friend, Partho, who has been a disciple (including myself) of Sri Aurobindo and the Mother and has been in Vedantic practice for many years, "Real and effective leadership is not a matter of learning techniques and mental formula, or changing behaviours, to suit a professional need; real leadership is a direct function of what you are and what you possess — within and beyond yourself. In other words, leadership is a function of your whole consciousness and not merely of your personality."

The extraordinary leader is a highly self-actualized one. Self-actualized leadership is a process of realizing and effecting leadership through personal mastery and excellence. It is leadership born of self-realization and actualization. You cannot be a true leader without first being a master yourself. In other words, to become a true leader, you need to work on yourself, and attain the capacity to inspire and lead.

A true leader inspires by being and not so much by



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'doing'. His or her being is primary: the 'doing' flows out of being. No matter how many techniques and formulae of leadership one learns, unless one has touched one's own heights and depths, there's no way one can bring inspired, effective and sustained leadership to others.

Self-actualized leaders are ones who can create mastery in whatever they do. Whether it is a mere assignment at grass root levels or developing a team or even running a global empire, self-actualized leaders are extraordinary entrepreneurial leaders that the world at large requires today. And whether, corporates across the globe believe it or not, it is only this breed of extraordinary entrepreneurial leaders that will be able to disrupt the present disruption and recreate an absolute new world order in the manner in which business has to be conducted, now and in the future.

- A high-octane transformational speaker, Anand Nair delivers proven solutions for empowerment and leadership that emerge out of 'Powers Within'.



FIRST SOUTH INDIA HOUSEKEEPERS CONFERENCE



The first SIHC (South India Housekeepers Conference) was held at The ITC Gardenia hotel in Bengaluru on December 18, 2016. Organised by H&FS CONNECT and powered by the Professional Housekeepers Association (PHA), the day-long conference saw some great knowledge sharing session.

The first South India Housekeepers Conference, which was held at the ITC Gardenia Hotel in Bengaluru on December 18, 2016 saw culmination of some of the best members of the facility talking about the way forward. Ms Jayashree Nagaraj, Founder President & Chairperson of the PHA, the driving force behind the vision of creating a professional body for Housekeepers, delivered the welcome address at the convention which had been powered by PHA.

During his keynote address Mr Prabhat Verma, Senior VP Operations of the Taj Group, emphasised on the key role played by the housekeeping fraternity. He highlighted that unlike other departments, the fraternity of housekeepers was not given its full due. While highlighting that there were a very few General Managers who have risen from the ranks of a housekeeper, he said that this trend is set to change. His keynote address was focused on the virtues of a housekeeper and he highlighted that the "housekeepers are the heartbeat of a hotel... they are what makes it tick. The role and scope of a housekeeper has continued to evolve and there is really no end to the scope of knowledge that housekeepers need to equip themselves with, for instance, the materials that go into the making of a room, bedding, stationery, toiletries etc."

He highlighted how the role and scope of a housekeeper has evolved with the changing landscape of the industry over a period of time. "One of the biggest challenges for housekeepers lies in understanding and managing the

millennial mind, including guests as well as colleagues and employees. Mentoring, managing and training the millennial employee is quite a challenge as it entails understanding and channelizing a mentality of instant gratification and bringing home the point that experience counts. Understanding the psyche of the guest is another aspect of housekeeping which is vital these days, as is the ability to personalise and customise guest experience, which is really the way forward. Hotels are looking to strip down as outsourcing is becoming big. But no matter what changes, it could be size of rooms, but the essence of innkeepers will remain with housekeepers," felt Mr Verma.

His final message to housekeepers was that they were well equipped to become General Managers, but for a few thresholds that they needed to jump over. One of them being an understanding of the pace of business in the digital world and the second was understanding revenue management. His keynote address set the ball rolling for a day full of thought provoking business sessions and industry interactions.

Later, Ms Bhavna Alvares, PHA President of Karnataka and Executive Housekeeper at Vivanta By Taj, Bangalore and Ms Suchitra Naidu, Director Housekeeping & Group Planning and Coordination, The Park Group of Hotels and President of the Telengana Region of Executive Housekeepers, made a short presentation on the development of the association in their respective regions.



Meenu Tognata from ITC Hotels, (extreme right) making a point during the panel discussion. Also seen in the picture are (from left to right), Nishant Saxena (Movenpick), Namrata Marwah (The Leela Hotels and Palaces & Resorts) and Kiran Kumar (Shangri La)

The first panel discussion on the topic of the Latest Housekeeping Trends was an animated session moderated by Ms Minakshi Agarwal, CEO, H&FS. The panellists Ms Meenu Tognata from ITC Hotels, Mr Nishant Saxena (Movenpick), Ms Namrata Marwah (The Leela Hotels and Palaces & Resorts) and Mr Kiran Kumar (Shangri La) started by sharing their views about the dominating trends in housekeeping expected in 2017 and discussed the best practices which should be followed in the area of sustainability.

Opening the discussion, Ms Meenu Tognata spoke about the economic challenges that demonetisation has brought to the industry. As housekeepers, she felt that "we have to change. We have to become more conscious of how we deliver as well as understand the economics of the business." She felt that 2017 would be about delivering quality service and yet be cost conscious. Elaborating on the concrete changes that will make a difference, she spoke about providing the guest with a zone of privacy, a noise-free zone, a gift of time and a hygienic room. The primary focus needs to be on customer needs. She also spoke about the need to embrace technology, for instance robotic vacuum cleaners. Instead of looking on them as a replacement for a human attendant, it can be utilised as a support for the cleaning attendant, thus saving on time.

Ms Namrata Marwah spoke about the need to control waste and pilferage instead of focussing on cutting costs.

With emphasis on Made in India products and stopping imports, hotels will stop blocking money in buying toiletries in bulk, which will result in cash saving, she felt. According to Ms Namrata, "it is most important to provide pure air. Along with a clean hotel, we also need to look at a clean environment."

Tapping local vendors and using local products was what worked for Mr Nishant Saxena. One of the local products that he uses in his luxury rooms is the famous Mysore sandal soap. He also felt that there was enough good linen available in India.

Mr Kiran Kumar also spoke about imparting local touches. He cited the example of welcoming guests with local 'tappadi' chai in a kettle served in their rooms in the typical cutting chai glasses. He also spoke about adding Patanjali cookies in the minibar.

A relatively new trend of outsourcing – linen on-demand was lauded as it would give a fillip to the efforts of water conservation and would ensure overall efficiency. Speaking on their green initiatives, Ms Namrata said they believed in zero wastage. They were a part of Diversey's 'soap for hope' programme. Nothing goes wasted beginning with flowers, shoes, uniforms, linen, all of which are given away to charity. Attending housekeepers also shared their views on the latest in fabric, which is eco-friendly and has medicinal properties embedded in it. However, it was felt by Ms Meenu that the fabric cost was too high for uniforms and currently they are only



From left to right, Mr Pran Raina (ITC Grand Chola), Mr Subhash Prabhu (consultant for Taj), Mr DC Sunderraj (ITC Grand Chola), Mr Ramana Rao (ITC Gardenia) and Mr Ashok Kumar (Shangri La).

looking at providing robes for guests to use in spas etc.

The second panel discussion of the conference on laundry and fabric care saw the panellists Mr Pran Raina (ITC Grand Chola), Mr Subhash Prabhu (consultant for Taj), Mr DC Sunderraj (ITC Grand Chola), Mr Ramana Rao (ITC Gardenia) and Mr Ashok Kumar (Shangri La) discuss the latest trends in laundry as well as the question of outsourcing linen and laundry operations.

“At ITC Hotels, sustainable luxury is the buzzword - solar energy and PNG is mostly used to run laundry. ITC Gardenia uses power from windmills while ITC Maurya uses solar power. At the Grand Chola, we are also pumping back the first wash water into the cycle,” said

Mr Ramana stressing that it is no secret that laundry operations are seen as the biggest energy guzzlers.

Mr Prabhu spoke about the three main costs that a laundry has - cost of chemicals, manpower and machine. “Low temperature chemicals which are also eco friendly; proper machines as per use and introducing multi-skilled man power will save on costs and at the same time give optimum results,” he said.

Mr Kumar, who was very much in favour of outsourcing laundry operations spoke about maintain quality of linen and informed that they use upgraded chemicals which do not need any steam and thus there is no need of a boiler.

Mr Sunderraj, speaking about energy efficient measures advised reusing last rinse water as first flush. Talking about outsourcing laundry operations he said, “the advantages would include allowing housekeepers the bandwidth to focus on their core business; handing over the job to experts who would also be able to take care of and advice on the right type of linen to buy and use, one would save on operations costs.” As the disadvantages, he cited factors like hygiene, hidden costs and exposing the company to an outsider. He iterated that it was important when outsourcing to look for a partner and not a mere vendor.

Mr Prabhu, citing the unfortunate thought process of cutting cost said, “the laundry operators too need to break even and be able to deliver quality. One must be willing to pay for world class service. Also one cannot have unrealistic expectations about the life cycle of linen. One cannot expect magic. While outsourcing laundry may soon be here to stay, it would depend on each hotel to take their call based on cost analysis.”

It was an interesting session with active participation from the audience. Ms Meena Tognata made a point from the audience by stating that outsourcing laundry could be an option for budget hotels but not for luxury hotels, who cannot afford to eradicate laundry operations altogether as they have high quality standards to maintain as well as to cope with individual demands of guests.

The final panel discussion convention was on Managing People and the panellists included Mr

Murali Krishna (Director, Taj West End), Mr TC Sajit (Head HR, Bangalore International Airport) and Col KC Menon (ex Regional Manager, South, HR, ITC Ltd, Hotel Division).

Retaining trained staff has always been an issue for the industry and there was a general consensus on the fact that housekeeping saw the highest turn out where attrition is concerned. It was noted that those educated from IHMs and other hotel management institutes and hired as GSAs, on an average lasted for about two years before moving on to fresher pastures. On the other hand, the room attendants belonging to lower strata of the society, without any professional qualifications are more likely to stay and work their way up.

According to Mr Murali, “There has been a paradigm shift in recent times and a job is no more the be all and end all of life, instead it is seen as a part



Mr TC Sajit flanked by Mr Murali Krishna (left) and Col KC Menon

of life. So it is important for employers to understand this and address the issue by adjusting their views.”

Colonel Menon made the point about getting recruiting policies correct; and about recruiting according to job requirement. The forum also discussed why the least number of graduates from catering colleges look to join housekeeping as perhaps many considered it menial. It was felt that housekeeping needed to be correctly represented to the students. “They should be made aware that it is not just about cleaning a room or a toilet. That is just one small part of the job. The job needs to be made lucrative for the student,” it was concluded.

After a long day of discussions and debates at the convention, the housekeepers let their hair down over networking cocktails.

HOUSEKEEPING LEGENDS FELICITATED



In the picture above, Darshan is seen second from left, flanked by Jayshree Nagaraj (left), founder president & chairman of the PHA, Ali Amma and Namrata Marwah, Corporate Housekeeper, The Leela Hotels Palaces & Resorts, on the extreme right.

The Conference honoured housekeeping legend Ms Darshan J Singh. A pioneer in the true sense of the word, she has been part of that tribe of housekeepers who have literally laid the foundation for housekeeping in India. Also present on the occasion was another veteran Ms Ali Amma George, who has played a similar role in the southern region as teacher and mentor. It was a great moment to have both the stalwarts up on stage sharing generously from their life and their experiences.



FLASHBACK: FIRST NATIONAL

HOUSEKEEPERS CONVENTION



First National Housekeepers Convention



PHA Core Committee Members

The 20th of May 2016 was a very important day for the Professional Housekeepers Association (PHA). It was their first milestone that they successfully passed. It was a day when the Founder Chairman Ms. Jayshree Nagaraj and her team of Housekeepers felt extremely satisfied with the tasks they accomplished working towards achieving the vision and mission of the Association.

The first National Housekeepers Convention organised by PHA was held at the Sterling Mac Hotel, Bengaluru. It was indeed a power packed day full of activities. It was a day when one could see almost all the Executive Housekeepers and Director's of Housekeeping from Bengaluru hotels taking a day off from their busy work and supporting Ms. Jatshree Nagaraj in creating a



Head of First National Housekeepers Convention

system where Housekeeping will not be only about cleaning but it will be about creating innovative systems to help hotels get repeat guests. As always the event started with a prayer rendered by Ms. Rajshree Gopal, EHK of Oakwood Hotel. Then on, the participants got to see a very well-planned sequence of events which was presented to us by the MC Ms. Smritee Raghubalan.

The Chief Guest for the day was Ms. Menu Tognatta, Divisional Housekeeper, ITC Hotels and Guest of Honor was Mr. Mohan Deshpande Chairman of Hospitality Purchase Managers Forum (HPMF). The participants had a lot to carry back to their workplaces of what they gathered from the experiences

shared by the Chief Guests. Our learning partner Mr. Shekar, Mr. Sam a veteran from the chemical industry, the Chief Guests and Ms. Jayshree lit the lamp as a mark of purifying the environment as well as inviting Divine waves to the premises.

All the guest profiles were read out and the proceedings began. Ms. Bharti Kallappa spoke about PHA and the mission behind the formation of an association of this magnitude. It was followed by the presentation of the E-newsletter by the Editor, Ms. Sandhya Anilkumar.

'Customer perception of service quality in Hotel Industry' a case study of Bangalore hotels was an informative presentation done by Dr. Malini Singh. It was an eye opener talk. This was followed by Customer experience analysis of Ecotel Hotels, a case study presented by Dr. Sudhagar and Ms. Smritee Raghubalan.

The participants had a lot to carry back to their workplaces of what they gathered from the experiences shared by eminent speakers.

There were product presentations by the event sponsors and co-sponsors.

The event was made extra delightful with an elaborate spread of extremely tasty food - lunch, tea, coffee and snacks provided by the Mac Hotel. After a good lunch, all members assembled back into the hall to witness a very interesting panel discussion with Housekeepers, Sellers/ vendors and Procurement Managers participating in a constructive discussion moderated by Mr. Shekar.

Next, it was the much-awaited session conducted by Mr. Srinidhi - a motivational speaker, who is known to keep the participants awake in spite of the heavy lunch consumed by most. The event wound up by 5.30 pm leaving all participants wanting for more and looking forward to the next event.



CHALLENGES, ISSUES AND TRENDS IN HOSPITALITY



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The biggest challenge for the hotel is operating issues pertaining to human resource management i.e. to retain qualified hotel employees and thus reduce the attrition rate in the hotel. Another major concern is the issue regarding employees low motivation, which directly results in low quality service delivered to the customers.

I suggest that giving more empowerment to the employees helps to increase motivation, productivity and reduce burnout. Improvement of the working environment is being suggested to give satisfactory organizational atmosphere to the employees.

In terms of challenges in marketing, the changing customer preferences and demands put a test on the hotel to deliver high quality service to satisfy their customers. Regular audits can identify errors and prevent mistakes or ensure that low quality services are

uplifted. The other key point here is increasing usage of market segmentation by not only hotels but F&B outlets also which target niche travelers; for example restaurants diversify menus based on region where they operated.

Issues:

- 1. Operating Issues:** Labor shortages, cost containment, increased competition.
- 2. Marketing Issues:** Market segmentation and overlapping brands, increased guest sophistication.
- 3. Technological Issues:** Interactive reservation systems, guest-room innovations, data mining, yield management.
- 4. Economic Issues:** Dependence upon the nation's economy, globalization.

Trends:

- 1. Rapid growth of vacation ownership.**
- 2. Integration and globalization.**
- 3. New management.**

It is undeniable that technological innovations improve customer service level and hotel operations in many ways. The challenges of keeping up with fast changing technology includes the usage of interactive reservation system which enables reservation through internet - so far approximately 30 percent of the reservations are made through internet. Other challenge includes guest-room innovation. Despite the high costs involved in installing the technology, computerized yield management helps to maximize hotel's profitability - database systems can be used for effective planning.

Many researchers have emphasized that current practice of training and education does not meet the needs of hospitality industry in terms of providing high quality candidates. The educator has to give realistic pictures on how the working environment in the hospitality industry would be. Frequently, the student's perception is unrealistic when they want to secure the corporate-level position after graduation. Whilst in reality an executive at a hotel starts his/her career at the operations level. The gap between what is expected and reality always brings the motivation down for new employee who leads to low quality service and high manpower turnover.

One of the reasons is the low numbers and poor transfer rate of graduates into the industry. This is perhaps due to the perception of new hospitality students who have an unrealistic image of working life in the industry and expect a different working environment from what the hotel can offer. Thus the industry and government have to educate the students sufficiently about careers and working conditions in the hospitality industry. This will reduce high expectation of a hotel careers from the prospective employees.

Employee Motivation

Hotel industry is not only suffering from shortage of labor but they also suffer from low motivation of their employees. The industry should deliver more information, educate and create awareness on the working environment of hotel industry to the school students. Awareness on the working environment and condition while working

in the hotels has to be highlighted to the Hospitality College students so that they will have clear picture on the commitment level they need to show in the hotels. However, hotels at micro level too have to improve their training programme, orientation programme and improve remuneration to their employees as these steps can increase retention rate of hotel employees. A large number of hotels are not paying attention to the emotional and information needs of the newly employed staff. Hotels should emphasize on ongoing training and education, employee empowerment, open communication with management, and appreciation for accomplishment.



Conclusion

In general, hotels in India are being challenged in maximizing revenue, government regulations which lead to new and old hotel dilemma and human resource management especially on employee motivation and shortage of labor. Among the issues found in this study are firstly, increasing demand of Green hotel, secondly, the usage of technology specifically online reservation system.

Competition in hospitality is stiff at national level. Universities and colleges should create awareness on hotel working environment for fresh graduates so as to improve labor shortages and supply of highly skilled employee in hotels.



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