



# Kohinoor Times

1st  
Anniversary  
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Issue 1

**December 7, 1961:** A 24-year old youth with dreams in his eyes starts Kohinoor Coaching Classes in a small room at Dadar in Mumbai.  
**December 7, 2003:** He inaugurates Kohinoor Corporate House at Dadar in Mumbai.

The Kohinoor Group began with Kohinoor Coaching Classes, started in a small 200-sq ft room 42 years ago at Shree Building in Dadar, Mumbai. The youth referred to above is none other than my father, Mr Manohar Joshi, known to all as 'Sir'. On the morning of December 7, 1961, he opened the door of Kohinoor Classes all by himself and sat at the admission counter. An advertisement had been given in the Marathi daily *Loksatta* to announce the opening of these classes. Four students responded to this advertisement. He happily took four admissions, went into the classroom and started teaching those four students.

At that time, he had a dream and a vision, but I do not know whether he expected that Kohinoor Classes would gradually grow to become the Kohinoor Group as it is today.

Kohinoor has its roots in education and whatever we are today, can be traced back to our success in educational enterprises. After classes, Kohinoor started Kohinoor Technical Institute on December 7, 1967, for a large section of students who preferred to exploit their technical rather than academic skills. The mission of Kohinoor Technical Institute was to hone the technical skills of these students so that they could find employment or become self-employed.

The motto of our technical institute was *iJad TalMaCaI, MaaGaCIXaNa AaMaCaCae* (Your Determination, Our Guidance).

All we asked of the students was strong determination (*iJad*) and Kohinoor would lead them on the path of success with proper training and guidance (*MaaGaCIXaNa*). Low fees, easy admission policies and a dedicated focus on employment/self-employment have been the mainstay of Joshi's Kohinoor Technical Institute (JKTI). Over the years, the branches of Joshi's Kohinoor Technical Institute spread far and wide to cover key areas in Maharashtra. Today, lakhs of students have passed out from JKTI and are gainfully employed, and we are sure the numbers will only increase in the years to come.

Kohinoor did not just restrict itself to education. Besides being an academician and educationist, 'Sir' was an entrepreneur. There was a perception among people that Maharashtrians are unenterprising, cut out only for service and could not be successful in business. In fact, this perception still persists. My father was determined to shatter this myth. In 1980, Kohinoor diversified into real estate with the birth of Kohinoor Developers and executed several prestigious projects including residential buildings, industrial complexes, corporate houses and residential colonies in Mumbai and Pune.

We are also proud of our own projects - Kohinoor Continental, a four-star deluxe hotel and Kohinoor - IMI School of Hospitality Management at Kohinoor Global Campus, a landmark in Khandala. Coming up within the same Global Campus is the Kohinoor Business School building, which I am sure will more than match the structural finesse of Kohinoor - IMI School of Hospitality Management.

Kohinoor Continental began as the three-star Hotel Airport Kohinoor with 50 rooms on December 7, 1986. It marked the diversification of the Kohinoor Group into the hospitality sector. Apart from this hotel in the suburbs at Andheri, Kohinoor also

set up banquet halls at Prabhadevi in the heart of the city. The Kohinoor enterprise which started with coaching

classes had now grown into the Kohinoor Group which now had interests in education, real estate and hospitality.

December 7 is Kohinoor Foundation Day and we start all new enterprises on this day. (Contd on Page 7)



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# Upgraded Standards

**Suman Sudha Mishra** believes that Kohinoor Continental stands out among the few prestigious hotels that offer customers variety as well as quality at affordable prices



The Premium Rooms have been done up tastefully

**K**ohinoor Continental started its operations in 1986 as the three-star Hotel Airport Kohinoor with just 46 rooms, two suites, a terrace banquet and a restaurant-cum-bar. With the international airport having come up in Mumbai in 1980, there was a need for decent budget hotels in the vicinity to take care of transit passengers. And Kohinoor provided a solution with Hotel Airport Kohinoor.

Good response and a consistently increasing demand over the years sent out only one message – expansion. In 1998, Hotel Airport Kohinoor was elevated to the four-star deluxe Kohinoor Continental.

The property was expanded to 120 rooms (including two luxurious suites) with

two large banquets, a multi-cuisine restaurant, a bar and a Café lounge. A swimming pool



The multi-cuisine restaurant Solitaire

and a fitness centre were also included as additional attractions.

Commenting on the popularity of the hotel that led to its expansion, the General Manager, Mr Mukund Kamat says, "Aesthetic interiors, a spacious look and personalised service by professionally trained staff have made this hotel

immensely popular. Consistent high occupancy of the rooms is the hallmark of success of this enterprise."

That is not all. To add to the quality and meet the rising demand, the rooms in an entire wing have recently been extensively renovated. The 41 rooms and two suites in this wing have been tastefully done up with pleasing interiors. These rooms are rightly called 'Premium Rooms'.

The new design scheme for the rooms had to be such that it utilised the available space to the optimum. Colours as a part of the design theme are elegant, yet soothing. Furniture in the rooms including the beds has been designed ergonomically. Also, the mattresses are semi-soft and comfortable. "The smallest of details have been taken care of to enhance customer delight," emphasises Mr Kamat.

Considering that the floorings in guest rooms are of great significance these days, the three floors of the hotel have been designed such that they are distinctively different from one another.

The third floor has carpet flooring. The special Highland Breathe Easy carpets used do not absorb dust and are stain-free. Laminated Symphony wooden flooring has been used in the rooms on the second floor while the first floor has Nitco Cedar and Ebony tile flooring. The guests thus have a choice between carpet, wooden and tiled floorings.

The office rooms are the highlight of the Premium wing. These rooms have been designed such that they serve as a smart office during the day and a comfortable room at night. This especially suits business travellers.

Adds Mr Kamat, "This

concept was worked out keeping in mind that 90 per cent of the guests are business travellers. All the same, ethical business practices have made our hotel immensely popular with families too."



The Beryl Club, a meeting ground for executives

One aspect that sets Hotel Kohinoor Continental apart from other hotels is its lighting system. "The most

*"We are constantly upgrading our standards to enhance customer delight. Although 90 per cent of the guests are business travellers, ethical business practices have made our hotel immensely popular with families too"*

- Mukund Kamat

have plenty of lights operating on a feather touch system. The intensity of the lights can be controlled from the central console, while lights not required can be switched off to get the ideal lighting," explains Mr Hazra.

Besides, the multi-cuisine restaurant, Solitaire has been refurbished. A new menu has been conceived keeping in view all the popular dishes of the restaurant. The new-look buffet in the afternoons is quite popular with the executives of the companies in the surrounding area.

Also, a 24-hour café lounge is gaining popularity as a meeting place amongst businessmen and youngsters alike, apart from The Beryl Club (bar), which is also becoming a venue of choice for top-level business meetings. Guests also enjoy Larry's live music in the lobby in the evenings.

The rooms also have special amenities such as mini-bars that have miniature liquor bottles, cold drinks and chocolates.

There are also electronic safes in all the rooms to keep valuables and important documents. Guests can use their own electronic lock combination and password for fool-

proof safety. The coffee shop and round-the-clock room service help to draw in more guests. 🌐



Amenities include a fitness centre

## New Year's Eve at Kohinoor Continental



Dancers Sylvia and Jason set off the New Year's Eve mood with a spirited Salsa

Hey, It's  
Latino Night!  
So Swing,  
Sing, Dance  
and  
Ring in 2004!



And the guests go into raptures shaking a leg and tapping their feet



# Business Cum Pleasure And Cost-Cutting Too

The innovative 'Office Rooms' at Hotel Kohinoor Continental are a business traveller's dream come true, says **Suman Sudha Mishra**

## Picture this

**Scene 1** - Mr Swami, a Bangalore-based businessman, has to start a branch office in Mumbai in a hurry. He hasn't the faintest idea how he can do this in the limited time and even more limited resources at his disposal. He places an ad in a leading newspaper for walk-in interviews and flies down to Mumbai hoping to find a suitable person who can do the needful. He reserves a hotel room, but has no idea where he will conduct the interviews on his compact budget.

**Scene 2** - Ms Kiran Gupta, an enterprising entrepreneur, has to come down to Mumbai to meet some prospective business associates. Before that, however, she has a sea of papers and figures to go through so that she can prepare an impressive presentation on her laptop. It would be nothing less than a miracle if she could be left alone for a few minutes, leave alone an hour or two, in her Delhi office the day before she flies down to Mumbai, what with the serpentine list of meetings lined up! She doesn't know what to do, short of tearing her hair.

## Cut to Take Two

**Scene 1** - Mr Swami is comfortably settled in his chair in his hotel room and interviewing the candidates steadily flowing in. The hotel staff is efficiently directing the candidates to his room and the whole show is running smoothly. He doesn't even realize how the day sails through and when the sun sinks into the sea. Thoroughly exhausted, he just pulls out the sofa to convert it to a bed and stretches out for a snooze. After a short nap, he makes his way to the bar to relax with a drink, followed by a sumptuous dinner. Back to the room, he lazies away switching channels on the TV, dwelling on some he likes to watch. He has already mentally zeroed in on Mr Varde to be his Branch Manager. The next morning he calls him to finalize the nitty-gritties. There is only one hitch. Mr Varde needs accommodation. The hotel offers a ready solution. Mr Varde can use the hotel room as an office-cum-residence.

**Scene 2** - Ms Gupta checks into the hotel in the morning, calls up her associates requesting them to meet

Gupta both return to their respective destinations, with none too big a hole in their pockets.

Two months later, Mr Swami's 'Mumbai office' is functioning beautifully, while Mr Varde cannot thank him enough for sparing him from the merciless clutches of the 'commuting monster' in Mumbai.

Ms Gupta's business looks very promising with a sudden magnification of her turnover and profits.

Moreover, her associates are extremely happy they joined hands with her.

The icing on the cake is that while some of the candidates who came to meet Mr

Hazra, Deputy General Manager-Corporate Sales, this unique concept has caught the attention of the market in a very short time. Explaining the reasons behind the popularity of such rooms he says, "A client always looks forward to cost-effective deals. Doesn't it cut down on your cost if you can use the same room where you are staying as an office room?" Mr Hazra is convinced that the concept is bound to click well in the market because it saves the client from spending extravagantly on business centres facilitated by hotels.

The office rooms in Kohinoor Continental are equipped with all the necessary facilities. There is a large glass desk to work on. Storage is also taken care of as the work desks have sufficient drawers. The room is also provided with a fax, telephone and round-the-clock high band Internet connectivity. Apart from comfortable chairs and a divan-like seating area alongside the huge glass window overlooking a good view, the room is also provided with a sofa. All this facilitates ample space with comfortable seating arrangement to meet clients or conduct business meetings during the day. But after a hard day's work, the guest can simply pull out the sofa (actually a sofa-cum-bed) to convert it into a cozy bed and lo and behold, the office transforms into a comfortable room! The guest can just stretch out on the bed and relax. No commuting, not even from the Business Centre to the hotel room! Thus, the room truly serves a two-in-one purpose.

Explaining how these rooms have been selected and designed keeping in mind the client's necessities, Mr Kamat says, "We have rooms located close to the lift for the convenience of those who have many visitors or wish to conduct interviews; on the other hand, there are rooms isolated away from the hustle bustle if a customer chooses to be cut off from the world and work undisturbed."

Also, as with other rooms in this wing, the wardrobes in these rooms have electronic safes, another value addition brought in with the renovation. The safes are big enough to even keep laptops, something very commonly used by the business community today.

Moreover, since the office rooms are located on all three floors of the hotel - each of them designed distinctly when it comes to the décor and flooring - visitors get a choice in the kind of rooms that they want. They can choose between rooms that have wooden, carpeted or tiled flooring, a feature that is lacking in most hotels.

While many hotels do have business centres, executives prefer these office rooms since they help to cut down on expenses. Plus, since room service and housekeeping is taken care of by the hotel staff, one does not have to spend exorbitant amounts on obtaining these



Your 'Office' in the day

her at the hotel and then have lunch with her. She has a good two hours to prepare her presentation. She gets down to work and is ready with her presentation in 90 minutes flat. During those 90 minutes, she works undisturbed. No business calls, no domestic calls, no demands from her little daughter, no visitors, no interruptions. With her room in a far corner of the hotel, she is totally lost to the world. She goes down to the coffee shop for a quick bite and is back in her room waiting to welcome her prospective business associates. Six gentlemen and two ladies walk in, but space is no problem. The room could easily take a couple more. The presentation is an instant hit.

The meeting goes off like a dream. Ms Gupta is in more business. They all decide to stick to the room and work out the final details over a working lunch. Ms Gupta retires early and wakes up rejuvenated the next morning after a good night's sleep she hasn't had in ages. She is secretly happy she could accomplish all this without even leaving her hotel room. Her associates sweated it out in the heavy traffic travelling from the other end of town in the sweltering heat while she sat in the cool comfort of her room cum office preparing her presentation.

Their missions accomplished, Mr Swami and Ms

*"If the guests can get a well-equipped readymade office and a cushy comfortable room all in one at a reasonable cost, what more can the business fraternity ask for?"*

- Pravir Hazra

Swami, and Ms Gupta's associates complimented them on 'such a wonderful office', they both cherish the soothing comfort of the room and the opportunity they got to recharge their sunken batteries.

Yes, Hotel Kohinoor Continental has introduced a unique concept in its premium wing - 'Office Rooms', which takes care of all the needs of business travellers.

"These rooms are designed such that a business traveller gets an office space for meetings or to entertain guests and, at the same time relax, at night," comments Mr Mukund Kamat, the General Manager of the hotel.

Considering that 90 per cent of the hotel's guests are business travellers, these newly introduced office rooms are very popular. The management of the hotel prides itself in having taken the initiative to set the trend of rooms that serve a dual purpose.

According to Mr Pravir



The 24-hour Café Lounge

services. A fleet of luxury cars for picking up and dropping guests is an added advantage.

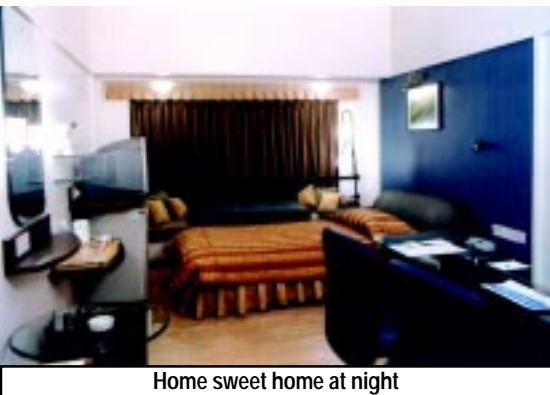
Mr Santosh Joshi, Manager of a multinational company, finds it extremely convenient to operate out of his 'office room' at Kohinoor Continental.

"It all started with Mr Joshi's request to us for an office facility in our hotel. In the beginning, we modified the room to meet his requirements, but the idea germinated in our minds and we decided to implement this idea of office rooms providing our business guests with all the necessary office amenities, yet retaining the elements needed to convert it into a hotel room for them to relax after work," reveals Mr Kamat.

"This is my office. I operate out of here," says Mr Joshi cheerfully. "Nothing could be more convenient, and yes, it makes tremendous business sense," he adds.

Mr Hazra doesn't have an iota of doubt that the concept will click well in the market. "If the guests can get a well-equipped readymade office and a cushy comfortable room all in one at a reasonable cost, what more can the business fraternity ask for?" is his logical argument and one cannot but nod in agreement.

So those of you who need an 'Office Room', simply pick up the phone and dial (91-22) 56919000/28209999. ☎



Home sweet home at night



## From the Editor's Desk

Services set a blistering pace, beat 130 countries. At 7.9%, growth double that of US, UK, but trails China.

The headlines in *The Economic Times* caught my eye. It was really heartening to read this. Further, the report based on a study by the World Bank said, 'Here's crossing yet another milestone on the global speedway. The Indian services sector is now growing the fastest across 130 countries. India's services sector has grown at an average rate of 7.9% over the period 1990-01, second only to China, which has grown at 8.9%. India's growth is, however, double the growth of the UK and US, and comfortably ahead of East Asian countries as well. The day may not be far when India's growth rates exceed China's, as China's growth rate is showing signs of decelerating while India's growth rates are accelerating.' That was even more encouraging.

This is no mean achievement, as the report further rightly stated that given the already large size of the services sector, such high growth rates are not easy to achieve. Moreover, the services sector accounts for about half of the country's total GDP. The services sector GDP in the financial year 2000-01 was Rs 586,190 crore, about 49% of the country's overall GDP, while in 2002-03, it rose to 51%. India has the fourth largest share of the world GDP in purchasing power parity terms, at around 4%. That itself should give us an idea of the mind-boggling size of the services sector. With such a large base, a high growth rate is difficult to achieve, but India has defied all rules and ably disproved this. The current fiscal holds even greater promise for the sector's growth. Even before the impact of the current global economic upturn could have any effect, that is, during the first quarter of the current fiscal, the services sector was already growing at 7.6%. The biggest contributor to the services sector – trade, hotels, transport and communications – grew at 9.6% over the same period.

This only goes to show that the service industry holds great promise for the future. Today, it is a buyer's market and not a seller's market. It is not enough to just provide the customer with quality products. This has to be backed by efficient and prompt maintenance and support services. The services sector has become all pervading – banking, insurance, airlines, hospitality, health services – name a sector which needs no service back-up. It's tough, isn't it?

There is hardly any sector which has withstood the onslaught of the need for services. Service providers in every sphere are vying with one another with attractive packages to woo customers. And the competition is truly fierce. Only the fittest and the ablest will be able to survive. This will naturally result in greater employment; and this upward trend makes us 'feel good'.

The bright future of the service industry was envisioned by the founder of the Kohinoor Group, the renowned educationist, Mr Manohar Joshi, over four decades ago when he started shaping young hands into skilled service providers with technical and then vocational education in various fields. These young students were trained to provide excellent service at an affordable cost. Mr Joshi was far ahead of his time, but today, his vision has become a reality. His son and our CMD, Mr Unmesh Joshi, has kept up the tradition. Foreseeing the increasing need for global services, he led the Kohinoor team to set up Hospitality Schools and a B-School in India, in association with renowned foreign educational institutes and universities, to mould young minds and hone their skills, and groom them into efficient global managers for the service industry. And this is just the beginning. The quest is on to identify more areas where there is a need. It is not just a quest, but an eternal mission for Kohinoor, which will continue in the years to come. ☺

# "Kohinoor will Lend Muscle to Our Efforts"

- Armoogum Soobramanien

Mauritius, having strong emotional links with India as the majority of its population is from Indian origin, has always kept a very close relationship with that country, be it economic, cultural or political. The Apavou Group has followed the footsteps of the government and after discussions with the Kohinoor Group, has signed an agreement for a joint venture regarding a School of Hospitality Management.

Mrs Sunita Das, Director of Projects and Development, came to Mauritius for the signature of the agreement at the end of November 2003. As Executive Director of the Hotel and Tourism Training Centre (HTTC), which forms part of the Apavou Group, I was involved in training the staff of Apavou Hotels. I have big projects in mind regarding this joint venture. These projects will get started by promoting the school in the Indian Ocean, specially in Reunion Island, as the owner of Apavou Hotels, Mr Armand Apavou, comes from that island. Mauritius and Reunion Island have similarities in their history. The students of the Apavou-Kohinoor-IMI School will get an international exposure as the Kohinoor Group is twined with the International Hotel Management Institute (IMI) Lucerne, Switzerland. The basic curriculum is prepared by IMI with many value-added inputs from Kohinoor. My special thanks go to Mr San Cooropdass, Executive Director, Apavou Group, and Mr Kanitkar, CEO, Kohinoor Group, as they initiated the project and have trusted me to develop the project.

You may say that I am being too ambitious, but in three or four years, you will see the economic domination of the Indian Diaspora in this part of the world. Mr Armand Apavou is a well-known figure in the business world of Reunion Island as he has invested in the hotel and construction industry. He already owns five hotels in Mauritius ranking among the first five in terms of the number of rooms and a staff strength of 1,500. One of his hotels, the Indian Resort, a magnificent hotel of 350 rooms, is the biggest of the Indian Ocean. Mr Apavou has already started the planning of a complex in the Cybercity at Ebene where the School of Hospitality Management will be housed.

Again in a joint venture

with the fire at one of our hotels, La Plantation, we do not want to decline our corporate social responsibility and are going forward with the novel project of re-training the re-trenched textile workers who have lost their jobs. I believe in people and firmly opine that everybody should get equal chances in life. Why can't a textile worker acquire the skills to work in the hospitality industry? These people have parental responsibilities and are entitled to a good living. In this context, regardless of their background, everyone will be given equal chances to succeed in life with hard work and intelligence. We have already decided that the best among these re-trenched workers will be given the opportunity to work in any one of our hotels. These workers will not only acquire the relevant skills to work in the hospitality industry but will be coached on the impact of modernisation, urbanisation and globalisation upon our small island and the need to be polyvalent. We are even working in close collaboration with the Hotel School of Mauritius in the decentralisation project and the National Apprenticeship Scheme.

I am happy to say that, in Kohinoor, we found a like-minded partner sharing our corporate philosophy. I am confident that by cultivating this positive attitude, the Apavou Group will emerge as a tiger in the business world and will accomplish a great job in the upliftment of the society; and Kohinoor will lend muscle to our efforts. ☺

**Mr Armoogum Soobramanien is Executive Director, Hotel and Tourism Training Centre, Apavou Group**



Mr Armoogum Soobramanien and Mrs Sunita Das shake hands after inking the pact in Mauritius

with the Kohinoor Group, Apavou plans to open an Indian Restaurant, which will cater to two categories of customers – fast food during the daytime for busy businessmen and students and "haute Indian Cuisine" in the evening where people may enjoy an excellent meal in a chic atmosphere combining ancient and modern culture. The restaurant will be perfect for organising corporate dinners. The Apavou Group will shortly extend its branches in Rodrigues Island. In spite of a major setback

# When East Met West

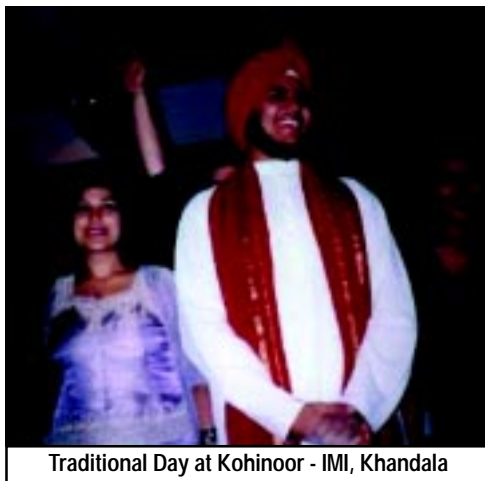
At Kohinoor - IMI, hospitality begins at home, says **Vinayak Pargunde**

'East is east and West is west, and never the twain shall meet.'

Famous words, but it so happened that west came to east and east met west at Kohinoor – IMI. Recently, the Bunting family was at Khandala on a holiday and the students of Kohinoor – IMI arranged a warm welcome for them; for, at Kohinoor – IMI, hospitality begins at home.

The Principal of Kohinoor – IMI School of Hospitality Management, Mr Rod Bunting, was delighted to have his wife Rosalind and son Peter over at Khandala.

But he was even more delighted when the English guests were introduced to India, her culture, the typical Indian hospitality and warmth, and the scintillating atmosphere of Khandala, all in one evening,



Traditional Day at Kohinoor - IMI, Khandala

by the students of Kohinoor – IMI.

The students organised a 'Traditional Day' where all were dressed in traditional Indian attire. A board with a painting of an Indian woman in the gesture of 'Namaste' and a grand

six-foot *rangoli* artistically drawn by Kohinoor – IMI student Shweta Desai, greeted the guests. They were welcomed in the traditional Indian way with garlands and entertained with Hindi songs like *Papa Kehle Hain* and English songs like *Hotel California* sung by the students.

Soon it was time for the *Ganesh Aarti* in which everyone whole-heartedly took part; and this was followed by a sumptuous dinner.

After the dinner was the highlight of the evening – a fashion show by the students –

which gave some unforgettable moments to the spectators.

A prize was then given to the 'Best Couple' and the evening came to an end with the Indian national anthem in true patriotic spirit.

"The students of Kohinoor – IMI have given us so much love and delighted us with the true taste of Indian culture and hospitality, in just one evening, so much so that we shall go back with pleasant memories we shall treasure for life," said Mrs Bunting.

"When we go back to the west, we shall be taking such a lot of east and India back with us in our hearts," she summed up. ☺

**Vinayak Pargunde is a third-year student of Kohinoor – IMI School of Hospitality Management, Khandala**



# Penetrating Interiors

JKTI has taken the lead in educating youth and children in remote places like Rahuri and Uttan

India resides in her villages. Even today, there is a constant influx of people from villages to cities in search of employment. Kohinoor firmly believes that it is these people we have to reach out to and empower them with skills which will enable them to earn their livelihood. And the earlier we start, the better. Joshi's Kohinoor Technical Institute (JKTI) has recently taken positive steps in this direction.

## The Rahuri Model

Rahuri is a small place in Ahmednagar district. Mrs S Mulay from the JKTI Ahmednagar branch surveyed the place and approached the Principal of Bhagirathibai Tanpure Girls School, Mrs Patil, with a proposal to start technical and vocational courses for the students.

Mrs Patil's response was encouraging. JKTI started with a Fashion Designing course on an experimental basis. While the school provided the premises, Kohinoor put up the required infrastructure. Mr Prasad Tanpure, MLA and Chairman of Dr Baburao Bapuji Tanpure Rural Education Society, gave speedy clearance to the proposal, and the Fashion Designing Course Training Centre was formally inaugurated last March. While 20 girls have already passed out, 22 are presently doing the



JKTI takes e-learning into the interiors

course. Special care has been taken to keep the course fees at a minimum.

Taking into account the acute need for making students computer-literate at a young age in these areas, the next step was to introduce computer education at a negligible fee for students from Std 5 to Std 9. The response has been overwhelming with 580 girls taking admission for the computer course. The Fashion Designing course is conducted on Thursdays and Sundays, and the computer course is conducted everyday.

Yet there was just one hitch. The benefit of such courses was available only to girls, as they were being conducted at a girls' school. Why should the boys be deprived of

the opportunity, was the question before JKTI.

The main problem was to find suitable premises. At this juncture, Mr Prasad Tanpure once again rose to the occasion and procured about 800 sq ft of land for this purpose through his good offices. True to the JKTI tradition, the plot is located near the ST stand.

With the combined efforts of Dr Baburao Bapuji Tanpure Rural Education Society and Joshi's Kohinoor Technical Institute, Ahmednagar, a Technical Education Centre has been established in Rahuri. Courses in Electronics, Screen Printing, Two-wheeler Mechanics and Electrical courses are being conducted here for the benefit

of local youth and children.

## At Uttan

A similar model has also been implemented at Uttan in Bhayandar, a suburb near Mumbai. Mr Sinnarkar, Secretary of Keshavsmruti's Ram Ratan Vidya Mandir, proposed that JKTI should impart technical education to students of Std 7, 8 and 9. JKTI has always taken the lead in such ventures. Almost simultaneously, a proposal to impart technical and vocational education to children in Uttan village was formulated through Uttan Educational Society which works towards the spread of education in various fields.

JKTI conducted seminars for students of Ram Ratan Vidya Mandir and youth and children of Uttan village, where they were given complete information on

Repairing. The duration and fees for these courses was fixed after discussion with the relevant authorities. Needless to say, the fees were kept at a bare minimum, making it affordable and viable for the people of the village. The courses were to be spread over 20 Sundays. The first batch in each of these courses is on the threshold of completing the course.

The response has been very encouraging. The Principal of Ram Ratan Vidya Mandir, office-bearers of Keshavsmruti and the people of Uttan are very happy with the JKTI courses, so much so that Keshavsmruti has graciously allotted three rooms in their premises, where JKTI will conduct various technical and vocational courses for the children of Uttan. JKTI will introduce more and more courses for future batches in keeping with the demand.

## The Mission

JKTI has made a beginning at Rahuri and will strive to penetrate other villages and remote places. The one singular aim behind such projects is to empower the rural youth with skills through technical and vocational education at a minimal cost and thus provide them with a means of livelihood to make them self-sufficient.

JKTI is confident that with a little support from local bodies, it can accomplish its mission in many more villages and remote areas opening the doors for these people to live a better life of quality and dignity. ☺

## President's Knowledge Card

"Learning gives Creativity,  
Creativity leads to Thinking,  
Thinking provides Knowledge  
Knowledge makes us great."

- A P J Abdul Kalam

courses conducted by JKTI. The youth and children showed great interest in courses like DTP, Hobby Electronics, Electrical Wiring, Home Appliances Maintenance and

# Against All Odds

The Sixth International Abilympics held in India recently proved that there are no disabled people; they are only differently abled

Deepak Ghosh, like many 18-year-olds to day, is very comfortable using a computer. There is one difference, however; unlike other teenagers, he uses his feet to operate it. He also uses them to play drums in the school choir.

Deepak was one of the several differently-abled youngsters who displayed their amazing skills during the Sixth International Abilympics, hosted by India in New Delhi between November 23 and 29, 2003. The event, which occurs only every four years, provides a forum for people with



Lovely, from Bangladesh, a bronze medal winner

disabilities to compete in a variety of areas: vocational, leisure and living skills and events for children. This year's event included computer programming, desktop publishing, ceramics, dress-making, photography, floral arrangement, wood carving, cake decorating, painting, chess, knitting and contract bridge. Children between eight and 15 also had a chance to show off their skills in such areas as embroidery, jigsaw puzzles, painting, card designing, origami, and cartooning.

The Abilympics started

as a national competition in Japan in the 1970s. Its aim was to improve the vocational skills of people with disabilities in order to promote their participation in socio-economic activities. The competitions were designed to give them the skills and confidence they needed to take on jobs, and demonstrate to other more fortunate people that disabled people were just as capable of being part of the workforce.

The first International Abilympics was held in Tokyo, Japan, in 1981, after the formation of the International Abilympic Federation. Since then, Columbia, Hong Kong, Australia and the Czech Republic have each hosted an Abilympics. Participation increased from 841 competitors in the first year to several thousand in the Czech Republic in

successful.

The event, which had strong support from the Indian government, brought together 1,500 youngsters from 33 countries. A 35-member team of Pakistani children with disabilities and their escorts crossed the Wagah border - on foot. From Bangladesh, there was Lovely, who is paralysed from the neck down after she fell from a roof eight years ago. During her treatment, Lovely developed an interest in painting, holding the brush in her mouth. She left the Abilympics with a bronze medal for her talent, after pitting her skills against participants from countries as far apart as Australia, South Korea, Slovenia and Ghana. There was also a cultural programme presented by 225 disabled children.

As Prime Minister Atal

Bihari Vajpayee pointed out while inaugurating the event, the physically challenged did not lack in talent and could contribute much to society. "It is rightly said that the people who are called disabled are not really disabled but only differently abled," he declared.

If there is one thing that the Abilympics proves, it is that the disabled can form a very productive work force. Some companies have already recognised this: one-fifth of Sakthi Trading Company's workforce, for instance, comprises persons with disability. The company, which manufactures spices for the national and international markets, currently has 35 persons with visual impairments, 10 with hearing impairments, 50 orthopaedically disabled and eight persons with mental disabilities. Persons with orthopaedic impairments undertake packaging, visually impaired persons are involved in sorting and peeling, and persons with mental disability are given repetitive jobs. Sakthi believes that it makes economic sense to employ such differently abled persons.

Following the success of the Abilympics here, all eyes are now on the event to be held in 2007 in Japan. It will be the first integrated Abilympics with work skills. ☺



The inaugural function of the 6th International Abilympics in India



# 'The Right Attitude is Important'

In the hotel industry, good service and teamwork count, says Saajid Dhanani, CMD of Sayaji Group of Hotels, in an interview with Arvind Agrawal



Saajid Dhanani (left) in conversation with Arvind Agrawal at Sayaji Hotel

## Could you share something about your early experiences?

I come from a business family. I was not a very studious child, or a good sportsman. But I learned in childhood that one should lead a good life. Entrepreneurship ran in my blood, and I learned that in business, one must always think about the future.

My father was a very outgoing person who gave me a lot of opportunities to think independently. When I was in my first year B Com, I knew I did not want to join my father's fertiliser business.

I went through an EKS course, based on energo-sybermatic strategies - a management course developed by Wolfgang Meves of Germany. This company tried to find commonalities between successful individuals, and found there was a lot of similarity between such people and how the natural energy system works. The theory was based on a study of such people, and the theory is all about being focussed, being different; and serving the purpose of the business you are into.

After doing this course, I had much more clarity about my career, and opted for the hotel industry. I started working at the Express Hotel in Baroda. This was against my father's wishes, so I decided to work at the Oberoi in Bombay (now Mumbai) for six months, where I did a short course on hotel management. My father eventually realised I was serious about hotels. So he allowed me to put up my first hotel in Baroda (now Vadodara).

## What excited you about the hotel industry?

Variety. Till 20 years ago, hotels were never taken seriously, there was not much

competition or creativity.

I started the first hotel in Baroda. It had been lying idle for seven years, there were competitors creating trouble, there were infrastructural problems... The hotel market at that time - about 1987-88 - was not doing very well. Institutions that were supposed to give us loans were unwilling, and the hotel was built on the land of a Mandir trust, so they would not accept me as a tenant and they filed a case, and the court issued a stay order for the building. The orders were reversed after eight to nine months, and loans were sanctioned only after 18 months, with a lot of conditions.

I was totally unaware of how hotels are built or run. All the experience that I had was working in a restaurant as a steward. The support we had came from Mr C J Mehta and

Mr Muthuswami, coordinators for the EKS course, so we hired them as consultants. The architects were also inexperienced with hotels. There were lots of problems though it was a small property - only 54 rooms.

I feel that my age helped me have the determination. If I had to go through all this today, I may not be able to withstand it. When you are young, determination is strong, expectations are high, and the excitement is there.

Since we wanted to be different, instead of

calling a film star to inaugurate the hotel, we called Pt. Bhimsen Joshi. His performance was the first major success, and was covered by almost all national dailies on the front page, because way back in the '90s, such events, which had their own charm and grace, did not happen.

We realised the hotel would get business from business people and started focusing on food. Our F & B products, which were very good, soon became very popular in Baroda. Through this, with word-of-mouth publicity, we hit 90 per cent occupancy within the first six months. That was a very big achievement. Also, the market started warming up, and we started having good business.

## How did the Indore project happen?

In those days, land was a

major issue for expansion because of the Urban Ceiling Act. In our existing property (in Baroda) we had a space crunch, since the Baroda property was built on 10,000 sq. ft.

## Did the Indore market come up to your expectations?

Not initially. We came from a very small to a very large piece of land. In Baroda, we always had shortage of space, but here we had more than the town could take.

## What is your vision about the hotel industry?

In the last ten years we have seen a lot of rationalisation. We had a five-star on the one hand and a two-star on the other - there was nothing in between. With time, and competition, a lot of value addition is taking place. The hotel industry is at the stage when it will bloom. Per capita room availability is a very small fraction of what there is in developed economies. So, the market has to grow, especially with the free economy setting in.

Also the market was either commercial, where people travelled and needed hotel rooms, or the holiday market. There was nothing in between.

In other countries there are other requirements such as leisure, training, marriage and so on.

The growth rate for the next 20 years or so will be very good. The banqueting culture will expand. Higher stress levels will generate a bigger leisure market from people who

want to 'take a break' and have money to spend.

## You recently added hotel academics to your portfolio...

Yes, definitely! Education is a prime and fundamental base of any development. The idea was to put up an institute that was not very conventional. When I met Unmesh Joshi, I found that he was also not very conventional. We realised that there would be some key changes in the way we saw education. Without having a good team of professionals, nothing can be achieved, and the right team can only come through the right education.

Ninety per cent of hotel management institutes teach the wrong side of the service industry.

The first thing that one has to forget is the ego; when you come into the service industry, you are coming here for the service, and you have to have that in-built feeling to serve someone and be happy about it. This is the first prerequisite. Egos get pumped up because they are working in glamorous five-star hotels. Most institutes also lay so much stress on learning, say, French, and hundreds of wine varieties, and state-of-the-art kitchens.

They are also not given any inputs about marketing. They are given inputs on 'good looks' rather than 'good work' such as innovation, management, marketing and service.

## What is your message to youth?

They should have the right attitude towards life. Ninety per cent of successful people have the right attitude. In fact, I had suggested that one of the subjects in the first year should be attitude.

Without it, you cannot be part of a large group or team even if you are very good at work. Secondly, hoteliering is not a glamorous profession. You must look at it from a different angle - it is a full-fledged industry now.

## Lastly, what is that one dream, for which Saajid Dhanani will go any extra mile?

Guest satisfaction! My dream is to build as many hotels as I can and serve as many people as I can, because the hotel industry is my passion, and I am obsessed by it.

**Arvind Agrawal is Head of Management Studies, Kohinoor - IMI Sayaji School of Hospitality Management**

## Bon Jour, Monsieur

Mr Sten Le Berrigaud (in close-neck T-shirt), Director, Alliance Francaise, Bhopal and Indore, recently visited



Kohinoor - IMI Sayaji School of Hospitality Management at Indore. Here he is seen with the staff and students



(Contd from Page 1)

After completing my education, I started assisting my father in business. That was about 15 years ago. For the first five years, I worked closely with him, learnt the nuances and finer points of doing business. Gradually, I took on more and more responsibility and went on to handle it on my own, 'Sir's' political ambitions taking up all his time.

One of the first principles I learnt from 'Sir' was that every achievement is only a stepping stone to the next higher level. I strongly believe that any business must grow perpetually; otherwise, it stagnates and dies. I also learnt that any success is not the success of an individual but the success of a team which works on the project.

When I stepped into Kohinoor, it was a small business with a handful of teammates. With each passing year, the business grew, and naturally, so did our team. In 1998, we upgraded Hotel Airport Kohinoor to the four-star deluxe Kohinoor Continental with 120 rooms including two royal suites. In 2003, we further upgraded our rooms and restaurant.

With Kohinoor having interests in hospitality and education, it was perfectly logical to combine the two and make a foray into education in hospitality. We got the opportunity when we came in contact with officials of International Hotel Management Institute (IMI) at Lucerne, Switzerland. Kohinoor's track record in education resulted in a fruitful educational alliance with IMI to bring their course in

Hospitality Management to India. This resulted in the birth of Kohinoor - IMI School of Hospitality Management, a residential school at Khandala, aimed at creating global managers for the service industry, in the year 2000. Kohinoor - IMI at Khandala is fast gaining a good reputation. The first batch of students passed out in 2003. While some of the students are well employed, the remaining are pursuing higher studies. The success of Kohinoor - IMI spurred us to start a similar institute, Kohinoor - IMI Sayaji School of Hospitality Management at Indore this academic year. Here too, we have got a good response. Further, Year 2004 will be marked by the establishment of Kohinoor - IMI in Mauritius.

At the same time, Kohinoor also tied up with Carleton University, Canada, to establish Kohinoor Business School at Khandala in July 2003 where Carleton's course in International Business is being conducted. Once again, I am certain that this will prove to be very useful and productive for students especially on the global platform. Kohinoor's educational enterprises are aimed at 'Going Global from India' and we shall always continue to work in that direction.

## ...Kohinoor Corporate House

In 2001, Kohinoor also made its entry into the power sector with the launch of its own wind energy project in Sangli district.

In 2002, Kohinoor went national, opening JKTl branches in Delhi, Indore, Vadodara, Hyderabad, Chennai and Bangalore. This was followed by the opening of the Kanpur branch in 2003.

Kohinoor has always



In the Boardroom of the new corporate office

been one large happy family and this culture shall always prevail however big we grow. With the Group growing larger and the activities increasing manifold, the need for a larger office premises to provide each one with proper working space was felt. This resulted in the construction of Kohinoor Corporate House. As is the tradition, Kohinoor Corporate House was inaugurated on December 7, 2003 (Kohinoor Foundation Day).

With growth, comes the

need for standardisation, as all the group companies finally come under one common umbrella - **Kohinoor**. We are already working on a visual identity program. The Kohinoor Group logo has already been finalised and was unveiled on our Foundation Day this year. We have chosen blue as the house colour for our new logo as it represents the vast sky and boundless ocean. Blue is inter-

nationally accepted and recognised. However, the logo is used in white against a dark background, so that it stands out. In fact, right in front of our corporate house, the logo has been mounted in white on a tall blue coloured tower like structure which looks like a rocket taking off from the ground.

This structure symbolises growth, speed, modernity, diversity and formalisation. It represents an artistic impression of the first numeral 1, which represents the beginning of any new venture. Remember, it is always the first step that is the most difficult, but once you get going, there's nothing to stop you from achieving your goal.

Today after 42 years, Kohinoor has progressed from 200 sq ft to more than 200,000 sq ft of owned and leased premises, four students to 400,000 students who have passed out

from JKTl, 180 students presently studying at Kohinoor - IMI, Khandala, with a proportionate number of students in Kohinoor Business School and Kohinoor - IMI, Indore, a one-man team to a 739-strong team and a small 200-sq ft office to 20,000 sq ft of office space; from Kohinoor Coaching Classes to Kohinoor Corporate House. The journey has not been easy and the path ahead will certainly not be a cakewalk; but I always say that if you have to be part of the Kohinoor family, you must be willing to take on challenges.

As I have already said, wherever we stand today, we must remember that this level is only the stepping stone to the next rung of the ladder of growth and progress which is the only constant factor in this changing world.

Here, I would like to quote Henry Truman, "I studied the lives of great men and famous women, and I found that the men and women who got to the top were those who did the jobs they had in hand, with everything they had of energy and enthusiasm."

So dear friends, associates and all members of the Kohinoor family, I am sure you get the message. If you want to get to the top, you know what you have to do; and do not forget, there is always room at the top. I am sure that with our combined efforts, we shall continue to scale new heights, cross new milestones and achieve our vision of perpetual growth. ☺

(Unmesh Joshi is Chairman and Managing Director, Kohinoor Group)

## Solar So Good

Harnessing the sun's energy can be a cost-effective and eco-friendly solution for residential and commercial applications, says Ajit Mhatre



Solar Panels at Kohinoor Global Campus

If you are concerned about huge electricity bills, or plagued by power cuts, opt for solar-friendly buildings. The concept has begun to catch on in recent times and experts agree that it is ideal for commercial applications. By making use of a design style called solar passive architecture, the temperature of a structure can be maintained without any mechanical or electrical device.

Solar powered heaters can be used for existing buildings. They are now gaining acceptance in residential buildings, and though the initial cost is high, the operating cost is zero, because the fuel is the sun.

Solar water heaters with flat plate collectors are popular and are available with a collector system from one to 20, a capacity of 100 litres to 2000 litres and a cost ranging from Rs 18,000 to Rs 2,90,000. In India, some states offer subsidies on domestic and commercial solar water heating installations. The government offers 100 per cent depreciation claim in the first year itself.

Solar energy is a cleaner greener power source. Kohinoor strongly believes in promoting and using such energy resources. Tying up with Hema Electricals, a young enterprising company headed by Mr Vinit Rawal, Kohinoor's first solar system was installed at Kohinoor Global Campus at Khandala. The system is now being used to provide hot water in addition to some other applications. The solar system has also been installed at Kohinoor Continental and will soon be in operation.

There is a major emphasis on the use of solar energy abroad as well. Events like the Solar World Congress provide an opportunity to share experiences and insights as well as an opportunity to learn about new developments in this field. Workshops are organised on solar energy marketing and implementation, household energy usage, solar cities and communities, perspectives from developing countries, economics and financing, life cycle analysis, national programs, international co-operation, renewable energy education, solar buildings and solar architecture.

Professional courses are held where experts demonstrate how office buildings could integrate technologies that will reduce their ecological impact, in their particular energy consumption. These interactions emphasise the fact that the 'Solar Building' is not a fanciful dream but makes commercial sense to build and use. ☺

(Ajit Mhatre is General Manager - Technical, Kohinoor Planet Constructions Pvt Ltd)

## The New Management Gurus

For the *dabbawallahs* of Mumbai, the customer always comes first; even Prince Charles has to wait his turn!

When the British High Commission tried to get the *dabbawallahs* of Mumbai to meet Prince Charles, they were delighted to accept the invitation - on one condition. They made it clear they would meet the Prince if it did not affect their schedule. The meeting was, fixed between 11.15 a.m. and 11.45 a.m. on

November 4, 2003. "We told them that this was the most convenient time," said Gangaram Talekar, secretary of the Nutan Mumbai Tiffin Box Suppliers Association. "The Prince's visit is fine but what is more important is the faith our customers have in us."

The *dabbawallahs* have been operating for more than 113 years. Every day, the 5,000-strong workforce

ensures that 1.75 lakh *dabbas* make it to their correct destinations. *Forbes* has given them a Six Sigma performance rating of a 99.99999 percentage of correctness. That's one error in six million transactions

- and even that is because of train delays, they say.

The High Commission wanted the Prince to meet the *dabbawallahs* because of their uniqueness. As one representa-

tive said: "Every city has beautiful buildings and views but no other city in the world or in India has our *dabbawallahs*."

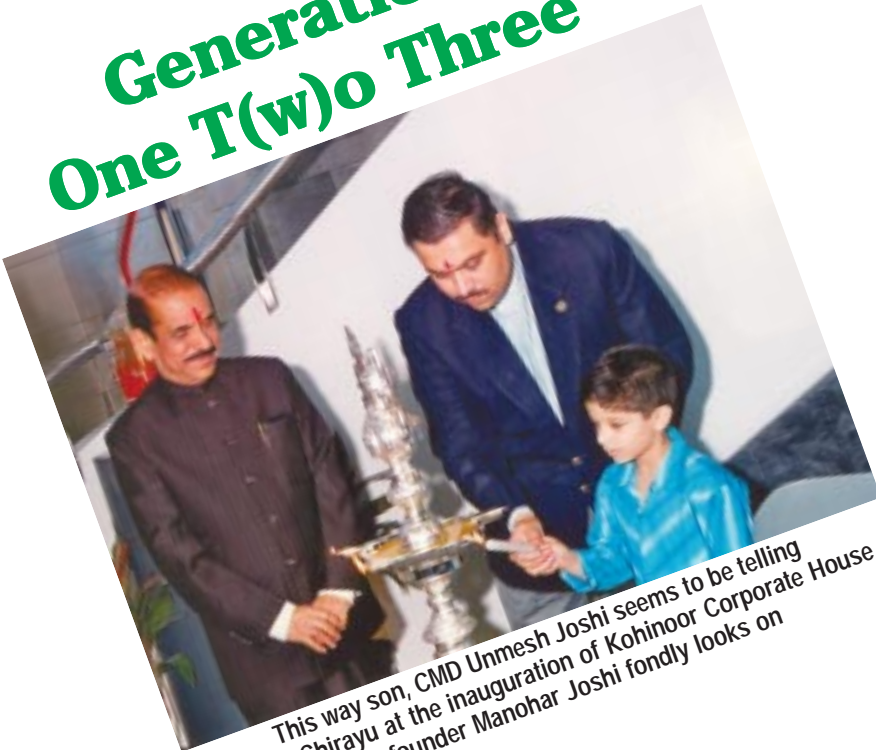
The *dabbawallahs* are being recognised as the new management gurus, addressing students of institutes like IIM, Lucknow, and Symbiosis of Pune. As Raghunath Medge says: "Everyone acknowledges the good work we do." ☺



The *dabbawallahs* of Mumbai make time for Prince Charles



Generation  
One T(w)o Three



This way son, CMD Unmesh Joshi seems to be telling his son Chirayu at the inauguration of Kohinoor Corporate House while founder Manohar Joshi fondly looks on

Charge of the  
Kohinoor Brigade



The Kohinoor Brigade in the new corporate office

Welcome 'Sir' on  
your home ground



Milena Assenova, Assistant Manager- Projects, Kohinoor - IMI, welcomes Mr Manohar Joshi at the Foundation Day celebrations in the evening at Kohinoor Hall

To You 'Sir'  
Your Own



Milind Patwardhan, Manager-Systems and Support Services, presents a model of the new Kohinoor logo to the founder, Mr Manohar Joshi. CMD Unmesh Joshi looks on appreciatively



Moments



Philosophy

To achieve sustained and enduring excellence in every activity by creating an environment for partners, customers, vendors and stakeholders for win-win alliances and for empowerment of employees to ensure growth.

To achieve our vision through

- ☐ Total quality consciousness
- ☐ Social welfare through integrity and ethical business practices
- ☐ A sleek organizational structure
- ☐ Continuous learning
- ☐ Instant and accurate decision making
- ☐ Focus on positive attitude of each employee

Vision

To  
Grow  
Perpetually

Kohinoor  
Times heartily  
wishes all its  
readers a  
wonderful  
2004!