

# अशोकनामा

# Ashoknaama



Volume 1 | Issue 4 | Jan-Mar 2019

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India Tourism Development  
Corporation Ltd.

# अध्यक्ष महोदया की डेस्क से

## भारत पर्यटन विकास निगम यात्रा, पर्यटन और आतिथ्य उद्योग का प्रकाश-स्तंभ



### भारत पर्यटन विकास निगम की ओर से शुभकमनाएं !

मेरा सौभाग्य है कि मुझे अशोकनामा के माध्यम से आपसे पुनः जुड़ने का अवसर मिला है।

भारत पर्यटन विकास निगम की तीसरी तिमाही 2889.57 करोड़ रुपये के बाजार पूंजीकरण के साथ समाप्त हुई, जबकि दूसरी तिमाही के अंत में यह 2770 करोड़ रुपये था, साथ ही दिसंबर 2018 को समाप्त तिमाही के लिए कर पूर्व लाभ (पीबीटी) 11.55 करोड़ रुपये रहा। समग्र कार्यनीतिक विकास और योजनाबद्ध पहलों के साथ तालमेल रखते हुए हमने, अपने शेयरधारकों के लिए निवेश पर उत्कृष्ट प्रतिफल (आरओआई) प्राप्त किया है। इस समय, हमारा ध्यान सेवाओं को बेहतर बनाने और बांड की उपस्थिति को सुदृढ़ करने पर केंद्रित है।

अशोक समारोह प्रभाग, भारत पर्व, 2019 के लिए समारोह प्रबंधक था। आईटीडीसी ने इस वर्ष, राष्ट्रीय वीरता पुरस्कार विजेताओं को पुराना किला में ध्वनि व प्रकाश प्रदर्शन की विशिष्ट स्क्रिनिंग और 'दि अशोक' में रात्रि भोज के साथ सम्मानित किया। आईटीवी, बर्लिन 2019 में आईटीडीसी को "सर्वश्रेष्ठ संगठन - यात्रा और आतिथ्य" हेतु पटवा (PATWA) अंतरराष्ट्रीय पुरस्कार प्रदान किया गया। महिला दिवस पर महिला सशक्तिकरण हेतु महिला कर्मचारियों पर ध्यान केंद्रित करते हुए सेमिनार आयोजित किए गए। स्थानीय स्तर पर और अंतरराष्ट्रीय स्थाव उत्सवों में भारतीय व्यंजनों को प्रदर्शित करते हुए हमारे शेफ अपनी प्रतिभा के लिए कई पुरस्कार प्राप्त करते रहे हैं।

आईटीडीसी, पूर्व उपलब्धियों से आगे बढ़-बढ़कर और नए सामर्थ्य को उजागर करते हुए उत्कृष्टता की ओर प्रयासरत है। भविष्य में भी, हम आईटीडीसी के सभी स्टैकहोल्डरों को नवीनतम संगठनात्मक विकास के बारे में त्रैमासिक ई-न्यूजलेटर "अशोकनामा" के माध्यम से अवगत करवाते रहेंगे।

जय हिंद!

रवनीत कौर, आईएस

अध्यक्ष व प्रबंध निदेशक

भारत पर्यटन विकास निगम

# Message From The Chairperson's Desk

## ITDC – The Torchbearer of Travel, Tourism & Hospitality



### ***Greetings from ITDC!***

I am privileged to reconnect with you through Ashoknaama.

The third quarter for ITDC closed with the Corporation's Market Capitalisation standing at Rs. 2889.57 crores as against Rs. 2770 crores at the end of the second quarter; along with Profit before Tax (PBT) of Rs. 11.55 cr for the quarter ended December 2018. We have achieved excellent RoI for our shareholders, while keeping pace with overall strategic development and planned initiatives. Currently, our focus is on improving services, and on strengthening brand presence.

Ashok Events Division was event manager for the Bharat Parv, 2019. ITDC felicitated awardees of this year's National Bravery Awards with an exclusive screening of Sound & Light Show at Purana Qila and dinner at 'The Ashok'. The PATWA International Award for "Best organisation – Travel & Hospitality" was conferred on ITDC at ITB, Berlin 2019. Women employees have been in focus with seminars organized for their empowerment on Women's Day. Our chefs have been receiving many awards for their talent locally, and showcasing Indian cuisine at International food festivals.

ITDC continues to strive towards excellence, surpassing prior achievements and uncovering new strengths. Meanwhile, we will keep all ITDC stakeholders apprised about the latest organizational developments via our quarterly e-newsletter "Ashoknaama".

**Jai Hind**

**Ravneet Kaur, IAS**

Chairperson & Managing Director

ITDC

# Quarter Highlights

## Ashok Events showcased its strength at Bharat Parv 2019



Ashok Events successfully culminated Bharat Parv 2019 as its Event Manager, at the Red Fort, Delhi, organized by the Ministry of Tourism. Over and above that, it was also part of some of India's largest events viz. Kumbh-Prayagraj, Pravasi Bhartiya Diwas -Varanasi and Vibrant Gujarat -Gandhinagar for various Ministries of the Government of India.

## ITDC steps up to train Delhi Police Personnel in soft skills



AIHTM successfully conducted training program on behavioural and soft skills for Delhi police. The two days training program received an excellent feedback from the participants. The valedictory ceremony of two days training program was organised on 6th of January, 2019. Present on the occasion were Shri Rakesh Pawaria, DCP Traffic Outer Range- Delhi; Shri Sanjay Sharma ACP, Traffic North West District; Mrs. Anita Bimal, General Manager, ITDC, officers of Delhi Police and trainers from AIHTM ITDC.

# Quarter Highlights

## ITDC joins hands with Delhi University; organises training program on 'Financial Management' for its Top Management Officials



A training program was organized for senior executives of India Tourism Development Corporation Ltd. The training program organized by AIH&TM was conducted at Hotel Samrat. The training was imparted by the Faculty of Management Studies (FMS), Delhi University on 'Finance & Cash Management' and was aimed at constructive understanding of finance.

## ITDC felicitates National Brave hearts at Purana Qila; organizes an exclusive screening of Son Et Lumiere (Sound & Light Show) 'Ishq-e-Dilli'



The incredible children, who were bestowed with National Bravery Awards coming from different parts of the country, were welcomed and invited to an exclusive screening of spell bounding Sound and Light show run by India Tourism Development Corporation (ITDC) Ltd at Purana Qila, New Delhi. The Children received the National Bravery awards, for their outstanding acts of courage and bravery, by Shri Ram Nath Kovind, Hon'ble President of India.

# Quarter Highlights

## **ITDC bags tourism project in Kerala ; ACES division of ITDC takes grandstand in the development of Sree Narayana Guru spiritual pilgrimage circuit**

ITDC took up development project of Sree Narayana Guru spiritual pilgrimage circuit in collaboration with Government of Kerala and Ministry of Tourism, Govt of India. The project includes places in Thiruvananthapuram district where the renowned Guru spent most of his life, including his birthplace Chempazanthi, Aruvippuram where he set a temple to Lord Shiva and Varkala where he established the Sivagiri Mutt and his mausoleum.

## **ITDC posts Rs. 11.55 Cr Profit in 3rd Quarter for the Year 2018-19**

India Tourism Development Corporation registered a respectable performance in the 3rd quarter of the current financial year 2018-19. The details were announced in the Board of Directors' meeting of the company held on February 14 at the Group's flagship hotel, The Ashok in New Delhi.

The total turnover of ITDC in third quarter ending December 2018 stood at INR 100.77 cr, as compared to INR 103.71 cr during the previous quarter of the last year. The company registered Profit Before Tax (PBT) at INR 11.55 cr for the quarter ended December 2018. The major contributors to the total revenue to the corporation were the Hotels Division and Ashok International Trade Division (AITD) among others.

## **Women's Day celebrated at The Ashok**

March 8 is celebrated worldwide as International Women's Day, a day to recognize women for their achievements in all areas of society. The Ashok Hotel served a refreshing welcome drink specially designed for the occasion to refresh the special guests and set the mood for unique experience. The hotel also announced a special discount of 30 percent at food, soft beverages and cakes; which was applicable to hotel owned outlets.



# Quarter Highlights

**ITDC organised a seminar on 'Empowerment of women through spirituality' on the occasion of International Women's Day**



ITDC organised a experiential session on 'Empowerment of women through spirituality' which was conducted by Brahma Kumaris through implementation of yoga techniques to strengthen metaphysical self. The practical approach reflected on essence of meditation as unveiling the path to self-realization to be happy and healthy.

**Ms. Ravneet Kaur, Chairperson & Managing Director (C&MD), ITDC conferred with 'ISAW Women Achiever Award' for "Professionalism in Management" at ITB Berlin**



Chairperson & Managing Director, ITDC Ms. Ravneet Kaur, IAS, was awarded with **ISAW Women Achiever Award** for "Professionalism in Management". The award was presented at the recently concluded ITB Berlin, world's leading travel trade show at Germany, by Mr. Taleb D Refai, Former Secretary General United Nations World Tourism Organization (UNWTO) in the presence of tourism ministers from various countries like Bangladesh, Jamaica, Greece, Oman, Zimbabwe, Mauritius, Namibia and Shri Yogendra Tripathi, Secretary (Tourism) India.

# Quarter Highlights

## Chef of The Ashok pays tribute to Wing Commander Abhinandan at 14th edition of Culinary Art India 2019

**Jitender Singh**- The young chef at The Ashok (a flagship property of ITDC) made food-art his medium of communication with the world and once again through his art has proved his skill set. In 14th edition of Culinary Art India on the sidelines of Aahar at Pragati Maidan, Chef Jitender carved out the face of **Indian Air Force Wing Commander Abhinandan Varthaman** on a watermelon as a tribute to his heroism.





# पर्यटन और आतिथ्य के क्षेत्र का सबसे विश्वसनीय ब्रांड



दि अशोक होटल



## भारत पर्यटन विकास निगम

आपकी यात्रा,  
पर्यटन एवं आतिथ्य संबंधी  
सभी आवश्यकताओं के लिए  
एक स्थान पर समस्त समाधान

होटल व खानपान | कांफ्रेंस व सम्मेलन | शुल्क मुक्त खरीदारी  
एयर टिकटिंग | यात्रा व परिवहन | कार्गो हैंडलिंग  
आतिथ्य शिक्षा एवं प्रशिक्षण | समारोह प्रबंधन | प्रचार एवं परामर्श  
पर्यटन अवसरचना परियोजनाएं | ध्वनि व प्रकाश प्रदर्शन | प्रिंट प्रोडक्शन



भारत पर्यटन विकास निगम लि.  
India Tourism Development Corporation Ltd.

(फास्टेस्ट ग्रोइंग मिनी-रत्ना पीएसयू 2015 - डीएसआईजे)

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