



HAI joins hands with Impact4Nutrition to strengthen India's nutritional status

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New Delhi, 21st November 2022: Hotel Association of India, the apex body of the Indian Hospitality industry has joined hands with Impact4Nutrition as a pledged Association partner. Incubated **I4N**, It is a commitment-based platform for the public and private sector in India to collectively contribute to improving the nutritional status of every Indian.

According to the “Copenhagen Consensus” investing in nutrition is the best public health investment one can make. For every \$1 of investment, there is a return of \$16. Employee retention, dip in absenteeism and increased productivity are the three core reasons for it.

Mr. Patanjali G. Keswani, Chairman & Managing Director, Lemon Tree Hotels said, *“This is a good cause for HAI members to support, which will add value to the nutritional upliftment of our country. As a part of the hospitality and food & beverage industry, it is important for us to focus on responsibility and sustainability, with nutrition being one of the primary factors to be considered.”*

I4N is an endeavour in line with the **National Poshan 2.0 Abhiyan of Government of India**. Aligning with the initiative marks a responsible return to business for HAI members post the pandemic.

The Association looks forward to promoting the program across its membership and to encourage its Members to participate in a national movement. HAI members have taken many initiatives for sustainable practices in their operations and such partnership will strengthen Members' existing programs on nutrition by providing ideas, knowledge, technical expertise and aiding activation thereof. There are many ways in which the members' commitments to the broad objectives of the SDGS can be enhanced by such collaboration, like promotion of nutrition literacy & training, facilitating healthy menu changes for employees, guests and for the extended community, showcasing National Poshan Maah etc.

Since 2019, many government and industry bodies like UNICEF India, CII, NASSCOM, TATA Trust, World Bank, UN Global Compact, CSR Box etc. have been collectively involved in this noble initiative in Nation building.



About HAI

Established in 1996, Hotel Association of India (HAI) has evolved as an integrated hospitality industry platform to keep pace with the growing buoyancy ushered in by the liberalization of Indian economy in the mid-90s. With its membership extending from major hotel groups; boutique, heritage and small hotels, HAI represents the entire spectrum of the industry. Its

Executive Committee is a potent combination of the commitment of hotel owners on one hand and hard-core professionalism of hotel managers on the other. As the apex Industry Body, HAI works in the areas of Promotion of Regional Cooperation and Hospitality Research & Education in addition to taking Industry centric initiatives. By launching Unprecedented 'Social Inclusion' initiatives, HAI also projects the 'Social Face' of the Indian hospitality industry"