

Indian Hospitality To Receive Early Warning Storm Alerts

Hotel Aid and CROPC sign landmark MOU that will help industry prepare for adverse conditions

09 JUNE, 2024, MAPUSA: Now India's vast hospitality sector will be ready for and better protected from the harsh monsoon storms that bring chaos and financial loss with the floods. All hospitality owners and operators with no distinction of size and nature of business, will receive these much needed customised alerts up to a week in advance via SMS and email, once they sign-up for this free service.

The MOU signed on 7th June in New Delhi between **Hotel Aid** and the **Climate Resilient Observing Systems Promotion Council (CROPC)**, is a major step forward in helping India's hospitality sector become climate resilient and socially responsible in times of natural disaster.



CROPC is a nodal component of the Indian government's effort in preparedness for natural disasters and climate emergencies. It is also the world's leader in preparedness and mitigation from lightning strikes, a major killer in India. CROPC functions as the main interface between key central government agencies such as the Indian Space Research Organisation, Indian Meteorological Department and the National Disaster Management Authority among others to convert their highly advanced data into actionable alerts and response plans. With this MOU, CROPC will be able to incorporate Indian hospitality operators into their critical advance warning, preparation and response system. Details of the registration process for hospitality operators will be announced soon once the trials are completed.

"What starts in India echoes around the world. This MOU has global ramifications as it is a big step forward in setting the template for the hospitality industry globally in our local and collective responses to natural disasters. It is also a big step for us as an organisation towards our global rollout by next year after years of silent preparation and field work in India. We thank CROPC for their support," said Alan DMello, founder, [Hotel Aid](#).

"Today the world is facing a climate crisis. We need to address this to help our society and also our businesses as they too are feeling the brunt of recurring natural disasters. The hospitality sector has an important role in every strata of society. This partnership has a long outreach, our dreams our high and we look forward to a resilient India," said Col. Sanjay Shrivastava, chairperson, [CROPC](#).

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ABOUT HOTEL AID

The magic of **Hotel Aid** is that it is a community effort; the hospitality community supporting its local community in a time of crisis with skills and resources we already possess. It was conceived in 2005 in Mumbai, during the city's most damaging monsoon floods ever. Soon after, we recognised its potential to positively impact lives and the hospitality industry the world over. As the scope grew, so did its complexity. We explored at least five iterations till the 3-D jigsaw of time, technology, climate emergency, hospitality itself and so many other factors finally began to work together. The India operations is the test bed for the 'formal' global rollout which we expect to be in 2025.

 hotelaid.org

ABOUT CROPC

The **Climate Resilient Observing-Systems Promotion Council**, is an inter-governmental organisation which acts as an interface between central early warning agencies, line departments, state, community, NGOs and other stakeholders. It functions under the regulatory framework of India Meteorological Department as center for promotion of climate resilient observing systems and public notification system for various hazards due to climate change extremities.

CROPC's main function is to create a culture of resilience that is respectful to nature, environment and safety of human and animals alike by simplifying and converting highly technical data into simple and actionable information. The Council also carries out disaster safety audits, fire safety audits, green credits, carbon credits, zero emission road maps, ESG and sustainability for government and civilian organisations.

 cropc.org

CROPC serves stakeholders by assisting them to set up customized visualization and impact-based community centric actionable action plans pertaining to various developmental programmes and disasters. CROPC is actively involved in creating disaster management plans and business continuity plans with integrated pandemic considerations for entities such as states, districts, educational institutions, healthcare facilities, PSUs and other industries.

MEDIA SUPPORT

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