

CLEARWAY NEWSLETTER

March 2009

Volume I, Issue I

2008 is now over and what an incredible year it was. I would like to thank everyone at Clearway for doing a phenomenal job. We not only achieved, but overtook, every single one of our objectives for the year.

And here we are at the beginning of 2009 looking forward to yet another year of exciting creations, amazing developments and impressive craftsmanship.

In the first Newsletter of 2009, we feature inputs by the Clearway family. Published quarterly, this Newsletter aims at a recap on recently held events, inform readers about upcoming events along with how to get involved as well as highlight any other important information for professional development.

To ensure we continue to capture the most important issues, any contributions to the Newsletter are welcome, such as, pictures and articles. Please direct these and any questions / comments / suggestions to the Newsletter Chair.

I hope you will find the articles included both interesting and informative.

Rachita Saini
Editor



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Clearway Offsite

Our first offsite, held in December 2008, was at Pangot, Nainital. A balanced environment like that combined leisure with learning making it possible to accomplish the objectives set for the meeting and also to achieve benefits that were critical to Clearway's success -- improved team relations, increased participation and enhanced team communication.

The 5 day offsite was full of indoor activities such as vision and value discovery, client review and branding plans; as well as outdoor activities like boating, sightseeing etc.

Here are some experiences of our employees who made it to the offsite and those who couldn't....



The Clearway Offsite was a welcome break away from the hustle and bustle of the office. It gave me an opportunity to understand the other members of the Clearway family and develop a comfort level that we only aspired for earlier.

The offsite was also the perfect setting for the Vision and Value Discovery in an environment that was fun filled and interesting. The idyllic beauty of the hillside and the lakes provided the necessary serene environment.

For me personally, the best part of the offsite was an opportunity to unwind, in a mobile and email free environment.

We were fortunate to stay at Hotel Monal, where the staff was not only courteous but also very accommodating to our whims (like Maggi Noodles at 11:00pm, and 3 different items at breakfast for 3 people).

Rajesh Khati

My trip to Nainital will be the most memorable as it was my first trip with my colleagues after starting work. My wish to see a hill station in North India was fulfilled. And after all the cribbing of hating to drive all the way I realized that the drive was not that bad at all. We got to see lovely mustard fields and the sugarcane and I loved the village that we got diverted through because of the unexpected jam. I guess you all know I was paying a lot of attention during the drive, only sometimes with my eyes closed.

On reaching Nainital, I realized that nothing except the eyes can capture such beauty of the hills, lakes and the mountains. It was terribly cold and the sun on the terrace of the hotel was something I really enjoyed. Each time we stood at the place where the Himalayan point, the view of the Himalayas looked even better than before.

The vision discovery process was most interesting. I am happy that most of our values for the vision that came out through process were similar. We got to know a lot about each other which we never would have discovered if we had not been on this trip. I loved the bonfire and the way every evening we sat lazily and enjoyed our selves. I am sure this is something I may not be able to do for long.

In all, I am glad I made it with Rajesh and Rachita as they made the trip really memorable and I am sure this is something I want to carry along. Of course I will take revenge for the boating jokes.

Aditi Chhotray

Although it was a bit difficult to work alone, on the other hand, it was a good experience as well. It was rather a challenge and a chance to prove myself. I took this as an opportunity to outperform and reach the expectations of my organization.

There were times when I was confused and missed my colleagues on so many occasions. In spite of this, I worked hard to perform better.

Elisa Sabharwal



Career in Travel

Travel and Tourism is one of the world's largest foreign exchange earner among industries, it provides employment directly to millions of people worldwide and indirectly through many associated service industries. In India, Travel and tourism, as an industry, has been slower but with increasing worldwide interest in travel, and with the Government's encouragement it is undergoing massive expansion and improvement. This forecasts a bright future for all those who choose to make a career of travel and tourism. Being a low cost career with handsome salary, younger generations are being attracted and are being employed for their livings. After gaining relevant knowledge and expertise as a Travel professional, one can be recruited in diverse job profiles. With hard work one can rise to top positions very quickly or even head their own agencies.

Overview

Tour Operator/Travel Agency:

Tour operators are the organisers and providers of package holidays. They make contracts with hoteliers, airlines and ground transport companies then print brochures advertising the holidays that they have assembled. Travel agents give advice and sell and administer the bookings for a number of tour operators.

Hospitality:

It is about serving the guest to provide them with "feel-good-effect". Today hospitality sector is one of the fastest growing sectors in India. It is expected to grow at the rate of 8% by 2016. Many international hotels including Sheraton, Hyatt, Radisson, Meridian, Four Seasons Regent, and Marriott International are already established in the Indian markets and are still expanding.

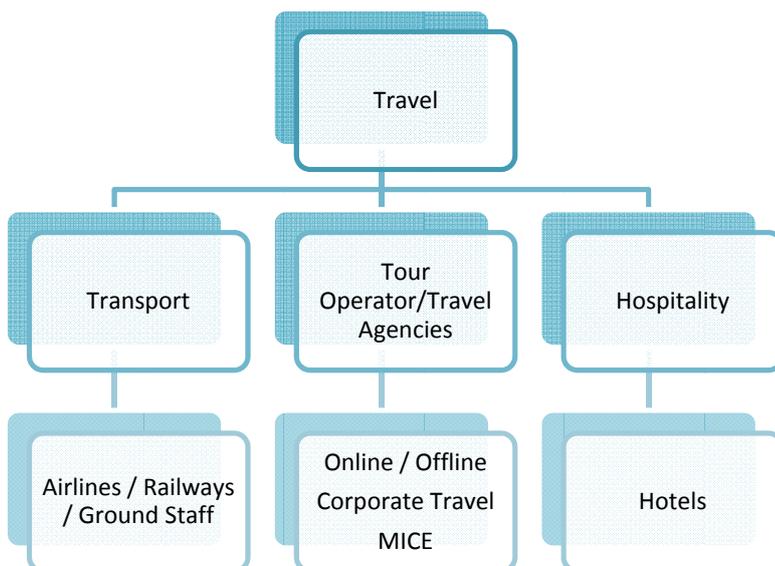
Transport:

The transportation industry is made up of companies that provide transportation of passengers and cargoes. The mode of transportation includes air, rail, water, and roadways. The travel services industry helps people get from one place to another.

Eligibility:

There are graduate level, postgraduate level, diploma and certification courses available to pursue in the industry.

Esha Sabharwal



Basic / Certificate Course (Duration: 2-8 months)

- Basic course in Airline Travel, Fares & Ticketing Management
- Basic Course in Computer Application & Software Studies
- Basic course in Computerized Reservation System
- Basic course on Airlines Travel Agency & Tour Operation Management
- Certificate course in Airlines ticketing & Tour planning
- Course in Domestic, International Ticketing & Airlines with Computer
- Courses in Airlines, Tourism, Tours & Travel Management with Marketing & Ticketing

Diploma Courses(Duration:1 year)

- Diploma in Tourism & Destination Management
- Diploma in Tourism & Travel Management
- Diploma in Tourism Management (DTM)
- Diploma in Travel & Tourism Industry Management

Bachelor Course (Duration: 3 years)

- Bachelor in Tourism Administration
- Bachelors Degree in Tourism and Hospitality Management

PG Diploma Courses(Duration:1 year)

- PG Diploma in Business Administration (Tourism)
- PG Diploma in Destination Management
- PG Diploma in Guiding & Destination Management
- PG Diploma in Tourism Management
- PG Diploma in Travel Management (PGDTM)

Master / PG Courses (Duration: 2 years)

- Master of Tourism Administration (MTA)
- Master of Tourism Management
- Master of Travel & Tourism Management

Salary Demystified

This article is designed to help you demystify the salary structure. In India Salary is broken up into various components, some of them mandated by law and others by convention. Generally, salary structures are designed to help employees gain full benefit from existing income tax laws (in terms of lower incidence of tax). Generally the salary is broken in components as shown in the table.

Basic salary is generally between 40% to 50% of CTC.

House Rent Allowance (HRA) is 50% of CTC for notified cities (notified by the Income Tax department) and 40% for others.

Provident Fund (PF) is deducted in 2 parts; 12% of basic paid by the employer as their contribution and a minimum of 12% of basic payable as the employee's contribution. The employee has the option of increasing their contribution to PF as an option.

Supplementary Allowance is generally a balancing item, to take care of any amount left from the CTC once all other components have been exhausted.

All the above components are fully taxable, save HRA, which is taxed as per a formula defined by the income tax department. There are also some other components in the salary that are not taxed, these are Transport Allowance, Medical Reimbursement, Leave Travel Allowance (LTA) and Food Vouchers. The limits for each of these components is defined in the table. LTA can only be claimed once a year, and is non taxable twice in a block of 4 years.

Some employees at senior levels are given Perks like Cars, Accommodation, personal staff etc, all of which is part of salary and has to be costed while calculating the CTC.

Rajesh Khati

Components of Salary	
Taxable Components	
Basic	40% to 50% of CTC
HRA	40% or 50% of Basic
PF - Employee Contribution	12% of basic
PF - Employer Contribution	12% of basic
Supplementary Allowance	
Non Taxable Components	
Transport Allowance	Upto Rs. 9,600 in a year
Medical Reimbursement	Upto Rs. 15,000 in a year
Leave Travel Allowance (LTA)	1 months basic salary
Food Vouchers	Upto Rs. 15,000 in a year

Recession?

This Story is about a man who once upon a time was selling Hotdogs by the roadside. He was illiterate, so he never read newspapers. He was hard of hearing, so he never listened to the radio. His eyes were weak, so he never watched television.

But enthusiastically, he sold lots of hotdogs. He was smart enough to offer some attractive schemes to increase his sales. His sales and profit went up. He ordered more a more raw material and buns and use to sale more. He recruited few more supporting staff to serve more customers. He started offering home deliveries. Eventually he got himself a bigger and better stove. As his business was growing, the son, who had recently graduated from College, joined his father.

Then something strange happened. The son asked, "Dad, aren't you aware of the great recession that is coming our way?" The father replied, "No, but tell me about it." The son said, "The international situation is terrible. The domestic situation is even worse. We should be prepared for the coming bad times."

The man thought that since his son had been to college, read the papers, listened to the radio and watched TV. He ought to know and his advice should not be taken lightly.

So the next day onwards, the father cut down his raw material order and buns, took down the colourful signboard, removed all the special schemes he was offering to the customers and was no longer as enthusiastic. He reduced his staff strength by giving layoffs.

Very soon, fewer and fewer people bothered to stop at his hotdog stand. And his sales started coming down rapidly, same is the profit. The father said to his son, "Son, you were right". "We are in the middle of a recession and crisis. I am glad you warned me ahead of time."

Moral of the Story:

It's all in your MIND! And we actually FUEL this recession much more than we think we do!

What can we take away from this story?

1. How many times we confuse intelligence with good judgment?
2. Choose your advisors carefully but use your own judgment.
3. A person or an organization will survive forever, if they have the 5 Cs

*Character *Commitment
*Conviction *Courtesy
*Courage

The tragedy today is that there are many walking encyclopedias that are living failures.

The more practical and appropriate views on this economic recession is:

- This is the time to reunite together for any small or a big organization
- This is the time to motivate and retain people which are the biggest asset
- This is the time to show more commitments to the customers
- This is the time show values of our company to the world, and this is the time to stand by our Nation

Inputs by **Rachita Saini**

Events at Clearway

- Employee of the month was awarded to Esha Sabharwal for highest billing in January 2009.
- Corporate attire & Grooming workshop was held on 24th January 09 by Arti Chaudhry. The workshop aimed at personal appearance, etiquette, body language and protocol to be kept in mind when meeting a client.
- Esha's birthday was celebrated on 2nd Feb 2009.
- Aditi's 12 month anniversary at Clearway Advisors was celebrated on 18th February 2009.
- Name the Page Contest closed on 24th January 09. The award was bagged by Rajesh and the Most Creative Thinker was presented to Esha.



(i)



(ii)



(iii)

(iv)



Photographs

1. Cover page, Bhimtal (offsite Dec 08)
 2. Page 2, Himalayan range, Pangot
 3. Page 2, Defining values at Hotel Monal, Pangot
 4. Page 5 (i), Employee of the Month (Jan 2009)
 5. Page 5 (ii), Esha's Birthday (2nd Feb)
 6. Page 5 (iii), Corporate attire workshop (Jan 09)
 7. Page 5 (iv), Aditi's 12 month anniversary at CWA
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