

Cover Story



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I am not sure if the ban itself will yield desired results in stopping drunken driving on highways. A more stringent regulation on drunken driving, making it an offense far more serious than what it presently is, could actually be a bigger deterrent. A substantial number of our hotels with large MICE facilities and convention centres are located around state and national highways. These are going to be impacted severely in terms of loss of business

through cancellation of bookings and drying up of future enquiries.

The absence of serving of liquor during such events can be a deal breaker, especially when it comes to residential conferences or international seminars. We have already been losing a large part of international MICE events to our neighbouring countries; with this ban, we may further end up losing the opportunity to host world class events in our country.