



GIA

Golf Industry Association

June 2019

Newsletter

www.igia.co.in

PRESIDENT'S MESSAGE

Dear Golfers,

I am pleased to announce that Golf and Turf Expo 2019 was a resounding success with many key stakeholders coming to the show as far away as Kashmir, Chennai, Europe and Asia. GIA would also like to thank Ministry of Tourism, Indian Golf Union and GCS&MAI for their ongoing support of the Expo. Some of the highlights were.....

Shri. Suman Billa (Joint secretary of Ministry of Tourism) inaugurated the show and encouraged us all with his talk on how golf tourism is definitely one of their focuses.

Mr Peter Walton (President & Chief Executive, IAGTO / Global Tourism Organization) was enthused about Indian Golf and the possibilities of hosting the IAGTO trade show that invites

Tour Operators from around the World. This is expected to happen in 2020, under the aegis of Incredible India and will give huge boost to golf tourism which is the need of the hour.

Mr Eric Lynge, CEO / Asian Golf Industry Federation and International Affiliate of GIA also attended and spoke on the promotion of Golf across the region and the importance of working together to achieve growth in golf. Mr Bruce MacPhee (Senior Agronomist / Australian Golf Course Superintendents Association) conducted technical seminars to broaden the knowledge of both Golf Managers and Golf Superintendents. Mike Orloff (MD, Golf Industry Central) conducted seminars on Tourism and Golf Management and had the clubs from around India engaged well.

GIA was indebted to other our speakers Mr Anurag Mathur of Savills India, Mr Sameer Jain of KPMG (Smart City Consultant), Arjun Chowdri (Chief Innovation Office, PGA of America), John Butcher (Advisor, Scottish Government) Neha Kumar (Prohealth Asia) as well as our many Golf Industry friends from around India.

As a major promotion at the Expo, GIA Corporate Supporter Rainbird in association with the Australian Golf Course Superintendents Association awarded on a lucky draw from selected candidates, Ms Shraboni Arora of Belvedere Golf Club (Ahmedabad), the opportunity to attend the 2019 AGCSA Turfgrass Conference in Brisbane under a new GIA education initiative. Photographs of her visit are shown later in this newsletter. We congratulate her on her journey to continue the rich experience of learning and adopting techniques that will improve golf course maintenance across India.

The Board of GIA regretfully announce the retirement of our DG, Mr PK Bhattacharya due to ill health. Dada as he was fondly known has been a pillar in the institutions of Golf having served as Secretary IGU from 1965 until 2004 then subsequently for couple of years with PGA of India and since past 6 years as our DG at GIA. We wish him a speedy recovery and enjoy his retirement life.

Slum golf is particularly close to our heart and GIA Supporter Zaverchand Sports have taken initiative to support their quest for world recognition. Last year they were invited by Urban Golf of Paris, France to play golf off the streets with them and also watch the Ryder Cup and interact with the professional golfers. It's

a dream experience the team members will carry with them their whole lives. This year a new photo shoot has taken place of the streets of Mumbai and we wish them greater recognition (will share images in later newsletters).

Ultimate Golf Foundation have taken several steps along with some other institutions, notable being Delhi Golf Club to bring the sport of golf to the grass root level and to identify talent and nurture them. Talking to Digvijay Singh who is a professional player on the Indian Golf tour and deeply involved in the foundation, he tells me that they are working very closely with a foundation from Jaipur for HIV+e kids. A non-contact sport is the only medium for inclusion into society for these kids, he tells us. Wing Com Ak Singh GCSMAI President is also very involved in this initiative. One must also commend Amit Luthra for his sustained effort in uplifting kids that showed promise of talent, that he and group of coaches identified and have helped them unflinchingly over 2 decades that we know of.

Golf courses are the green lungs of any town and city. GIA are in the process of preparing a paper that proves with credibility that golf courses only enhance the environment.

Look forward to updating in the next issue. Until then I am sure all of you are happily golfing now that the long summer has passed.

Golf Industry Association Board - 2019 - 2020

During the Golf Expo the annual general meeting of the Indian Golf Industry Association was held where all Corporate Supporters of GIA met and elected the new Board.

The following were elected to the executive being: Deepali Shah Gandhi / President for a second term, Anit Mehrotra / Vice President, Karan Bindra / Secretary and Brandon De Souza / Treasurer.

The general Board members were elected being: Phil Ryan, Rishi Narain, Ateet Gaur, Mohan Subramanian, Ravi Garyali and Vinod Goyal.

Due to the retirement of Mr PK Bhattacharya the Board then requested Mr Vincent Pinto to take the role of Director General of GIA.



On Wednesday, June 12 the Board conducted its first meeting at DLF Golf Club (one of the key Corporate Supporters of GIA).

From left, Deepali Shah Gandhi, Rishi Narain, Anit Mehrotra, Vincent Pinto, Vinod Goyal, Karan Bindra, Brandon De Souza & Ateet Gaur with Phil Ryan attending via Skype

Apologies from: Mohan Subramanian & Ravi Garyali who were out of the Country

About Golf Industry Association (GIA)

It's a non-profit Industry Association registered under the Societies Act of India, formed by Golf Industry Groups.

Core Activities:

- 1** Promote Golf in India through researched information dissemination to all levels of government and the general public. The GIA will specifically develop a golf related research document each year to present to all levels of government and to promote this information through media outlets
- 2** Educate and inform its members by the offering of an annual conference, targeted training opportunities and professional Industry interaction.
- 3** Assist to build and promote the Indian Golf industry by supporting the activities and aims of the Indian Golf Union, the Government of India Tourism Authority and other golf related groups through the running of an annual Golf Expo



Why you should join:

- Membership is open to all Golf related establishments / organizations including golf clubs as well as to individuals involved in an official capacity in the Indian Golf Industry.
- This gives you a universal platform to co-ordinate and to interact with serious players in the Golf industry
- As a member you are entitled to avail of the services rendered by the Association such as expert advices on construction of Golf Courses, redesigning of courses, turf management, course maintenance, irrigation, etc.

Membership

Corporate - Rs 25,000/- plus GST at applicable rate -Full Member Rights
 Individual - Rs 5,000/- plus GST at applicable rate -No Voting Rights
 Associate - Rs.5, 000/- plus GST at applicable rate - No Voting Rights
 Membership is open to: -
 Corporate Membership is open to all Golf related companies/establishments / organizations including golf clubs.
 Individual Membership is open to individuals having worked in an official capacity within the Indian Golf Industry for a minimum of twelve months.
 Associate Membership is open to non golfing institutions such as Tour and Travel organizations etc.
 Membership of the GOLF INDUSTRY ASSOCIATION is restricted to those Associations, Individuals or Companies who agree to and abide by the GOLF INDUSTRY ASSOCIATION Constitution and GOLF INDUSTRY ASSOCIATION Code of Ethics.
 A full copy of the GOLF INDUSTRY ASSOCIATION Constitution along with Code of Ethics is available on the GOLF INDUSTRY ASSOCIATION web site.

GIA Board Members	
Name	Designation
Mr. Anil Seolekar	Patron
Mr. Aakash Ohri	Patron
Mr. Devang D. Shah	Patron
Mrs. Deepali Shah Gandhi	President
Mr. Anit Mehrotra	Vice President
Mr. Karan Bindra	Secretary
Mr. Brandon de Souza	Treasurer
Mr. Phil Ryan	Director
Mr. Ravi Garyali	Director
Mr. Mohan Subramanian	Director
Mr. Rishi Narain	Director
Mr. Ateet Gaur	Director
Mr. Vinod Goyal	Director
Mr. Vincent Pinto	Director General



Benefits of becoming an GIA Member:

- Receive information about industry developments through GIA website and newsletter
- Make contacts and network with other members – leaders in the industry
- Receive invitations to zonal and national networking and educational programs featuring international and Indian experts
- Receive a 15% discount on Exhibition space fees to the India Golf Expo – the industry’s most important annual event.
- Receive one complimentary delegate pass to the India Golf Expo (For golf clubs who become corporate members) which includes the main conference, lunches, networking coffee breaks and hosted gala dinners
- Gain access to presentations, articles and support information on our “Member’s Only” area on the website
- Post questions to members and get answers and insights to problems and queries through vast expertise of our members
- Receive notices about international conferences and events
- Vote at the annual India Golf Expo Awards
- List your company on the GIA website & use the GIA Logo in email signatures & stationary

Additional Benefits:

Audit and assistance on any two of the below topics in a year, if a personal visit is required by one of our experts then only pay for expenses associated with same

- Golf course maintenance issues
- Golf course machinery queries
- Golf course renovation and upgrade
- Golf club management (including billing and accounting management)
- Golf Operations management (including handicapping and tournament management)
- F&B operations
- HR services
- Pro shop operations (including merchandising)
- Golf Academy / Teaching systems / Driving range management

GIA Account Details

Account Name: Golf Industry Association
 Bank Name: Axis Bank Limited
 Branch: Bund garden, Pune
 Address of Branch: Ashoka Galaxy, Plot No 1, Galaxy Society,
 Dhole Patil Road, Bundgarden, Pune – 411001
 Account Type: Saving Account
 Account No: 911010034935000
 IFS Code: UTIB0000073
 Swift code for wire transfer bundgarden branch – AXISINBB073

Golf Expo 2019



Attendees came from all over India to listen to the presentations, investigate new trends and interact with other Golf Industry contacts.

Such interaction is the key to growing Golf in India and keeping abreast of issues.



The Industry Trade Show covered every aspect of the Golf & Sports Turf Industry.

GIA Corporate supporters met with Golf Managers, Developers and Industry colleagues to discuss their products and services.



Mr Dilip Thomas was awarded the GIA Lifetime Achievement in Golf Award

A well deserved award to someone who has devoted his life to the growth and management of golf in India at so many levels.



Questions from the floor of the conference added to the depth of knowledge shared.

Government Administrators, Golf Managers, Golf Superintendents, Golf Professionals and Industry come together to exchange information and grow the game of Golf.



Mr Peter Walton, President & CEO of the International Association of Golf Tour Operators spoke on the needs of Golf Tourism and how to promote Indian Golf to the global golf audience.

The Rainbird - Golf Superintendents Education Initiative

Rain Bird, Australian Golf Course Superintendents Association, Golf Industry Association and GSC&MAI are all committed to the promotion of sustainable Golf and an important part of such is the ongoing education of Golf Course Superintendents, the custodians of the golf course.

As a part of this commitment Rainbird in association with the Australian Golf Course Superintendents Association offered an initiative during the GIA Expo for a selected Indian Golf Course Superintendent to attend the 2019 AGCSA Turfgrass Conference to be held in Brisbane (Australia) from June 24 - 28, 2019 (<https://www.agcsa.com.au/conference/>)

The successful applicant was drawn by lot at the Expo and the winner, Ms Shraboni Arora of Belvedere Golf Club (Ahmedabad) was awarded her prize by Mr Mohan Subramanian (Rainbird International), Mr Mohit Sharma (Rainbird India) and Mr Bruce MacPhee (Australian Golf Course Superintendents Association) (Photo below).



Ms Shraboni has attended the Conference last week, meeting a range of people, learning from the conference topics and enjoying visiting some of the Brisbane Golf Courses. Shraboni will be writing a report on the conference and GIA hopes to have her present a topic at the 2020 GIA conference.

GIA would again wish to sincerely thank Rainbird for their generous sponsorship of this initiative as well as our International Affiliate, the Australian Golf Course Superintendents Association for their support of this initiative and their commitment to supporting Indian Golf Superintendents.



Rain Bird 551 Series

Full/Part Circle Golf Rotors

Rain Bird 551 Series provides the right coverage for tee boxes, greens and other small areas with short and medium throw range. With Rapid-Adjust Technology your staff can make easy arc adjustments with the turn of a screw. Patented MemoryArc® retains two part-circle arc settings, so you can shift between full and part-circle operation in seconds. Nozzles for the 551 series offer higher flow rates and large droplets that cut through wind allowing you to apply water precisely where needed and in a shorter amount of time.

- Has a radius of 32' to 55' (9.8 to 16.8 m).
- Can handle pressures from 60 to 100 psi (4.1 to 6.9 bars).
- Nozzle design provides superior water distribution with less sensitivity to spacing difference.
- Solid design and construction provide a higher degree of reliability and longer life than commercial-grade products.
- Available in electric, integrated control, combined use Stopamatic/Hydraulic and Seal-A-Matic™ models.



Rain Bird Golf is pleased to announce the release of Rain Bird® 551 Series rotors. The 551 Series provides the most efficient short-throw solutions for tee boxes and other small areas with short and medium throw range. Easy-to-use MemoryArc® technology makes shifting between full-and-part circle settings as simple as turning a screw.

As with Rain Bird® 700/751 Series and EAGLE™ 900/950 Series rotors, 551 Series rotors offer IC (Integrated Control) models compatible with Rain Bird's popular IC System™ connecting the central control system directly to every rotor and valve. Other available models include Block, SAM/Hydraulic, and Electric. The versatility of 551 Series rotors with short and medium range coverage, higher flow rates, superior distribution uniformity, valve-in-head options, and reliability is unmatched in the industry.

Because 551 Series rotors share a common platform with 700/751 Series, they incorporate all the improvements in golf rotors over the past decade. Rain Bird engineers its products with Timeless Compatibility™, so golf courses can install the new 551 internal assemblies in existing case assemblies installed as far back as 1992.

The 551 Series models offer a full-circle 360° arc and an arc adjustable from 30° to 345° in a single rotor. 551 Series offer four nozzles, including a low angle #51 for 32' or 9.8m coverage. The 551 Series nozzles offer higher flow rates and emit larger water droplets that cut through wind, features not commonly found in rotors with a shorter throw radius. As a result, golf courses can apply water precisely where needed in a shorter amount of time.



News Across India

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8-hole golf driving range in Bhopal soon

TNN | Mar 28, 2019, 04:33 AM IST



BHOPAL: The sports department is setting up a practice arena for golf players on a two-acre land near Equestrian Academy in Bhopal. Golf will also be introduced in the summer camp that begins from April 15 and about 100 children will be admitted, said S L Thaosen, director sports. "The practice arena will have 8 driving stations. Players can hit up to 200 yards. This is a good distance for learners. They will be given basic training," Thaosen said.

"Children are willing to learn, but were a bit reluctant to start on a bigger golf course," said Thaosen, adding that the sports department will approach schools to scout for talented players.

"Despite having two golf courses in the city, players are not emerging from Bhopal, which is a big concern. We want to address that issue," Thaosen said. "Starting a driving range will solve that issue. It will offer budding golfers a chance to learn the basics. Once they learn the basics, it would be easy for them to play on bigger turfs."

Initially, the focus will be on quality, said Thaosen.

MOUNT ALTERRA GOLF

The new Mount Alterra Golf Course at Khandala, 57 kms away from Navi Mumbai and 58 kms away from Pune, not far from the Mumbai-Pune Expressway is being developed by Hiranandani Communities. The residential / resort project during the last week of June welcomed the monsoon rains which quickly filled the lakes surrounding the Par 3 / 9 Hole Golf Course which had just completed grassing.

GIA congratulates the Corporate supporters who have brought the new project to life being: Project Managers, Global Golf (India) / Construction, Continental Fairways / Rainbird Irrigation, SGDC India and Design, PCD.

The Community Golf Course is expected to open post monsoon.



IJGA Albatross Golf Academy India

IJGA, the fastest growing junior golf boarding program in the United States, has in joint venture with Albatross, India, opened a Fully integrated Residential Golf Academy - IJGA Albatross Golf Academy India at Karma Lakelands Golf Resort, Gurugram National Capital Region, India

The high level of junior golf expertise and know-how of IJGA and Albatross combined with facilities of Karma Lakelands Golf resort makes it an ideal partnership. Andrews Summer, CEO IJGA, was glad to share that, 'IJGA - Albatross partnership "would become stronger with this relationship. Summers, feels pride in contributing to the growth of Indian golf as many Indian Students are presently studying and training at IJGA and many have graduated earlier in past years.

"It was our desire to set up Fully integrated Residential Junior golf program of international repute to bring to India for several years. The timing was right, and we could not be happier to be partnering with IJGA , a prestigious and successful U.S. academy . Karma has been kind to offer the Golf and residential facilities offered to us . We are thankful to both IJGA and Karma for believing in us ," says Col Rakesh Chadha , Director , Academy.

Ashwani Khurana Managing Director , Karma Lakelands , while hosting a ceremonious event in celebration of signing of the partnership expressed himself " We are proud to host the academy and are excitedly looking forward to see the Top class academy set up and bring best of the world training methods to Student - Athlete . We on our part will not hesitate to fully and whole heartedly provide the facilities to Student Athletes" Khurana added.

IJGA Albatross Golf Academy would be only one of its kind to offer a Fully integrated Residential Golf Academy in India . Academy shall be offering an exceptional golf training, character development and scholastic experience that gives its students an advantageous head start in their golf and academic careers, and better prepares them for life. The launch of the Academy is a very positive factor for India and the growth of Golf in India . Students who have aspired to play golf at professional level can fully devote themselves to Golf training. Those who do wish to attend a top-class golf training and high school and wish to pursue Collegiate golf in United States can now get the same quality training and student life experience. Academy would arrange for SAT/ACT preparations and explore US College scholarships. Moreover, Academy also offers 8 weeks of Top Class Golf training at IJGA, USA during summer months of July to August each year and also compete in top class Tournaments in USA. All that at much lower cost. So, plenty to grab.

"There is no comparable full-time training environment in India that is better equipped to prepare junior golfers for college," says Director of Golf Manuel Bermudez. "From the challenging Karma golf course that will push players to the limit, to the driving range with state-of-the-art coaching technology, this is the perfect environment to train for the next level." Bermudez has extensive experience in junior golf development having been a Director of Golf , Bishops Gate Golf academy at Mexico and presently coaching at BGGGA , Orlando USA.

Student-athletes will attend Bal Bharati School Manesar. In the future the Academy shall set up an arrangement with Heritage School, Hilton Head, South Carolina, USA for online schooling.

The Academy opens for summer camps on May 1 and Residential programme starts July 1, 2019.

Golf Industry and the Environment



World Environment Day

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Your life is not an individual existence. What you exhale, the trees are inhaling; what the trees exhale, you are inhaling. If this was in everyone's experience, would we have to tell you to plant and protect trees?

Sadhguru



WORLD ENVIRONMENT DAY

JUNE 5

Earth Pledge

We Pledge to protect the Earth and to respect the web of life upon it, and to honour the dignity of every member of our global family, one planet, one people, one world in harmony with peace, justice and freedom for all.

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