

SOCIAL INCLUSION INITIATIVES



**Hotel Association of India**



एक कदम स्वच्छता की ओर

**SWACHH  
BHARAT  
ABHIYAN**

**2nd October, 2014**



**Hotel Association of India**

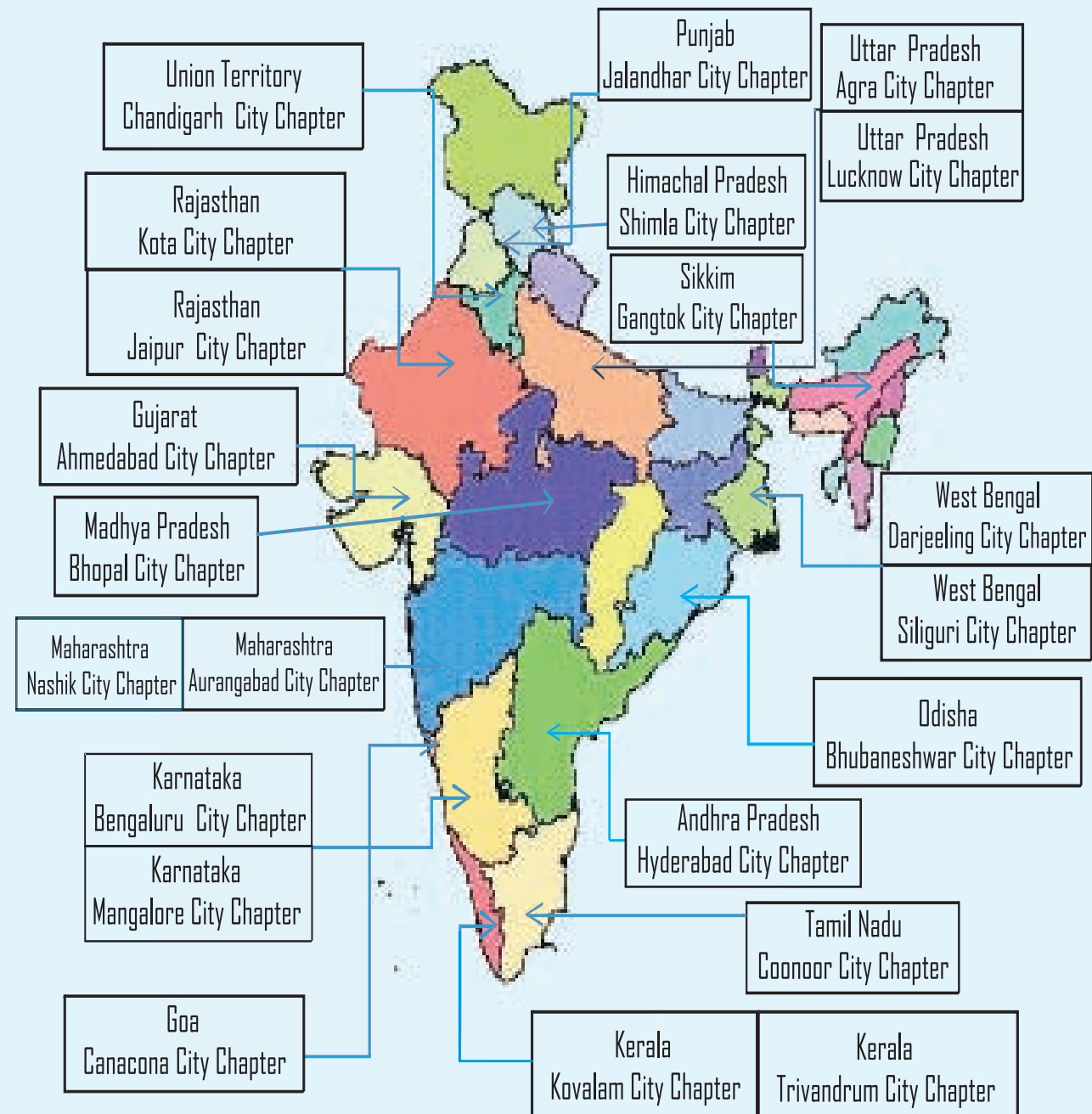
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## HAI CITY CHAPTERS



## HAI REGIONAL CHAPTERS

- Northern Region :** HAI Chapter, New Delhi
- Southern Region :** HAI Chapter, Chennai
- Eastern Region :** HAI Chapter, Kolkata
- Western Region :** HAI Chapter, Mumbai



**President**  
Hotel Association of India

New Delhi  
October 15, 2014



## SWACHH BHARAT ABHIYAN

The Swachh Bharat Abhiyan (Clean India Campaign) launched by Prime Minister Shri Narendra Modi on October 2, 2014, the Birth Anniversary of Mahatma Gandhi, is undoubtedly the most ambitious and transformational initiative taken in India in recent decades towards improved health outcomes and clean environs.

HAI's 230 member hotels across pan-India locations are enthusiastically participating in special cleanliness drives not only in their premises but in outside areas in the cities including roads, schools, parks, religious and tourist places, and are deeply committed to keep 'Swachh Bharat Abhiyan' momentum going on a sustained basis.

Hotel Association of India with its abiding commitment to initiatives of social inclusion like spreading the message of World Environment Day, World Hand Hygiene Day, Maintenance of National Monuments etc., considers it a great opportunity for partnership with the Government for a good national cause. The pledge taken on October 2, 2014 would remain an article of faith in the heart and mind of each hotel employee.

Glimpses of the cleanliness drive in progress in HAI member hotels may be seen in the brochure.

VIKRAM OBEROI

# NORTHERN REGION

## AGRA

Agra is a city on the banks of the river Yamuna in the state of Uttar Pradesh. It is a major tourist destination because of its many splendid Mughal-era buildings, most notably the Taj Mahal, Agra Fort and Fatehpur Sikri, all three of which are UNESCO World Heritage Sites. Agra is included on the Golden Triangle tourist circuit, along with Delhi and Jaipur.



The Associates of The Oberoi Amarvilas and The Trident Agra, take the "Cleanliness" Pledge



The Senior Vice President of Hotel Clarks Shiraz administers the "Cleanliness" Pledge to all Associates

The Oberoi Hotels' team is flagged off from the Hotel to clean the banks of Yamuna at The Taj Mahal



The Associates take the "Cleanliness" Pledge at Hotel Clarks Shiraz



Special Cleanliness Drive by The Oberoi Amarvilas and The Trident Agra in progress in the city of the Taj

Leading by example – The Senior Vice President kick-starts the Special Cleanliness Drive at Hotel Clarks Shiraz



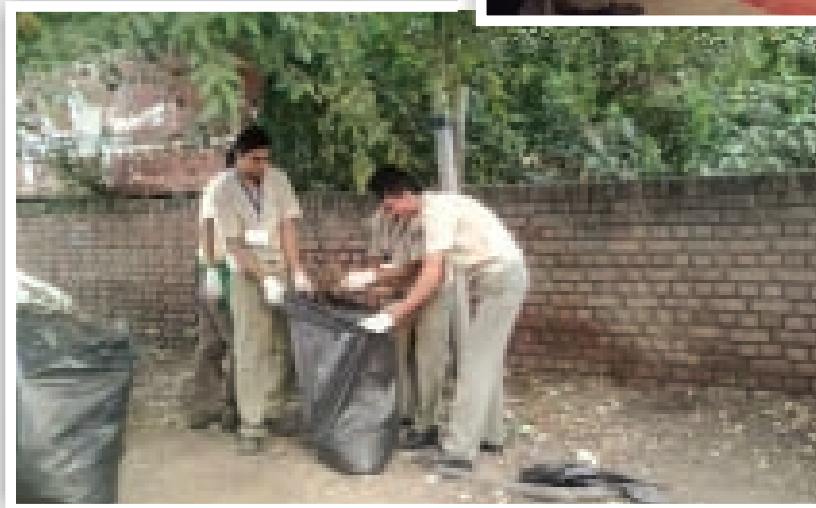
## CHANDIGARH

Chandigarh is a union territory that serves as the capital of the states of Punjab and Haryana. The city of Chandigarh was the first planned city in India post-independence and is known internationally for its architecture and urban design. The master plan of the city was prepared by Le Corbusier, transformed from an earlier plan by the American planner Albert Mayer.



Associates at The Lalit, Chandigarh take the Cleanliness Pledge

Associates pledge themselves to Cleanliness at Lemon Tree Hotel, Chandigarh

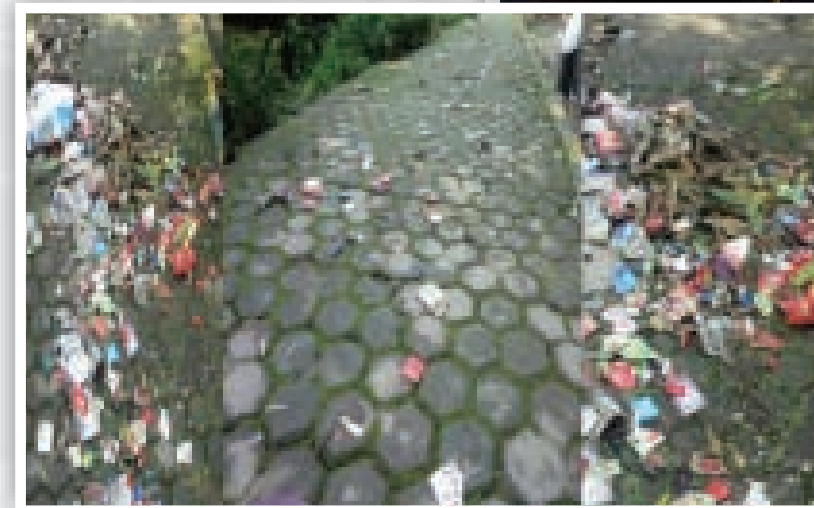


Special Cleanliness Drive outside the Lemon Tree Hotel, Chandigarh by the Associates

## DEHRADUN

Dehradun is in the Doon Valley on the foothills of the Himalayas nestled between two of India's mightiest rivers — the Ganges on the east and the Yamuna on the west. The city is famous for its picturesque landscape and slightly milder climate and provides a gateway to the surrounding region. It is well connected and in proximity to popular Himalayan tourist destinations.

Saying it with a banner at Lemon Tree Hotel, Dehradun



Littered pathway in Dehradun

The Pathway being cleared of litter by Associates of Lemon Tree Hotel, Dehradun



## JAIPUR

Jaipur, founded by Maharaja Sawai Jai Singh II, after whom the city is named, is known as the Pink City of India. It is included on the Golden Triangle tourist circuit, along with Delhi and Agra. Jaipur is an extremely popular tourist destination in Rajasthan and India. The observatory, Jantar Mantar, is one of the World Heritage Sites.



Administering the "Cleanliness" Pledge to all Associates at The Trident Jaipur



The team from Rambagh Palace taking the "Cleanliness" pledge at the morning meeting



Special Cleanliness Drive in the city by the teams of Hotels Lemon Tree Premier and Red Fox, Jaipur

## LUCKNOW

Lucknow has always been known as a multicultural city that flourished as a North Indian cultural and artistic hub and seat of Nawab power in the 18th and 19th centuries. It continues to be an important centre of government, education, commerce, aerospace, finance, pharmaceuticals, technology, design, culture, tourism, music and poetry.



La Place Sarovar Portico Team undertakes special Cleanliness Drive in the city



The public gardens Gomti Nagar, Lucknow cleaned up by Associates of Vivanta by Taj-Gomti Nagar, Luknow



After administering the pledge to the Associates, The Human Resource Manager of La Place Sarovar Portico publicises the pledge with the city dwellers

## NATIONAL CAPITAL REGION (NCR)

Delhi has been continuously inhabited since the 6th century BC. Through most of its history, Delhi has served as a capital of various kingdoms and empires. It has been captured, ransacked and rebuilt several times, particularly during the medieval period, and modern Delhi is a cluster of a number of cities spread across the metropolitan region. The NCR includes several suburbs of Delhi like Gurgaon, Faridabad, Noida, etc.



Associates of the five Taj hotels in New Delhi joined forces to clean the Battle Honour Mess Road, Abai Marg and SP Marg, where the hotels have planted over 6,000 saplings. In addition, the Darbhanga Lane was cleared of all dirt.



Associates at The Oberoi New Delhi sign the "Cleanliness Pledge"



The General Manager, The Oberoi New Delhi administers the pledge to Hotel Associates



Team from The Oberoi New Delhi displays the campaign logo on aprons and undertakes special Cleanliness Drive



Associates of The Oberoi New Delhi gather to take the "Cleanliness Pledge"



Special Induction Program prepared by The Oberoi New Delhi for all contractors familiarizing them with the Campaign



Ready Get Set and Go - Team Maidens gears up to undertake the cleanliness drive in and outside the Hotel



Associates gather at the ITC Maurya New Delhi to pledge "Cleanliness"



Team from Maidens Hotel Delhi cleans the area surrounding the hotel



Associates gear up for a special cleanliness drive on and off hotel premises at the ITC Maurya New Delhi



Maidens Hotel Delhi Team at work outside the hotel



Associate teams undertake special cleaning in different areas of the ITC Maurya New Delhi



The General Manager of the Hotel administers the "Cleanliness" Pledge to all Associates at The Park, New Delhi



Associates gather at the Lemon Tree Gurgaon to pledge "Cleanliness"



Ready Steady and Go – Associates at The Park, New Delhi get together to clean the area outside the hotel



Team Lemon Tree Gurgaon cleans the streets



Associates of The Park, New Delhi at work outside the hotel



Associates from Lemon Tree Hotel, East Delhi Mall Kaushambhi clean the streets





Team Red Fox Hotel East Delhi cleans the streets



Team from Red Fox Hotel, Delhi Airport, New Delhi cleans the area outside their hotel



'Cleanliness Pledge Taking' by Associates at Lemon Tree Premier, Aerocity, New Delhi



Team from Lemon Tree Premier - Delhi Airport, Delhi Aerocity, New Delhi clean the area outside the hotel



"Cleanliness" pledge taking by Associates of Red Fox Hotel, Delhi Airport, New Delhi



Naraina Sarovar Portico, New Delhi clean up drive

## LUDHIANA/SHIMLA

Ludhiana city stands on the Sutlej River's old bank, 13 km south of its present course. It is a major industrial centre of northern India, and was referred to as India's Manchester by the BBC.



The associates of Park Plaza, Ludhiana take the "Swachhata" Pledge.



Team from The Park Plaza Ludhiana cleans the city



Associates at The Oberoi Cecil, Shimla take the "Cleanliness" pledge

## SHIMLA

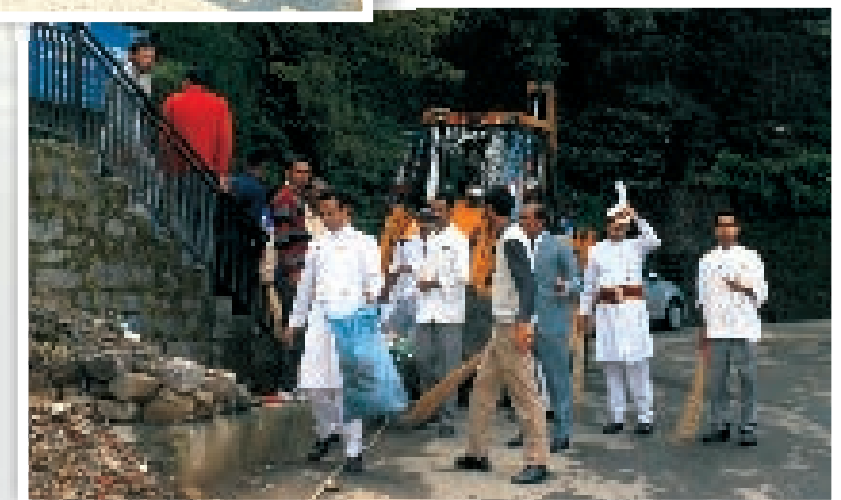
Shimla acts as a hub for India's tourism sector. It is among the top 10 preferred entrepreneurial locations in India. Shimla is home to a number of colleges and research institutions as well as multiple temples and palaces. The city's buildings are styled in the Tudorbethan and neo-Gothic architectures dating from the colonial era.



Team Clarkes Shimla is administered the "Cleanliness" Pledge



The General Manager of Clarkes, Shimla kicks off the cleanliness drive by the team



Team Clarkes Shimla sweeps roads and picks up garbage

## KHAJURAHO

Khajuraho located in Chhatarpur District of Madhya Pradesh and is known for a group of Hindu and Jain temples built between 950 and 1050 AD. They are one of the UNESCO World Heritage Sites in India. The temples are famous for their Nagara-style architectural symbolism and their erotic sculptures.



Associates of Ramada Khajuraho geared up to leave the hotel to clean the city

The team from Ramada Khajuraho spreads awareness about the campaign in the city



The Ramada Khajuraho team clears litter from roadside in the city

## SOUTHERN REGION

### CHENNAI

Located on the Coromandel Coast off the Bay of Bengal, Chennai is the biggest industrial and commercial centre in South India and a major cultural, economic and educational centre. Chennai is known as the "Detroit of India" for its automobile industry.

Associates gather at the time office of The Trident Chennai and take the pledge of cleanliness



Team The Trident Chennai with collected garbage from the areas surrounding the hotel

Pledge taking at Lemon Tree Hotel, Shimona, Chennai



## BENGALURU

Bengaluru is known as the "Silicon Valley of India" because of its role as the nation's leading information technology (IT) exporter. Located at a height of over 3,000 ft above sea level, Bangalore is known for its pleasant climate throughout the year. The city is amongst the top ten preferred entrepreneurial locations in the world.

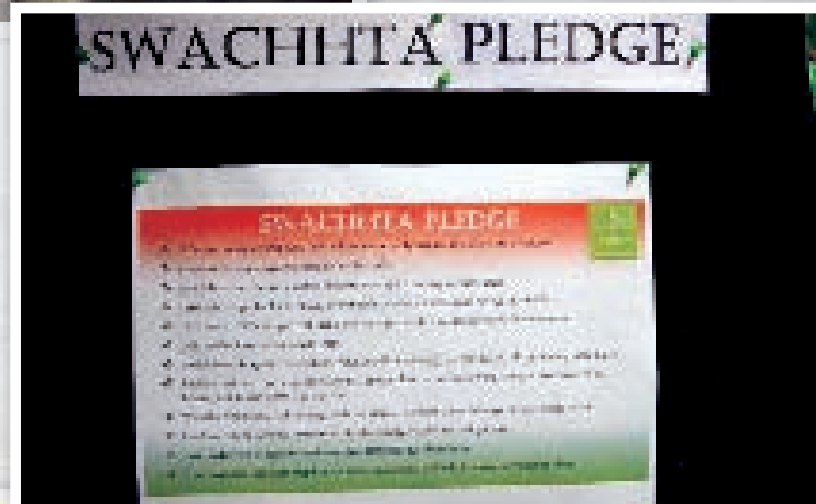


"Cleanliness is next to Godliness"  
Several teams take on different areas for special cleaning at ITC Gardenia



Teams at The Taj West End, Bangalore and at The Gateway Hotel  
The Group took the pledge in three different languages

Not to be forgotten - the "Cleanliness"  
Pledge a permanent feature on the associates' notice board at ITC Gardenia



Teams at The Taj West End, Bangalore and at The Gateway Hotel - cleaning the city roads



Several teams take on different areas for special cleaning at ITC Gardenia

Team Lemon Tree Hotels Bengaluru removes litter from roads





Sprucing of roads by Team Lemon tree Hotel Whitefield, Bengaluru



Team from The Oberoi Bengaluru all set to clean the city



Associates of Lemon Tree Premier Hotel, Ulsoor Lake take the Swachhata pledge



Associates of The Oberoi Bengaluru collect garbage from areas surrounding the hotel



Pledge Taking by associates at Lemon Tree Hotel Electronic City Bengaluru



The team from The Oberoi Bengaluru paints the city pavements

## KERALA

Kerala is an important tourist destination, with backwaters, beaches, Ayurvedic tourism, and tropical greenery among its major attractions. The state has the highest Human Development Index in the country. It also has the highest literacy rate, the highest life expectancy and the highest sex ratio among all Indian states. The state has the highest media exposure in India with newspapers publishing in nine different languages.



The Associates take the "Cleanliness" Pledge at Lemon Tree Vembanad Lake Resort, Alleppey



Cleanliness Drive by Associates at The Vasundhra Portico Premiere, Kumarakom

Team Lemon Tree, Alleppey clears weeds and dead plants from roadsides



Team Vivanta by Taj displays "Clean India Campaign" banner and is set to undertake cleanliness drive



The Associates at The Vasundhra Portico Premiere, Kumarakom, take the "Cleanliness" Pledge



Cleanliness Drive by Associates of Hotels Vivanta by Taj

## HYDERABAD

Hyderabad was historically known as a pearl and diamond trading centre, and it continues to be known as the City of Pearls. However, industrialisation has also attracted major Indian manufacturing, research and financial institutions. SEZ dedicated to IT have encouraged companies from across India and around the world to set up operations and the emergence of pharmaceutical and biotechnology industries in the 1990s led to the title of Genome Valley.



Deep cleaning exercise of the cafeteria & the dish-wash area by employees at The Trident Hyderabad



Associates of Lemon Tree Premier and Red Fox HITEC City take the Cleanliness Pledge



Associates from all Taj Hotels in the city display the garbage collected from the streets of Hyderabad

## WESTERN REGION

### AURANGABAD

Aurangabad is named after the Mughal Emperor Aurangzeb. The city is a tourism hub, surrounded by many historical monuments, including the Ajanta Caves and Ellora Caves, which are UNESCO World Heritage Sites, as well as Bibi Ka Maqbara. Aurangabad is nicknamed "City of Gates" and the strong presence of these can be felt as one drives through the city. Recently, Aurangabad has been declared as Tourism Capital of Maharashtra.



Showing the way - Spreading Awareness - Team Vivanta By Taj, Aurangabad



The "Swachhata" Pledge being read out and explained to the Associates who take the Pledge at Lemon Tree Hotel Aurangabad



Associates of Vivanta by Taj Aurangabad take to the streets on a clean-up drive

## AHMEDABAD

Ahmedabad has emerged as an important economic and industrial sector in India. It is the second-largest producer of cotton in India, and its stock exchange is the country's second oldest. In 2012, The Times of India chose Ahmedabad as the best city to live in in India. As of 2014 Ahmedabad's estimated GDP was \$64 billion.



"Swachh Bharat Swastha Bharat" Associates at Lemon Tree Hotel, Ahmedabad hold the banner while taking the "Swachhata Pledge"



"Swachhata" Walkathon by Team Lemon Tree Hotel, Ahmedabad



TeamLemon Tree Hotel, Ahmedabad collect garbage from the city street

## INDORE

A central power city, Indore exerts a significant impact upon commerce, finance, media, art, fashion, research, technology, education, and entertainment and has been described as the commercial capital of the state. It is home to the Madhya Pradesh Stock Exchange, India's third oldest stock exchange.



The Associates at the Lemon Tree Hotels, Indore take the "Cleanliness" Pledge



The Lemon Tree Hotel Team takes to sweeping of the city roads in Indore



The Associates at the Sarovar Portico take the "Swachhata" Pledge



## GOA

Goa is India's smallest state by area and richest state with a GDP per capita two and a half times that of the country as a whole. Goa is visited by large numbers of international and domestic tourists each year for its beaches, places of worship and world heritage architecture. It also has rich flora and fauna, owing to its location on the Western Ghats range, which is classified as a biodiversity hotspot.



The teams of Vivanta by Taj - Fort Aguada, Goa, and Vivanta by Taj - Holiday Village, Goa, clad in red t-shirts, took to the streets. Cleaning the bus stop and other areas surrounding the two resort hotels in support of the Clean India campaign

Pledge to Cleanliness- Associates at Lemon Tree Amarante Beach Resort Goa



The Associates of Ramada Caravela Beach Resort, Goa enthusiastically cleaning the beach and the surrounding areas

## MUMBAI

Mumbai is the financial, commercial and entertainment capital of India. It is also one of the world's top ten centres of commerce in terms of global financial flow, generating 5% of India's GDP and accounting for 25% of industrial output, 70% of maritime trade in India and 70% of capital transactions to India's economy.



Mr. Rakesh Sarna, Managing Director and CEO - Taj Hotels, along with Taj senior officers pledge their support to the Swachh Bharat Mission



Associate teams from the Taj Corporate Office and from the four Taj Hotels remove a fallen tree and clear the road in Mumbai

Associate team from Majestic Court Sarovar Portico Navi Mumbai kick start the City Cleanliness Drive from the Hotel



## PUNE

Pune is considered the cultural capital of Maharashtra. Since the 1950s and 1960s, Pune has had traditional old-economy industries which continue to grow. The city is now also known for manufacturing and automobiles, as well as government and private sector research institutes for information technology (IT) education, management and training, that attract migrants, students and professionals from India, South East Asia, Middle East and Africa.



Associates at The Vivanta By Taj, Blue Diamond, Pune pledge their commitment to a Clean India



The Associates of Lemon Tree Hotel Hinjawadi prepare for a special cleanliness drive

Special Cleaning Drive on the hotel premises at The Vivanta By Taj, Blue Diamond, Pune



Littered area before the cleanliness drive by Lemon Tree Hotel associates



A hotel Associate of The Vivanta By Taj, Blue Diamond, Pune sweeps the city pavements

Lemon Tree Hotel Associates on the Streets – Cleaning and Spreading the message



## SAWAI MADHOPUR

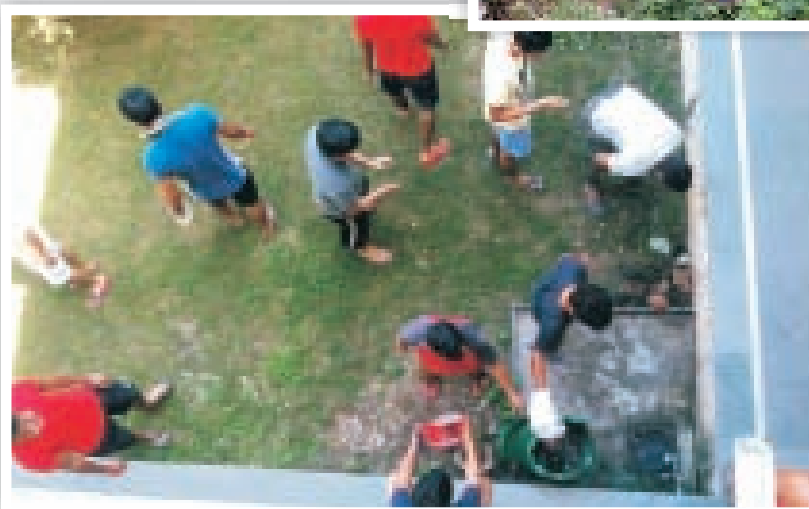
Sawai Madhopur is home to the Ranthambore National Park and the historic Ranthambore Fort a UNESCO World Heritage Site, which lies within the national park. Sawai Madhopur is famous for its guavas, affectionately known as "Madhopur guavas" in Rajasthan.



The General Manager administers the "Swachhata" pledge to all Associates at The Oberoi Vanyavilas



Team Vanyavilas removes the litter from the roadside



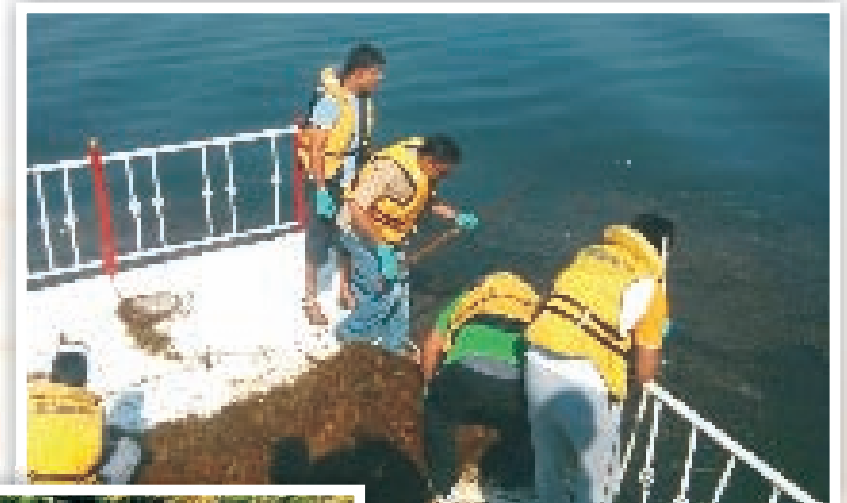
Special Cleanliness Drive in progress at the Residential Complex of Associates of The Oberoi Vanyavilas

## UDAIPUR

Apart from its history, culture, and scenic locations, Udaipur is also known for its Rajput-era palaces. The Lake Palace, for instance, covers an entire island in the Pichola Lake. Many of the palaces have been converted into luxury hotels. It is often called the "Venice of the East", and is also nicknamed the "Lake City" or "City of Lakes". Lake Pichola, Fateh Sagar Lake, Udai Sagar and Swaroop Sagar in this city are considered some of the most beautiful lakes in the state.



Team from the Taj Lake Palace Hotel cleans the Lake Pichola



The teams from The Oberoi Udaivilas and The Trident Udaipur sport banners and get set for the Cleanliness Drive



The teams from The Oberoi Udaivilas and The Trident Udaipur undertake special Cleanliness Drive in the city



## EASTERN REGION

### DURGAPUR

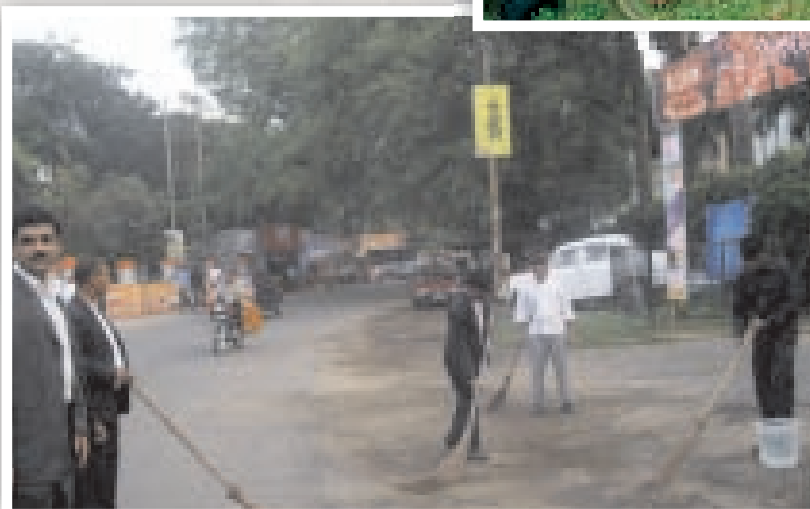
The industrial township of Durgapur was designed by Joseph Allen Stein and Benjamin Polk and is home to one of the largest industrial units in West Bengal, SAIL Durgapur Steel Plant, Alloy Steels Plant of S.A.I.L. and C.M.E.R.I, a C.S.I.R. laboratory, are also here. Allied ICD Services Limited, the first operational inland port (ICD Durgapur) in Eastern India, is situated in Durgapur as well.



Associates of Peerless Sarovar Portico sweep the streets in Durgapur



Peerless Sarovar Portico Team collects garbage from public places in Durgapur



Cleanliness Drive by Associates of Peerless Sarovar Portico in Durgapur

### KOLKATA

Kolkata, located on the east bank of the Hooghly river, is the principal commercial, cultural, and educational centre of East India, while the Port of Kolkata is India's oldest operating port as well as its sole major riverine port. Its economic output as measured by GDP ranked third among South Asian cities, after Mumbai and Delhi.



Special Cleanliness Drive by Associates outside The Taj Bengal, Kolkata



The General Manager administers the "Cleanliness" Pledge to all Associates of The Oberoi Grand, Kolkata



Leading by example – The General Manager kick starts the Special Cleanliness Drive at The Oberoi Grand, Kolkata