



Swachh Bharat Abhiyan

at

Carlson Rezidor Hotel Group

SWACHH
BHARAT

MISSION IN ACTION



Objective

Clean up the country by 2019, 150th birth anniversary of Mahatma Gandhi

Complete sanitation facilities in all areas of India in the next five years

Getting rid of open defecation

Proper management & treatment of both solid & liquid waste



Carlson's Approach to "Swachh Bharat Abhiyan"

Adopting streets within hotel vicinity & be responsible for their upkeep / cleanliness.

Area Identification

Define Framework

**Partnership &
initiative-oriented mass
movement**

**Sustainable
Intervention**

06 Block Framework



Area Adoption – Radisson Blu Hotels

Hotel Name	Area Adopted
Radisson Blu Ahmedabad	4 streets, converging at Panchwati cross roads
Radisson Blu Resort & Spa Alibaug	Gondhalpada Streets/Vicinity Cleaning / Veshwi Lake (Nr. Temple) / Deaf & Dumb Govt. School / Alibaug Veshwi Beach
Radisson Blu Hotel Amritsar	Stretch of national highway / Side lane leading to village behind hotel / convert green belt along road into to a small boulevard / The road which leads to the hotel is further going into the entire Blessing city wherein all the roads will be maintained and cleaned.
Radisson Blu Hotel Ghaziabad	3 streets in front of hotel / 1 street on right side of main façade / Green belt in front of the hotel
Radisson Blu Indore	3 pathways around hotel periphery :Front areas of Hotel Building, Employee time office areas and Grand Summit Entry & Exit pathways. Each pathway includes 500mts areas on each side and the Green Belt areas as well.
Radisson Blu Hotel Jaipur Airport	Service lane in front of hotel & near by areas of the hotel periphery .
Radisson Blu Hotel Nagpur	200 mtrs long street adjacent to hotel / 300 mtrs street at distance of 250 Mtrs from hotel / 400 mtrs highway at distance of 500 Mtrs from hotel / Piece of land Approx. 80 by 85 mtrs opposite to the hotel & maintaining a garden for all to relish.
Radisson Blu Hotel New Delhi - Paschim Vihar	Bosco School to Sunder Vihar Road / Sunder Vihar to D Mall Paschim Vihar Road / D Mall Paschim Vihar to DDA Park Sunder Vihar / D Mall Paschim Vihar to Bhera Enclave Road
Radisson Blu Hotel Pune - Kharadi	Zensar Chawk to Kharadi Chawk / Reliance Mart surrounding / Kharadi Chawk to Gate no. 3 / Gate no.3 towards Gate no. 4 till end.

Area Adoption: Radisson Blu Hotels contd

Hotel Name	Area Adopted
Radisson Blu Hotel Ranchi	Two main streets of the city in the vicinity of hotel. Coverage area is from Sujatha Chowk till big bazaar and from the hotel till Kadru Fly over
Radisson Blu Greater Noida	Adopt 500 mtrs of street and surroundings of the hotel
Radisson Blu Plaza Mysore	Along with the Mall of Mysore responsible for cleanliness / maintenance and upkeep of all the 4 streets surrounding our hotel.
Radisson Blu Chennai	½ km radius around the hotels
Radisson Blu Chennai City Centre	Ethiraj Salai- from Arab kitchen restaurant to Ethiraj Lane / Pantheon Road-College road signal to Casa Major road turning / Opposite Coovam river bed / College Road
Radisson Blu Ludhiana	Staff entrance road / Lalbagh road / Ferozepur road / Rajaguru nagar
Radisson Blu Mamallapuram	½ km radius around the beach and the village
Radisson Blu New Delhi Connaught Place (Marina)	Common ground floor area of marina arcade / courtyard.
Radisson Blu Noida	Own the Primary School in close proximity of hotel / the area across the school
Radisson Blu Plaza Delhi	Total of 5 identified locations within vicinity of hotel
Radisson Blu New Delhi Dwarka	Round about in front of the hotel

Area Adoption: Radisson Hotels

Hotel Name	Area Adopted
Radisson Jaladhar	Service Lane in front of the Hotel Main Road in front of the Hotel Church Lane behind the Sanjay Gandhi Market Lane
Radisson Hotel Kandla	04 streets identified - Sadhu Vaswani Kunj BSF Lane Temple Area Track Lane
Radisson Hotel Khajuraho	Shri Chaunsath Jogini Mandir Pass Road & Circle outside the Hotel Periphery & the main Approach Road
Radisson Shimla	Forest area near the hotel.
Radisson Hotel Varanasi	Hotel Exit Lane The Mall Road up to Hotel Surya Hotel Zeera Lane

Area Adoption: Country Inn & Suites

Hotel Name	Area Adopted
CIS Ahmedabad	Surdhara Circle to Sal Hospital / Surdhara Circle to Goyal Intercity / Sarthak bungalows to Mandir Marg / Mandir Marg to Sarjan Tower
CIS Ajmer	4 streets near the hotel to be cleaned and maintained by the hotel.
CIS Amritsar - Queens Road	All the four lanes around our hotel
CIS Goa Candolim	One main road and three local streets of Bamonvaddo, Candolim area.
CIS Goa Panjim	Four streets that surround hotel in the Patto Plaza in Panjim
CIS Gurgaon - Sector 12	Prem Nagar Street / Sec-12, A Street / KVS Street Old Dlf / Mata Road
CIS Gurgaon - Sector 29	One stretch of road in-front hotel / side
CIS Gurgaon Udvog Vihar	Hotel Gate No. 3 to Educomp building at Kapashera Road / From Educomp building to Smile building on Udyog Vihar Phase 3 road / Hotel Gate no. 2 to Smile building Udyog Vihar Phase 3 road / Gate No. 1 to SMS Seimag square on Udyog Vihar Phase 3 road.
CIS Haridwar	The Daksh Prajapati Temple at Kankhal, Haridwar
CIS Indore	Service Road adjacent to A.B Road / Service road near to hotel / Approach road to hotel / Road parallel to service lane
CIS Jaipur	Khasa kothi & CIS outer area up to parking / Circuit House (auto stand & 2 islands) / CIS In gate & petrol Pump / Burlington Hall & TOT

Area Adoption: Country Inn & Suites Contd.

Hotel Name	Area Adopted
CIS Jalandhar	Ladowali Road till railway crossing. / BSF Chowk to Khalsa Collage / Defense Colony road / BSF to PAP
CIS Katra	500mtrs of Highway on either side of hotel and complete surroundings of the hotel
CIS Navi Mumbai	Thane Belapur Service Road / Kalyan Shilphata Junction Road to Koparkhairne Subway (DAKC) Road.
CIS Mussoorie	Convent road - Valmiki Mandir
CIS Mysore	Shobha gate road / Infosys campus road / Temple road / HPCL Road
CIS New Delhi - Satbari	made surroundings clean and beautiful
CIS New Delhi Saket	Towards Select City Walk entry / towards BRT corridor / towards Pushp Vihr / towards Saket Court.
CIS Bhathinda	Mansa Road to HBN Chowk / HBN Sunrise city road to HBN Sector 4 / Jassi Pauwali road to Jassi Chowk / RSA adjoining road / HBN Sector 4 road
CIS Bhiwadi	Bhagat Singh Colony, Modern Public School road and nearby area which includes UIT
CIS Meerut	Area around hotel near Dainik Jagran chowk , outside shopprix mall gate.
CIS Pune	Mercedes Benz International School End Road (Left Side of the Hotel Entrance) Persistent End (Right Side of the Hotel)

Area Adoption: Park Plaza & Park inn by Radisson

Hotel Name	Area Adopted
Park Plaza Gurgaon	Two streets adjacent to the hotel premise for regular clean-up Educate students of Primary school in close vicinity
Park Plaza Noida	identified four roads in the neighborhood
Park Inn by Radisson Gurgaon Bilaspur	02 lanes of 250 mtrs each which are in periphery of hotel and would take care of its regular upkeep and cleanliness
Park Inn by Radisson New Delhi IP Extension	Adoption of the Park next to the Hotel / Service Road in front of hotel





Swachh Bharat Abhiyan

Mission in Action

Radisson Blu Hotel Marina , NewDelhi



Radisson Blu Hotel Marina, New Delhi

➤ Before



After



➤ Before



After



Radisson Blu Hotel Indore



Radisson Blu Hotel Indore



► Before



After



Radisson Blu Hotel Ahmedabad



Radisson Blu Hotel Ahmedabad

➤ Before



After



Radisson Blu Resort & Spa Hotel Alibaug



Radisson Blu Resort & Spa Alibaug

➤ Before



After



➤ Before



After



Radisson Blu Hotel Amritsar



Radisson Blu Hotel Amritsar



Radisson Blu Hotel New Delhi Paschim Vihar



Radisson Blu Hotel New Delhi Paschim Vihar

➤ Before



After



➤ Before



After



Radisson Blu Hotel New Delhi Dwarka

➤ Before



After



Radisson Blu Hotel Greater Noida



Radisson Blu Hotel Greater Noida

➤ Before



After



➤ Before



After



Radisson Blu Hotel Haridwar

- Internal Poster making competition



Radisson Blu Hotel Jaipur



Radisson Blu Hotel Jaipur

➤ Before



After



➤ Before



After



Radisson Blu Hotel Ludhaina



Radisson Blu Hotel Ludhaina

Before



After



Before



After



Radisson Blu Hotel Mysore



Radisson Blu Hotel Mysore



Radisson Blu Hotel Nagpur



Radisson Blu Hotel Nagpur

► Before



After



► Before



After



Radisson Blu Hotel Noida



Radisson Blu Hotel Noida



Radisson Blu Hotel Pune



Radisson Blu Hotel Pune

➤ Before



After



➤ Before



After



Radisson Blu Hotel GRT Chennai



Radisson Blu GRT Chennai



Radisson Blu Plaza Hotel Delhi



Radisson Blu Hotel & Resort Udaipur

➤ Before



After



➤ Before



After

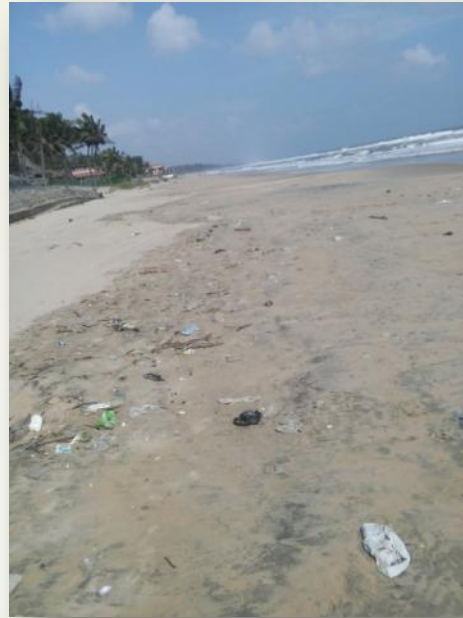


Radisson Blu Resort Temple Bay Mamallapuram

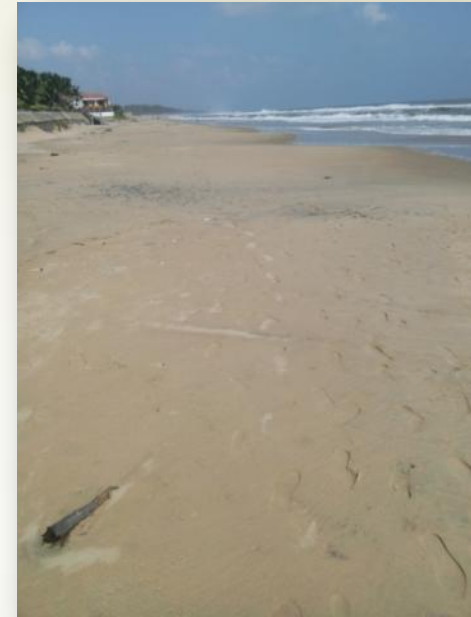


Radisson Blu Resort Temple Bay Mamallapuram

➤ Before



After



Radisson Jalandhar

➤ Before



After



➤ Before



After



Radisson Kandla



Radisson Kandla

➤ Before



After



➤ Before



After



Radisson Khajuraho



Radisson Khajuraho

▶ Before



After



▶ Before



After



Radisson Shimla



Radisson Shimla

➤ Before



After

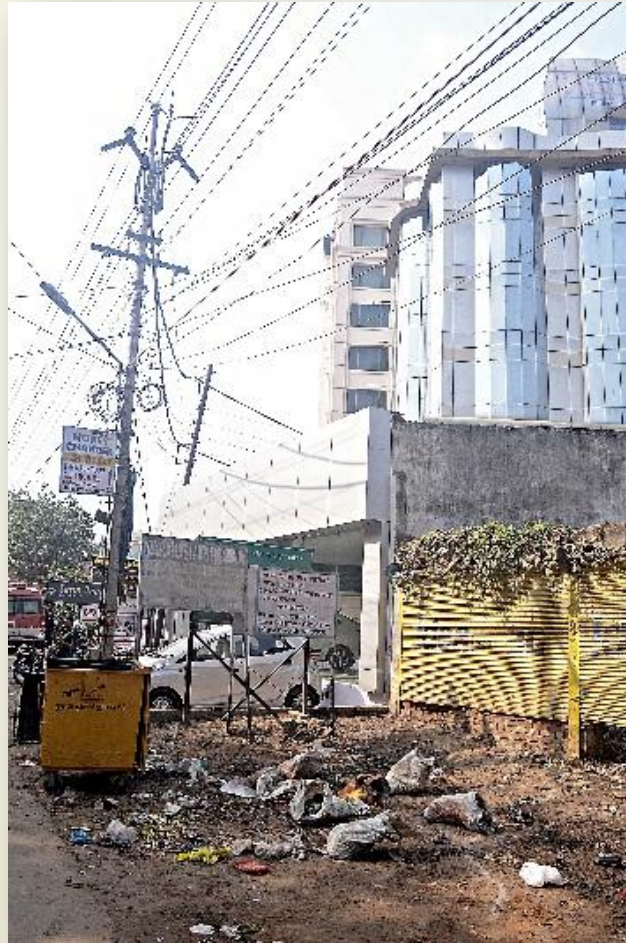


Radisson Varanasi



Radisson Varansi

➤ Before



After



Park Plaza Gurgaon



Park Plaza Noida



Park Plaza Noida



Park Inn by Radisson Gurgaon Bilaspur



Park Inn by Radisson New Delhi IP Ext



➤ Before



After



CIS – Goa Panjim

After



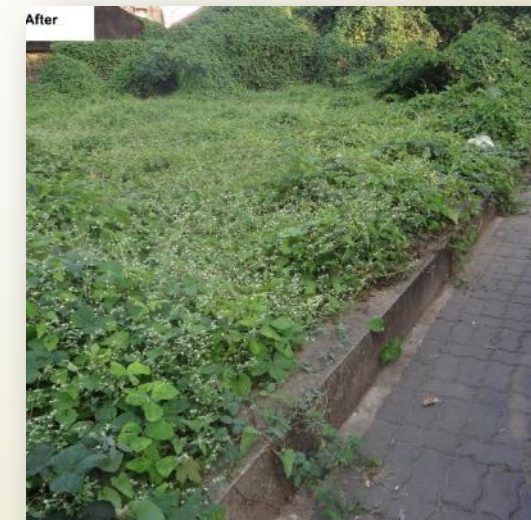
CIS- Goa Panjim



➤ Before



After



CIS- Mussorie

➤ Before



After



➤ Before



After



CIS-Ahmedabad

➤ Before



After



CIS- Ajmer

➤ Before



After



➤ Before



After



CIS- Bathinda

Before



After



Before



After



CIS- Navi Mumbai

➤ Before



After



➤ Before



After



CIS- Sohna Road

➤ Before



After



➤ Before



After



CIS- Saket

➤ Before



After



➤ Before



After



CIS- Haridwar

➤ Before



After



➤ Before



After

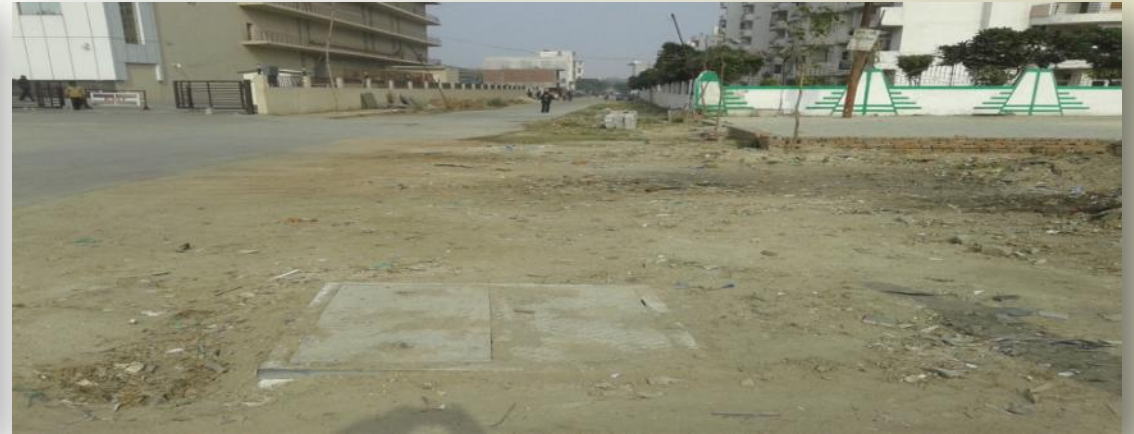


CIS- Meerut

➤ Before



After



CIS- Jaipur

➤ Before



➤ Before



After



CIS- Haridwar



CIS- Gurgaon Sector 12





**“INDIA CAN DO IT.
PEOPLE OF INDIA CAN DO IT”**