

HOTEL ASSOCIATION OF INDIA



SWACHH BHARAT ABHIYAN (OCTOBER 2014 – AUGUST 2015)

PROGRESS REPORT ON PARTICIPATION BY HAI MEMBER HOTELS

HAI MEMBER HOTELS PARTICIPATION IN SWACHH BHARAT ABHIYAN- “HIGHLIGHTS”

INTRODUCTION

To commemorate the Birthday of The Father of The Nation, a “***Swachh Bharat Abhiyan***” was launched by the Hon'ble Prime Minister of India, Shri Narendra Modi on 02-10-2014. Conceived as a massive mass movement it seeks to create a Clean India, as a befitting tribute to Bapu by his 150th Birth Anniversary on 2nd October 2019.

CAMPAIGN LAUNCHED IN HAI MEMBER HOTELS

Hotel Association of India has undertaken several initiatives of '***Social Significance***' which are first-of-their-kind for the hospitality industry such as World **Hand Hygiene Day, World Environment Day**. It was therefore natural for HAI to launch this iconic initiative to Clean India in its member hotels. HAI member hotels across India administered “***The Cleanliness Pledge***” to all their employees on the 2nd of October, each one enthusiastically undertaking the cleaning of their hotels surroundings. Member hotels displayed banners like “***Swachh Bharat, Swasthya Bharat***” in the premises. In addition to cleanliness on hotel premises, teams were formed to fan out in the city to clean streets, roads, parks, etc.

PROGRESS FROM DECEMBER 2014

At the 68th Executive Committee Meeting held on 7th November, members decided to elevate the movement to a higher level, emphasizing that HAI member hotels give it utmost priority and ensure that the movement is sustained over the years. As a first step, from the 1st of December 2014, each of the member hotels adopted a stretch of up to 500 m of area close to their property

to maintain in a clean and garbage free manner on a permanent basis. Dedicated teams headed by senior officials have been formed in hotels to monitor the progress of the activities being performed under the Abhiyan.

ADDING NEW DIMENSIONS

As a next step, it was decided that HAI members would participate in the other campaigns under the umbrella of Swachh Bharat namely Swachh ***Vidyalaya Abhiyan*** and ***Swachh Smarak Abhiyan***.

The Committee also decided to take the movement to another level among the HAI member hotels directing member hotels to create awareness of the Abhiyan among the hotel suppliers and create special informative modules for the benefit of their vendors.

MEMBERS VIEWS

"Each of our member hotels is doing all it can to make a difference. The Association is committed to sustaining our efforts and I am confident that this will encourage others to further contribute to a clean Nation"

***Vikram Oberoi
President HAI***

"We all felt that we should get behind our PM and clean the country. The issue now is whether the drive is sustainable or is it just a photo opportunity? The answer is : it is sustainable and we will keep going because everyone is behind this"

***Rakesh Sarna
Vice President, HAI***

"HAI member hotels are taking significant initiatives for the success of Swachh Bharat Mission as the need arises. They are installing transparent dustbins to eliminate the risk of hazardous objects being placed in them, replacing broken slabs on pavements, removing posters and graffiti from city walls, restoring bus stop shelters, adopting roads and parks etc"

***R.K. Puri
Secretary General, HAI***

GOING BEYOND

Some member hotels have taken the campaign beyond adopting nearby areas and keeping them clean and free of garbage. The outside of the box initiatives taken by members are highlighted below:

- 1. Relaying Cobble Stones and Planting of trees** – *Vivanta By Taj MG Road, Bangalore* re-laid the old and broken cobblestones on roadside pavements. The hotel also planted trees around the property.
- 2. Koovam Bridge Clean-up** – The team from *Vivanta by Taj Connemara* removed the posters along the entire stretch of the Koovam bridge, cleaned the wall to restore its original pattern in colorful tiles.
- 3. Restoring a Bus Stop-** The associates from *Vivanta by Taj Connemara* also restored a broken and dilapidated bus stop in its proximity.
- 4. Installation of New Speed Breakers-** The team from *Hotel Taj Banjara*, installed new speed breakers on the roads around the hotel
- 5. Community Engagement-** *Hotel Vivanta by Taj Surya* in Coimbatore conducted hygiene sanitation and safety sessions for drivers of public buses as well as for the employees of the Coimbatore Regional railway Station.
- 6. Installation of dustbins in public areas-** HAI member hotels, *The Obeoi Udaiviilas and Trident Udaipur, Vivanta By Taj, Srinagar* have installed dustbins in public areas in their respective cities.
- 7. Working with the Underprivileged-***Taj Westend Bangalore* conducts workshops on public and personal hygiene with partner NGOs to educate underprivileged children. *Hotel Lake Palace in Udaipur works* with the Theosophical Society School to educate them on hygiene. *Hotel Wildflower Hall, Shimla* educates the differently abled children in a special school in Dhalli

8. Keeping up the tempo- Member hotels have crafted innovative slogans to identify each team member with the mission. "**WOW**" or **War on Waste** is the message that inspires *The Oberoi Udaivilas* team while at *The Oberoi Mumbai* , it is the slogan "**MAKE ROOM TO BROOM**" that is printed on the Swachhata team's aprons. At *The Oberoi New Delhi*, specially designed aprons prominently displaying the logo of Swachhata Abhiyan are proudly worn by the teams while undertaking cleanliness drive outside the premises of their hotels. A "**Swachhata Meter** " has been created *at The Oberoi Mumbai* constantly monitoring the cleanliness in and around the hotel. *The Oberoi New Delhi* has identified a **Swachhata Journalist** to do the same through display of pictures of clean and dirty areas.

9. Chain Effect- *The Oberoi , New Delhi* organized a poster competition for Contract employees on Cleanliness . An induction module on cleanliness for the contractors has been prepared and every new contractor goes through the module at the beginning of his term. *Taj Banjara, Hyderabad* organized Hygiene & Sanitation workshop for hotel vendors and taught them segregation and disposal of waste. *The Oberoi Mumbai* launched the program **AAP + HUM = KACHARA KAM** to educate the taxi drivers who park outside the hotel and general public who uses the areas around the hotel. 13 enthusiastic hotel team members did so through a street play.

10. Catching them young-Every new employee at *The Oberoi New Delhi* and *The Oberoi Mumbai* goes through a module on Cleanliness as a part of his induction program.

APRIL 2015 TO AUGUST 2015

MAINTAINING THE MOMENTUM

HAI members continue to maintain the enthusiasm and momentum of the Abhiyan. The Secretariat receives regular updates from members particularly from the Oberoi Group, The Lemontree Group and The ITC /Fortune Group. Updates from The Taj Group have been received till May. Corporate members The Lalit Group, The Leela Group and The Park Group; Fellow Members The Carlson Group and The Sarovar Group continue to follow the schedule shared in the month of December 2014.

1. Monthly Magic: The Oberoi Amarvilas, Agra also undertakes a monthly cleanliness drive. In April, Team Amarvilas has cleaned the area near Dushehra Ghat. In the month of May, the hotel chose Shilpgram as its target. A Tourist Hub and a 5 Minute walk from The Oberoi Amarvilas , Shilpgram is visited by all tourist visiting the Taj Mahal. In June, the drive was conducted from the hotel towards the East Gate of Taj Mahal.

2. Website Wonders- HAI Corporate Member ITC Hotels has standardized and provided a "Swachh Bharat Abhiyan "link on the web page of each of their properties. Similarly Fellow Member, Lemontree Hotels too have a link on the Group website and Abhiyan Images are regularly updated on the website.

3. Making A Mark- The Oberoi New Delhi designed Special Bookmarks on the Swachh Bharat Abhiyan that say "***Join The Movement- Be The Change***" and distributed in general public to increase awareness.

4. Industry Initiative- The Oberoi Udaivilas and The Trident in Udaipur

Invite the neighbouring hotels to be a part of the cleaning drive.

5. On- Site In - Mind- Team members of The Oberoi, Mumbai created a buzz in their cafeteria "The Beehive". Posters and tent cards were placed on the tables. A "**Swachhata Quiz**" was also organised.

6. What cannot be measured cannot be cleaned- Lemon Tree Hotels is monitoring the Abhiyan against measurable variables. The progress of Swachhata in their Group hotels is being maintained in terms of the number of Core committee members related to the Abhiyan, the number of man-hours dedicated to the activity .Each of their 26 properties under three brands has a target in terms of man hours. The actuals are measured against the target for each hotel on a monthly basis. The Group has a total of 289 members participating in the Abhiyan and till the month of July, the group has dedicated 30,442 man hours to the Abhiyan, 4432 hours more than the target figure of 26,010.

MEDIA SPEAK

The work being done by HAI members under the Swachh Bharat Abhiyan has attracted the attention of the Media as well.

Economic Times

In its publication dated 12th January 2015, The Economics Times, one of India's largest business dailies has given sizeable coverage to the unified efforts of the member hotels in cleaning the cities in which they are located. While each partner hotel is working on the project as a single unit, setting its own goals and how to go about it, it is a shared vision and commitment that has brought them together to use the platform of Hotel Association of India in their participation in this National mission on a sustained basis. Another common factor that is pertinent is the fact that the initiative is being driven at the senior most level in the hotels and hotel organizations.

Hotelier India

"Hotelier India", a leading Industry publication has featured HAI's participation in the Swachh Bharat Abhiyan as its cover story of February 2015 edition of the magazine. The story spanning 10 full pages is aptly titled ***"Men on a Mission"*** with a befitting caption ***"The Hotel Association of India lends its broom to Swachh Bharat Mission, with Vikram Oberoi, President HAI and Rakesh Sarna Vice President , HAI leading the sweeping change"***

The cleanliness pledge is an article of faith among the Association members. The Association's Executive Committee ensures that the momentum is maintained and the vision of a clean healthy India is realized.