

# ITC WELCOMGROUP

**“THE CHAIN WHICH STRIVES TO  
FLAG ECOLOGICAL SOLUTIONS”**

[www.itcwelcomgroup.in](http://www.itcwelcomgroup.in)

October 5, 2006



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“I hope corporations understand that the world is not asking them to do something different from their normal business; rather it is asking them to do their normal business differently.”

**Kofi Annan - Secretary General, U.N.**



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“We must look for that which we have been trained not to see”

Ann Scales Yule Law Journal, 1985

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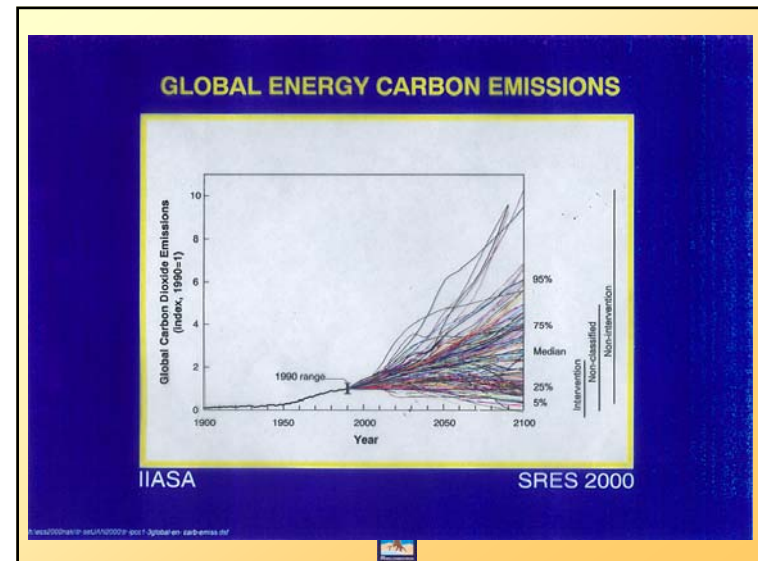
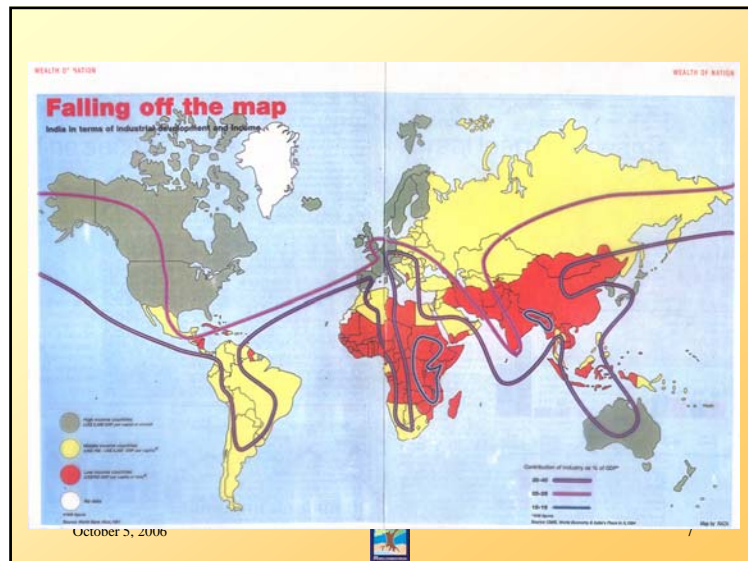
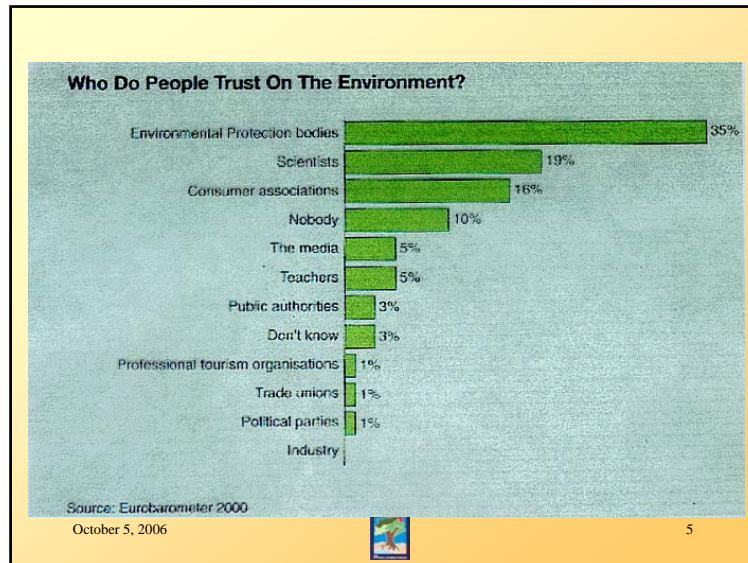
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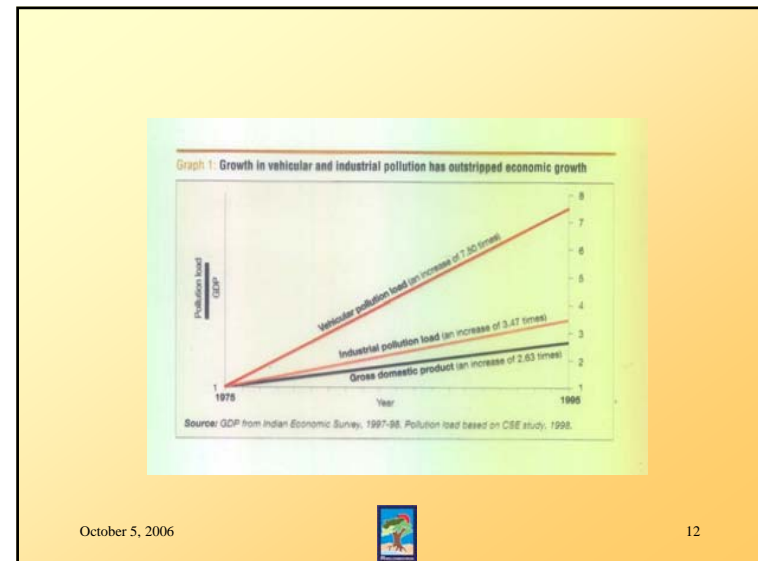
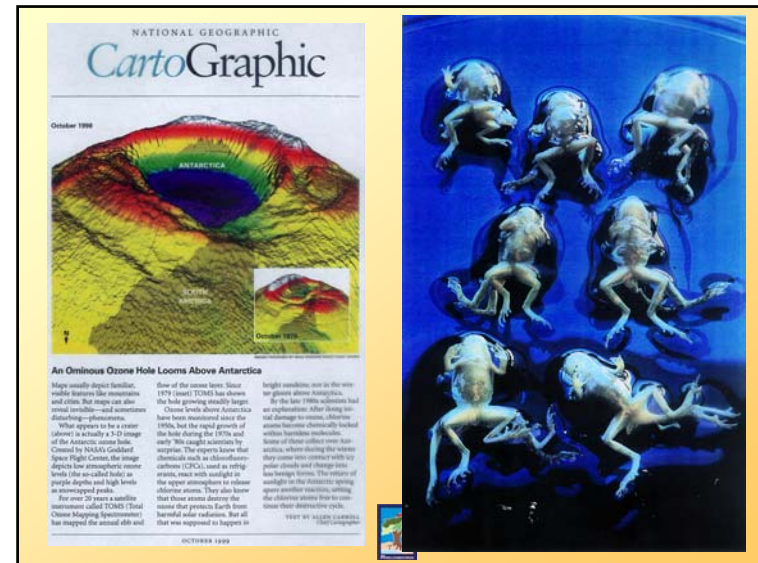
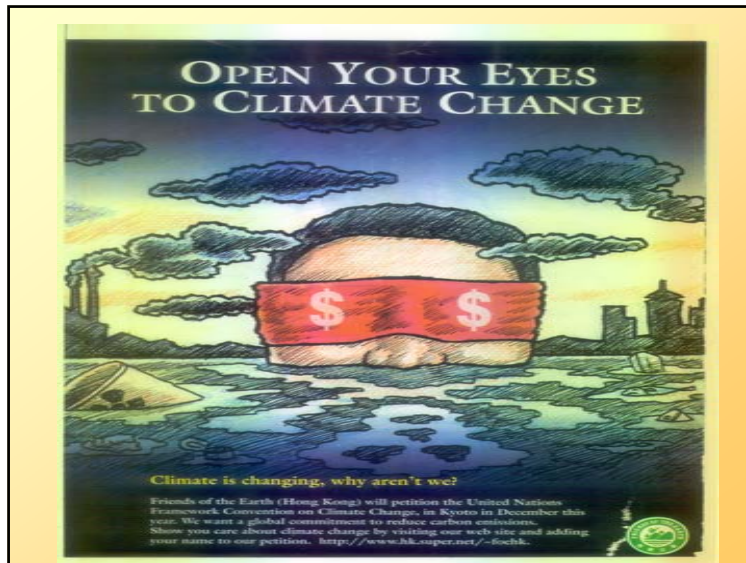
26 THE SEVEN HABITS OF HIGHLY EFFECTIVE PEOPLE



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### GLOBAL WATER AVAILABILITY

← 1% Fresh Water  
 ← 2% Arctic & Antarctic  
 ← 97% In The Sea

Save one litre precious water in each flushing cycle by placing a litre water bottle filled with water inside the water closet system. Every person can save atleast 365 litres per annum !!!

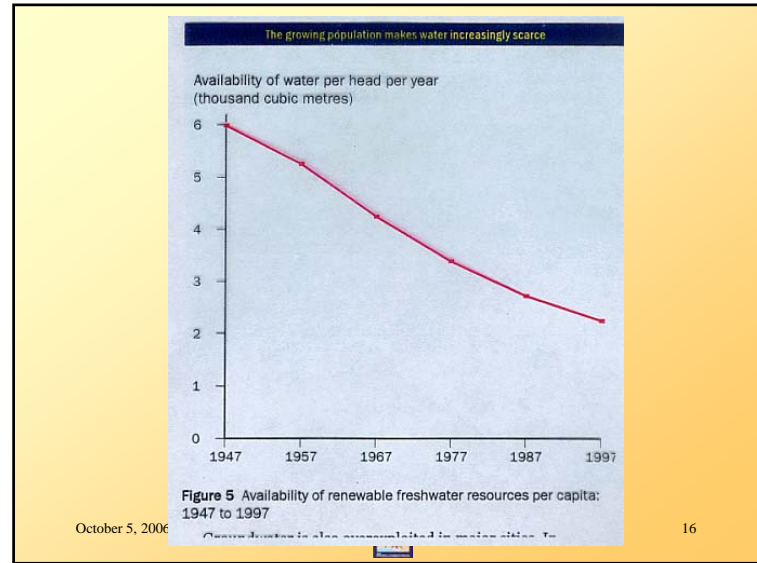
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 Connaught Place, New Delhi - 110007, India  
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### Change in water stress

Change in water stress, due to climate change, in countries using more than 20% of their potential water resources.

University of Southampton



## ECO FINANCIAL LOSS P.A.

- \$9715 Min P.A or 4.53% of GDP
- Break up
  - Water pollution \$5710 Mln
  - Air Pollution \$1310 Mln
  - Air degradation \$1642 Mln
  - Miscellaneous \$1053 Mln
- TOTAL \$9715 Mln
- **SOURCE INDIA TODAY DT. 20.06.99 MOEF**

\*Current fig. As per TERI is 10.0% of GDP

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## Ecosystems Services: Free, But Valuable

TABLE RR.2 Estimates of Various Ecosystem Services

ECOSYSTEM SERVICES	VALUE (trillion \$US)
Soil formation	17.1
Recreation	3.0
Nutrient cycling	2.3
Water regulation and supply	2.3
Climate regulation (temperature and precipitation)	1.8
Habitat	1.4
Flood and storm protection	1.1
Food and raw materials production	0.8
Genetic resources	0.8
Atmospheric gas balance	0.7
Pollination	0.4
All other services	1.6
<b>Total value of ecosystem services</b>	<b>33.3</b>

Source: Adapted from R. Costanza et al., "The Value of the World's Ecosystem Services and Natural Capital," *Nature*, Vol. 387 (1997), p. 256, Table 2.

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## Operationalising Eco Tourism

### Role of Industry

- Reduce Environment Footprint: Reduce Energy, Material & chemical Intensity
- Initiate "Greening of the Supply chain"
- Focus on Innovative Water Management – RWH, DSM, & Use of H<sub>2</sub>O frugal devices
- Enhance Eco Literacy in the entire Value Chain including customers
- Initiate TBL concept: Economic, Environment & Social
- TA & Tour Operators to engage the tourists in responsible tourism

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## Greening of the Supply Chain(GSC)

BASIC STANDARDS

**Water**

Is water conservation being practised?  
Is water being recycled?  
Are there water meters?  
Has water harvesting been implemented?  
Is drip irrigation being used?

**Air**

Does the organisation use CNG vehicles for transporting goods?  
Is there ample ventilation in the workplace?  
Are the vehicles in good condition (used at periodic intervals)?

**Noise**

Are noise level norms being followed?  
Are there noise mufflers on the DG set?



## Greening of the Supply Chain(GSC)

BASIC STANDARDS

**Energy**

Are right-sized motors installed?  
Do the exhaust fans have regulators to control speed depending on outside ambient temp?

**Fire**

Wrap a blanket around a burning person to extinguish the fire.  
Keep extinguishers for multiple types of fires.  
Do not use water to fight electrical fire.

**Mechanical**

Switch off machines during repairs to avoid accident.  
Install safety guard on moving parts of a machine.

**Civil**

Use helmet, goggles, gloves.  
Use safety harness while working at heights.

**Electrical**

Avoid joints in a wire.  
Do not use multi-point external plugs, this may result in fire.  
Live electrical wires should not touch water.  
Hang wires above ground level.



## Greening of the Supply Chain(GSC)

BASIC STANDARDS

**Hygiene**

Is the workplace clean?  
Are there dustbins?  
Are food related items like kitchen cloth clean?

**Waste**

Is waste being segregated?  
Is it being reduced at source?  
Is there an opportunity for recycling internally/externally?

**Lighting**

Is the lighting adequate?  
Is day lighting being used where available?  
Has the wall been whitewashed to increase light reflection?  
Are the tubelights free of dust?  
Is the top of the fan free of dust?

October 5, 2011

## Realising Corporate Responsibility

Economic Ecological Social

- Employee volunteerism
- Vocational training for orphans
- Ecodesigning programme for teachers and students
- Greening of the supply chain
- Employment for people with disability

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ITC-WELCOMGROUP  
Hotels, palaces and resorts

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## ITC-WELCOMGROUP Hotels, palaces and resorts

### A GREAT PLEASURE IN LIFE IS Doing WHAT PEOPLE SAY YOU CANNOT DO

Rising to the challenge ITC-Welcomgroup is making every effort to accommodate the people with disabilities and draw them into the mainstream of life as far as possible through initiatives such as:

- Integrating elements that are user friendly for the people with disabilities in hotel design- Specially equipped rooms, Ramps, Lifts, Toilets with grab bars ....
- Networking with key players, ITC-Welcomgroup provides - Vocational training and advocacy for the disabled



Increasing placement of the people with disabilities in appropriate situations in ITC-Welcomgroup

Mr. Sujata Deshpande  
Executive Director  
Engineering Association  
Mumbai, Maharashtra,  
New Delhi


Mr. Shrinidhi Desai  
The most respected  
Person  
Franchisee Lounge  
ITC Hotel Grand  
Central Westside &  
Towers, Mumbai


Mr. Narayana Desai  
The most respected  
Person  
Franchisee Lounge  
ITC Hotel Grand  
Central Westside &  
Towers, Mumbai



October 5, 2011


Two Visually Impaired employees – Shivanna and Mohan Kumar, inducted into the laundry department operations at ITC Hotel Windsor Sheraton & Towers.




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Speech and Hearing Impaired employee – Paramesh, inducted into the Reservations department operations, for reading and inputting the reservations, at ITC Hotel Windsor Sheraton & Towers.




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## Home Livelihood Training






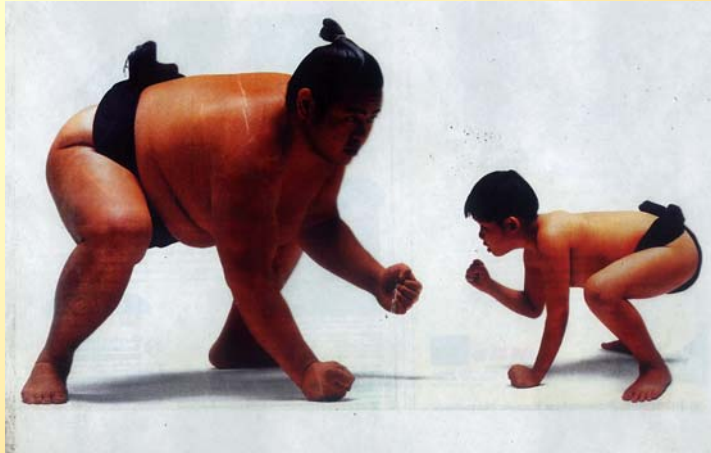
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Utility is as important as creativity!



We are committed to ensure equal access to services for people with disability.

 ITC-WELCOMGROUP

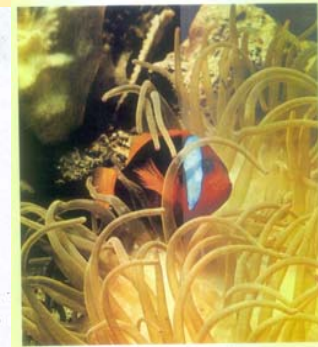
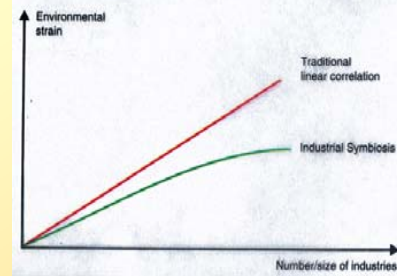


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### The Effect of Industrial Symbiosis

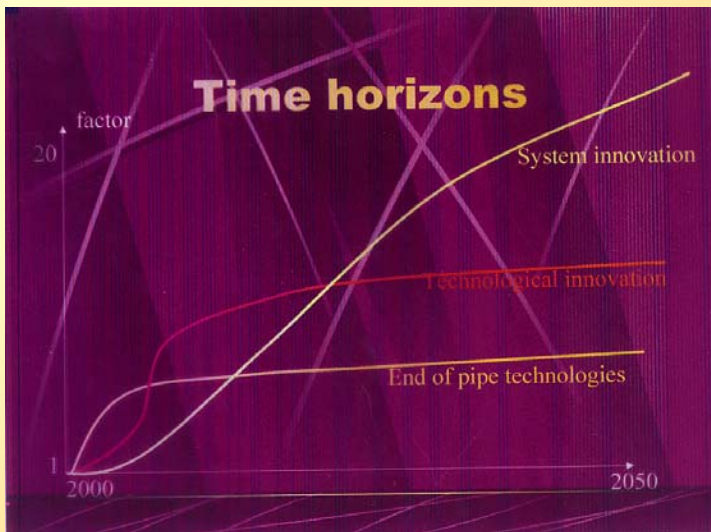


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### Time horizons



## Operationalising Eco Tourism

### Role of Government

- Work towards greening the policy to enable exponential change
- Introduce ecological tax reforms- encourage CP & discourage environment degrading practices
- Exemplary companies in eco management to be recognized
- Give thrust to use of renewable energy
- Encourage Industry to work towards zero waste
- Encourage Industrial symbiosis
- Introduce Eco literacy in tourism related institutions

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the difficulty lies not so much in developing new ideas as in escaping from old ones

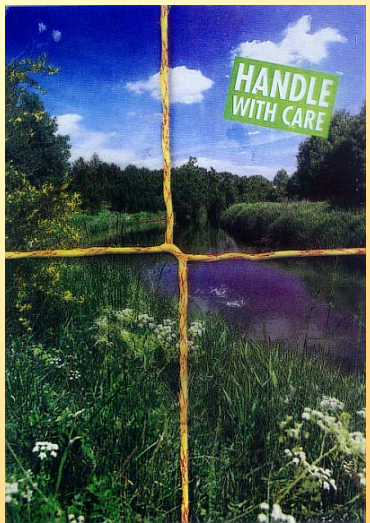
infocision INFORMATION KNOWLEDGE LEADERSHIP

**THE TRIPLE BOTTOM LINE**

ECONOMIC  
ENVIRONMENT  
SOCIAL



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**ITC WELCOMGROUP**

**“THE CHAIN WHICH PRACTICES SUSTAINABILITY BEYOND ITS BOUNDARIES”**

**THANK YOU**



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