



Social Responsibility

Social Responsibility and Sustainable Development measures undertaken by hotel chains are an important issue in this age of global warming. Growth in business, keeping in mind the Corporate Social Responsibility (CSR) initiatives, helps in long-term development of the region, the environment, the people and the business itself. We explore the CSR initiatives taken by the hotel chains in India.

Kanchan Nath



Conserving the Planet and Society

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What are the CSR initiatives that you have undertaken for the environment?

We have always been very conscious of our responsibility towards the planet and environment-friendly measures are built into the design concept of our architecture and interiors, as well as in our operational practices.

Here are some of the initiatives that we undertake:

Caring for the Environment

- ✱ Our existing and upcoming hotels are designed and constructed to qualify for the LEED Gold Standard. Leadership in Energy and Environment Design (LEED) is the internationally recognised eco-friendly building certification standard awarded by the United States Green Building Council (USGBC) and the Indian Green Building Council (IGBC) to buildings designed for saving energy, for efficient use of water, reduction of carbon dioxide emission and for overall improvement in the environmental quality.
- ✱ We routinely plant trees and shrubs in our hotel premises across India.
- ✱ Our hotels are built to the standards of 'universal design' i.e. they provide easy access for differently-abled people or guests.

Energy Conservation

- ✱ Variable refrigerant volume (VRV) technology for air-conditioning: 30 per cent more efficient as compared to conventional air-conditioning.
- ✱ Heat recovery ventilators (HRV) with thermal enthalpy wheels: for heat recovery from washroom exhausts.
- ✱ Chilled water reset through building automation: to reduce power consumption required for cooling the building.
- ✱ Heat pumps: for heat recovery and for heating the domestic water.
- ✱ LED lighting and CFL lighting
- ✱ Key tag energy saver system: conserves energy in unoccupied rooms.
- ✱ Optimising use of natural/day lighting.
- ✱ Auto-time management for lighting, air-conditioning and ventilation fans through timers and motion sensors.
- ✱ Energy-efficient hydro-pneumatic system with variable-frequency drive (VFD) motors for water supply.



▲ Aradhana Lal during GreenWeek celebrations at The Lemon Tree Hotel

- ✱ Thermal insulation: increases room comfort and conserves energy.
- ✱ Solar panel for heating water.
- ✱ Wind power for alternative and renewable energy.

Water Conservation

- ✱ Sewage Treatment Plant (STP) which recycles water used across the hotel. Approximately 30 per cent of this recycled water is used in the garden and flush systems.
- ✱ Aerators/flow restrictors including dual flush system: maintains water force and yet reduces outflow, and hence saves water.
- ✱ Rainwater harvesting: protects and replenishes the ground water table.
- ✱ Auto flush for public urinals: minimises water wastage.
- ✱ Guest engagement program — water-saving posters placed in all rooms that encourages guests to do their small bit to save precious water when they are travelling.

HOTELS & CSR





▲ Employees with Disabilities (EVDs) at Lemon Tree Premier, Leisure Valley, Gurgaon

Green Fuels and Green Materials

- * Use of CNG instead of LPG
- * Use of green building material
- * AAC blocks i.e. cement concrete blocks in fly ash: It offers several benefits including thermal efficiency as it reduces the heating and cooling load in buildings. Its resource efficiency gives it lower environmental impact in all phases of its life cycle. Its light weight increases chances of survival during seismic activity.

Waste Management

- * Sewage treatment: prevents pollution

Noise Pollution Management

- * Double-glazed vacuum sealed windows
- * Environmental seals: prevents entry of noise and smoke (in case of fire) into the room
- * Noiseless generators: acoustically insulated, the sound level is dampened to a minimal level

Operational Practices

- * Paper/cloth bags instead of plastic for laundry
- * Recycled garbage bio-degradable bags
- * Pencils not plastic pens

Providing opportunities and livelihoods for the differently-abled

What are the CSR initiatives that you have taken to help the community and the society?

Lemon Tree believes in providing a socially inclusive environment which seeks to bring in people of different backgrounds, abilities and ethnicities and offer them work as a unified team, with a common goal.

We believe that differently-abled people or disabled people must be provided the same opportunities as others to realise their full potential and live with dignity. By creating a supportive environment in the organisation that allows them to deliver their best, we are able to play a part, however small, in social inclusiveness,

opportunity or livelihood creation and therefore nation building. In fact, 10 per cent of our total staff members are People With Disabilities (PWDs).

Promoting Art

Lemon Tree Hotels is the largest national buyer of tribal art from Bastar, Madhya Pradesh. This enables the group to support poor tribal craftsmen in this region and allows the chain to showcase their art extensively across its hotels. The group is also a large supporter of art objects promoted by People for Animals (PFA). This money helps support the initiatives undertaken by PFA for the welfare and care of animals across India.

Lending a helping hand

Lemon Tree Hotels supports and partners with the following NGOs and societies:

- * **Goonj:** An NGO which provides clothes and utensils to the impoverished.
- * **Suniye:** An NGO that runs a school for speech and hearing impaired children from economically weaker sections of the society. It provides extensive life-skills support to these children.



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- * **Akshaya Patra:** An NGO which focusses on eliminating hunger in the city. It regularly provides a free meal to approximately 2,000 destitute people in Delhi, across the city.
- * **Muskaan:** An NGO which provides comprehensive education, vocational training and work opportunities to young people who are intellectually challenged.
- * **Ramanujan Society:** The hotels donated gifts to students for successfully clearing the IIT entrance exam.

HOTELS & CSR

