

Apeejay Surrendra Park Hotels Limited (ASPHL): A roadmap for Sustainability and CSR 2015-2020.

Leadership through Differentiation (ASPHL Vision)

Introduction

Apeejay Surrendra Park Hotels Limited (ASPHL) is owned by the Apeejay Surrendra Group. Founded in 1910, the group is one of India's oldest and largest family owned business conglomerates. ASPHL are pioneers of luxury boutique hotels in India. Established almost 50 years ago, the group has grown in popularity and prestige, achieving global standards of product quality and service excellence. ASPHL consists of the The Park Hotels, The Park Collection, Zone by The Park and Flurys.

- **The Park Hotels** are renowned for edgy art and stylish spaces, modern cuisine and restaurants, lively bars & nightclubs, award winning spas and health clubs and state-of-the-art business facilities. They are located in Bangalore, Chennai, Hyderabad, Kolkata, Navi Mumbai, New Delhi and Visakhapatnam.
- **The Park Collection** are small boutique properties. The hotels are located in unique travel destinations and places of natural beauty. The Park Collection consists of The Park Calangute (Goa) and The Park Pod (Chennai) with upcoming properties in Wayanad (Kerala), Corbett National Park (Uttarakhand), Baga (Goa) and Chettinad (Tamil Nadu).
- **Zone by The Park** are upscale social catalyst hotels tailored to the design-conscious and price-conscious customer. They are located in Coimbatore and Jaipur with hotels opening in Chennai, Mahabalipuram, Raipur and Jodhpur in 2015-16.
- **Flurys**, the legendary Swiss Tearoom, has been a destination since 1927 known for its confectionary, light meals and elegant teas. Flury's is found in thirteen locations in Kolkata and in New Delhi, Hyderabad and Navi Mumbai.

In staying true to its vision of 'Leadership through Differentiation' The ASPHL aspires to be a thought leader and innovator in the area of sustainability and has identified five core areas for strategic action; **community engagement; the arts, design, heritage and culture; gender equity; the environment; and education and skills development.** The ASPHL is also compliant with the Companies Act 2013, which stipulates guidelines for Corporate Social Responsibility.

In aligning its sustainability efforts nationally and globally, ASPHL draws on the Sustainable Development Goals (SDGs) framework. The SDGs are one of the most widely accepted measures of human development globally, and include a wide range of social issues across seventeen goals that include targets on inclusive and sustainable economic growth, sustainable consumption and production, inclusive and equitable quality education for all and gender equity and empowering women and girls that are aligned with the ASPHLs core areas for strategic action. (See Annexure 1 for a full list of the SDGs).

Against this context, building on our experience over the past 50 years, ASPHL has developed a roadmap for future action on sustainability and CSR for the next five years 2015-2020.

Vision:

We envision communities of active citizens who are able to shape their environment and live sustainably and joyfully.

Mission:

We will engage with communities on a range of social issues and encourage active citizenship.

We will preserve, develop and promote forms of art, design, culture and heritage.

We will work towards gender equity both within our company and with the communities we work with.

We will promote behaviours for natural resource conservation and change practices to enhance environmental sustainability.

We will contribute to the country's education and skills development in the hospitality industry by investing in our people's skills and by creating institutions of excellence.

Five Areas for Strategic Action 2015-2020¹:

1. Community Engagement

Since its inception, ASPHL has been committed to working with communities to be responsive to their needs. Over the past five years ASPHL has supported charities and NGOs working on/with cancer, autism, shelters for women and children, disabled children and cyclone and flood relief. ASPHL also raises awareness on social issues such as the environment, gender equity, hygiene and sanitation by celebrating national and global awareness raising days. Some of the days observed are such as Women's Day, World Environmental Day and Week, Earth Hour, Swachh Bharat, Breast Cancer Day and Leprosy Day.

Over the next five years we will continue to actively engage with communities. We will celebrate, raise awareness and support initiatives around key social issues including the environment, health, disaster relief, gender equity and vocational training. We will do this in a manner that is innovative, and fun, building active citizenship through our engagement.

¹A detailed listing of activities for the previous five years is attached in Annexure 2.

2. Arts, Design, Culture and Heritage

ASPHL makes use of its physical spaces and resources to promote innovate and advance the field of art, craft, design, culture and heritage. Some of the initiatives taken up over the past five years include the historic preservation of Jantar Mantar in New Delhi, commissioning artwork and sculptures by emerging and established artists both traditional and contemporary. ASPHL supports a number of city based arts, theatre and music festivals such as Delhi International Arts Festival, the Kochi Biennale and the Kolkata Christmas Park Street Festival. An important component of this work is outreach which builds interest and skills in the field. In addition, the group has actively promoted design initiatives through collaborations such as the Park Elle Décor student competition and India Design Forum. The Park's New Festival showcases new performances by Indian and international talent and travels to six cities every year.

Over the next strategy period we will continue to discover, promote, innovate and experiment with different forms of artistic expression, design, crafts, theatre and the preservation of culture and heritage. We will make art and culture accessible to our communities enhancing joyful and sustainable living.

3. Gender Equity and Empowering Women and Girls

ASPHL has supported gender equity as early as 1997, when the Supreme Court of India established the Vishaka guidelines for safety and security at the workplace prompting the group to institute trainings, workshops and a sexual harassment policy. The group actively seeks to promote gender diversity and the advancement of women within the organisation by developing women's leadership, engaging and training men and women in the organisation around awareness related to equity and ending violence. The group as part of its CSR activities has supported various initiatives and campaigns around ending violence against women such as the One Billion Rising Campaign, the Bell Bajao Campaign and the For the Men initiative.

Over the next five years ASPHL will continue to empower women and girls and work with women and men towards gender equity. We will build women's leadership and change perceptions and beliefs around women and girls in society.

4. Environment and Sustainability

ASPHL has initiated natural resource conservation strategies, energy saving and recycling initiatives across its hotels. These include rainwater harvesting, re-cycling waste, re-using materials such as wood, water conservation, solar energy, eco design and conserving power and energy.

Pioneering in the field of energy conservation, The Park Hyderabad that opened in 2011, is India's first LEED GOLD certified green hotel.²Hotels undertake awareness generation and sensitization programs for staff and employees on water conservation, saving electricity and usage of paper products as opposed to plastics.

Over the next five years we will continue our commitment to the environment and sustainability in every hotel by ensuring energy efficiency, recycling, eco design and the conservation of natural resources. We will be at the forefront in ensuring that behaviours around environmental sustainability are firmly rooted in our day-to-day operations.

5. Skills and Education

ASPHL has been dedicated to investing in education, life skills and vocational training both for its employees and the country's citizens. The group provides education and vocational training through the Apeejay Institute of Hospitality (AIH) that offers a 3-year Bachelor's Degree program in hospitality studies. AIH partners with the Government to conduct the Hunar Se Rozgar scheme in food production and food and beverage service. It is also a center of learning providing the group's Management Training Program and Professional Development Programs. ASPHL has implemented continuous cycles of training for all its almost 3,200 team members across life skills, vocational training, behavior sensitization, and team building exercises that are held at each location.

Over the next strategy period we are committed to providing quality hospitality education to enhance career opportunities within the industry. We will continue to develop the skills, education and training of our employees for their own learning and development.

²The LEED green building rating system is an internationally recognized certification that measures how well a building or community performs across all relevant metrics such as energy savings, water efficiency, CO2 emission reductions, improved indoor environmental quality as well as stewardship of resources and sensitivity to impact.

Annexure 1.

Table 1: The 17 Sustainable Development Goals (SDGs)

Goal 1: End poverty in all its forms everywhere

Goal 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture

Goal 3: Ensure healthy lives and promote well-being for all at all ages

Goal 4: Ensure inclusive and quality education for all and promote lifelong learning

Goal 5: Achieve gender equality and empower all women and girls

Goal 6: Ensure access to water and sanitation for all

Goal 7: Ensure access to affordable, reliable, sustainable and modern energy for all

Goal 8: Promote inclusive and sustainable economic growth, employment and decent work for all

Goal 9: Build resilient infrastructure, promote sustainable industrialization and foster innovation

Goal 10: Reduce inequality within and among countries

Goal 11: Make cities inclusive safe resilient and sustainable

Goal 12: Ensure sustainable consumption and production patterns

Goal 13: Take urgent action to combat climate change and its impacts

Goal 14: Conserve and sustainably use the oceans, seas and marine resources

Goal 15: Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss

Goal 16: Promote just, peaceful and inclusive societies

Goal 17: Revitalize the global partnership for sustainable development

Source: <http://www.un.org/sustainabledevelopment/sustainable-development-goals/>

Annexure 2: List of activities taken up over the past five years 2010-2015

Date	Location	Activity	Descriptor	Cost Involved
Community Engagement				
	The Park Chennai	Associations & Partnerships	<p>1. The Deaf Way is a voluntary organization of young deaf people working in India in the area of deaf welfare to tackle the various problems faced by the deaf community. They also facilitate enhancing the opportunities available to the deaf by empowering them to lead happy and productive lives where by they are integrated into the mainstream of society. For their 20th Awareness and Health Education for the Adult Deaf Seminar which was a 3 day seminar specifically on Relationship and Health.</p> <p>2. Loreto House Carnival - A raffle for LHC run free school which educates about 150 slum children-COMPLIMENTARY: 2 couple food coupon worth Rs 500 each at The Atrium Cafe. 5 boxes of chocolates worth Rs 210/- each from Flurys</p> <p>3. Ability Fest 2007- Festival for the disabled by the disabled. - 31 room nights complimentary inclusive of breakfast and airport transfers - Screening room for the jury to view the entries on 5th October followed by lunch for 15 people. - Host the press meet with high tea for 100 guests/press on the afternoon of October 5th October.</p> <p>4. MWA School, Chennai - 500 Pastries for Iftar Function for less privileged</p> <p>5. The Park Chennai organised a visit to an home for the aged and an orphanage on Diwali where food, gifts and chocolates were distributed to bring in the festivities being celebrated.</p> <p>6. Ashraya - centre to help abused children - Workshop on Child Abuse for all team members</p>	5,00,000
	The Park Hotels Kolkata, Hyderabad, Chennai, Navi Mumbai, Bangalore, Vizag & New Delhi	Elle Breast Cancer	<p>Elle Breast Cancer Awareness campaign- All employees were urged to wear pink in support of the Elle Breast Cancer Campaign. Posters were put up in all back areas of the hotel. The Park Chennai also organised an awareness programme for all women employees, where an Oncologist from a renowned Hospital had come to conduct a session on preventive measures and other precautionary methods that all women should be aware of.</p> <p>At The Park Hyderabad, Elle Breast cancer awareness was organized as the Pink Ribbon day. A pink themed buffet was organized at out restaurant verandah, where every dish on the buffet spread has a pink element to it. c. All the female employees of the hotel has a training session on awareness of Breast cancer. d. A wall of pledge was put up where all the ladies wrote messages.</p> <p>The Park, Kolkata wears pink to support the campaign. A pink themed menu was prepared at the EDR, on a pink chart paper team members wrote their messages, a Health Talk on breast cancer was given by Dr. Suchitra Jain, MBBS,M.S,M.P.H, (Obstetrician) from Bhagirathi Neotia Woman & Child Care Centre, followed by a get-together at the EDR.</p>	1,00,000
	The Park Chennai, Bangalore & New Delhi	Pinkathon	Pinkathon, an all women marathon driven by actor and model, Milind Soman to spread awareness on Breast Cancer and fitness was held in Chennai on 13th April for which The Park Chennai was the Hospitality Partner for the event.	3,00,000
	The Park Hyderabad	Passionate Foundation Event	We along with Passionate foundation and Teach for Change organized a fashion show where children from an NGO walked the ramp with celebrities from sports, Tollywood and Bollywood fields. Some of the noted celebrities present were, Saina Nehwal, Lakshmi Manchu and Shilpa Reddy. The showstoppers for the event were Dolly Thakore and Dia Mirza.	6,00,000
	The Park New Delhi	Silver Jubilee of Katha	Co-hosted dinner fundraiser with Katha on the occasion of their Silver Jubilee Celebration. Katha is a non-profit organization that, since 1988, has worked to spread the joy of reading, empower children through education to become leaders that can lift their communities out of poverty, and culture-link India through translation.	2,00,000
		Bihar flood relief	<p>1. News 24, BAG Films for Bihar flood relief Gave old clothes, food, blankets, bed sheets, toiletries, utensils</p> <p>2. Regular donation of used and old blankets, curtains, bed covers, soaps to various NGO's such as "Ashraye Bhawan" "Deepalaya".</p> <p>3. Contributed 5 old television sets to the Cancer Hospice of India from the old rooms at TPND.</p> <p>4. Contribution of waste meat cutting and bread to Circle for Animal Lovers ,a charitable , non profit organization working towards the welfare of stray and abandoned animals on a regular basis.</p>	2,50,000
		Can Kids	Hospitality partner with Cankids - a support group for children with cancer and their families across India for the event	1,14,582
		Animal Welfare	Sponsored a seminar "Animal Welfare: The Role of Law, Press, Police, and Public" for "Circle for Animal Lovers" held at India International Centre to spread awareness on animal welfare.	1,50,000
	The Park Navi Mumbai	World AIDS Day	ILM Institute Kharghar - The Park Navi Mumbai was the venue & refreshment sponsor for the walkathon organized for the institute on the awareness of AIDS on the World AIDS Day.	2,00,000
	The Park Bangalore	Donations & Charity	<p>Rukum School of the blind Donated Old Uniforms & Room Linen</p> <p>Little Sisters of the Poor Clothes Donated by Employees</p> <p>Sukrupa, an organisation serving underprivileged children from the urban slums in and around RT Nagar. - Children's Day Celebration for the underprivileged kids which included Group activities, Movie Screening & Kiddy Food</p> <p>The Association of People with Disability (APD) All Executives & Staffs spent time with the Disabled kids between 3 – 5 years while painting, dancing & Singing. Also the kids were given chocolates & cakes</p> <p>Karunashraya Bangalore Hospic Trust- Old Uniforms & Room Linen</p> <p>Help Age India-- Cash collected from Employees</p> <p>Asha Jeewan Home - Donation of Old uniforms and linen</p> <p>The Care Shelter - Donating clothes to the physically & mentally challenged elders & Children</p>	2,00,000

	The Park Kolkata	Associations & Partnerships	<p>Childline India Foundation & associate NGOs - Children's party with 100 underprivileged children at Don Bosco school</p> <p>Purbachal Udayan Sangha 255 food packets worth Rs 3,825/- for unprivileged children & parents</p> <p>Goonj, Supporting in their PAN Indian campaign Vastra Samman</p> <p>Little Sisters of the Poor - 2 couple food coupon Rs 1000/- each at The Atrium Café 2 couple food coupon of Rs 1500/- each at Saffron 4 couple food coupon of Rs 250/- each at The Street 4 Flurys chocolate boxes worth Rs 210/- each</p> <p>In the festive season extending our happiness and support to the underprivileged women and children by donating clothes, shawls, sweaters and school bags that we don't use anymore. These further will be sold by CINI to raise funds through jumble sales.</p> <p>The Indian Institute of Cerebral Palsy - Carnival Jumble sale at IICP</p> <p>Purbachal Udayan Sangha - Cultural Programme on 2nd Friday of every month -255 food packets worth Rs 3,825/- for unprivileged children & parents</p> <p>Team members of The Park, Kolkata donated clothes to the underprivileged children of the NGO - Child In Need(CINI). Together the team collected 114 pieces of clothes and handed them over to the social worker who represented CINI. This is called spreading cheer to among the children.</p>	
		World Hand Hygiene Day	The Park, Kolkata observed Hand Hygiene Day on 5th May 14 in a banquet hall in the hotel premises. The day has been declared so by the World Health Organization. A video recording on how to wash hands perfectly was shown to sixty students from Apeejay School. It was followed by a talk by our in-house doctor on hand hygiene. Colourful posters were also put up in the guest and back areas. / Dr. Rita Mishra, the in house doctor of The Park, Kolkata spoke about 'hand hygiene' on 30.05.14 at Training Room. Around fifteen team members from Food&Beverage Service and Food&Beverage Production attended the session on how to wash hands accurately and maintain hygiene.	30,000
	The Park Vizag	Cyclone Hudhud	The team at The Park Vishakhapatnam not only ensured all guests and employees are unharmed but also worked and helped towards restoring back again. The Park Visakhapatnam flagged off vehicles with 400+ packets of freshly made veg biryani to be distributed to the folks of the fishing community at Jalaripeta and provided lunches and dinners to the families & neighbours of many of the contract workers who come from there.	6,00,000
	The Park Chennai	Funds for Kashmir Floods	Resurrection Paradise was an event held at Pasha featuring the local DJs of the city to raise funds for the Kashmir floods	20,000
Sub-total				32,64,582
Art, Culture & Heritage				
	The Park Hotels	The Park Elle Décor Student Contest	The Park Hotels sponsors The Park Elle Décor Student contest to promote design in new talent. Design students are invited to participate and are awarded and recognised by the Jury.	5,00,000
		India Art Summit	The Park Hotels sponsors such events to promote design and art. Approximately 10,000 people visited the Indian Art Summit	
	The Park Hotels Kolkata, Hyderabad, Chennai, Navi Mumbai, Bangalore & New Delhi	The Park's New Festival	<p>The Park's New Festival is the Contemporary Performance Arts Festival in India. Conceptualized and curated by The Park Hotels and Prakriti Foundation, The Park's New Festival is designed to promote emerging and new artists from across the globe.</p> <p>Under The Park's New Festival many educational workshops are organised with the artists at various venues for young and budding students.</p> <p>We had Akram Khan & Company, D'Lo Shankar Tucker & Troupe, The Industrial Theatre Co, Amit Chaudhuri, Attakalari, Centre for Movement Arts, Deepak Kurki Shivaswamy & Group, Stray Factory, Avant Garde, Azeem Banatwalla, Filter Coffee, Jyoti Dogra, Between The Web And The Loom, For 2015 we have Torobaka, AP Ensemble – The Colliding Worlds Project, EnFlightenment, Until the Lions.</p> <p>TPNF witnessed an audience of 20,000 people all across the cities.</p>	4,00,00,000
	The Park Chennai	Metroplus Theatre Festival	Promotion of theatre through the best International, national and local artists	12,00,000
		Madras Week lecture	Lecture on old musical instruments of Madras	1,00,000
	The Park New Delhi	Historic preservation of archaeological site	<p>Apeejay Surrendra Park Hotels Limited signed a Memorandum of Understanding with the Archaeological Survey of India (ASI) and the National Culture Fund (NCF) for conservation of the Jantar Mantar in the year 2000. By virtue of this MOU, The Park Hotels will be responsible for the conservation, preservation, maintenance, upgradation and beautification of Jantar Mantar. It was the very first time that Government of India through ASI and NCF had entered into such an understanding with an independent private corporation.</p> <p>The project is being carried out under the guidance of a Project Implementation committee, which consists of the Member Secretary of NCF or his / her nominee, the person Authorised by the DG, ASI and Director or Authorised representative of the company. The Park Hotels commissioned a professionally prepared feasibility report on the conservation, beautification and restoration of the Jantar Mantar. The work to be done includes restoration of the monument, lighting up the area, putting up visitor signage and facilities.</p>	
		Awareness on disability through an entertaining theatre show	Contributions made to "Divya Arora" a theatre director ,actor and India's national level ,the premier and the only one in the country who is a professional actor ,successfully performing on a wheelchair, and is commercially into theatre and performing arts, in her initiative to spread awareness on disability through an entertaining theatre show "Theatre for A Purpose and Giving Entertainment A Meaning" at The India Habitat Centre.	2,50,000
	The Park Bangalore	Design Fridays	The event was conducted every Friday to have conversations with various designer and artists primarily on design. There were approximately 3,600 attendees till date.	18,00,000
Sub-total				4,38,50,000

Gender Equity				
		One Billion Rising campaign and The Dance Movement	<p>The Park Hotels supported One Billion Rising campaign, an initiative demanding an end to violence against women and girls.</p> <p>We had breakfast conversations with Eva Ensler the author of cult "Vagina Monologue", to sensitise both men and women towards the campaign. Funds were raised in order to support the campaign. Workshops were conducted in all the cities to make the society aware on the issue.</p> <p>Every hotel on 14th Feb, organised the Dance Movement to commit to 1 billion rising and to make people aware about the campaign. There were dance performances by the hotel employees as well as non-employees on the roads as well as across all the properties.</p>	10,00,000
	The Park Hotels Kolkata, Hyderabad, Chennai, Navi Mumbai, Bangalore, Vizag & New Delhi	Bell Bajao Campaign	The Park Hotels have been encouraging the Bell Bajao movement where men and boys around the world take a stand and make promise to act to end violence against women.	1,00,000
		For The Men	The Park Hotels have been supporting 'For The Men' initiative towards fighting violence against women.	2,00,000
		The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013	<p>The Park Hotels instituted training, workshop and sexual harassment policy in our Employee Handbook. We have a committee across all locations for addressing matters pertaining to sexual harassment. The Park Hotels have zero tolerance policy towards any incident involving sexual harassment.</p> <p>The main object of Internal Complaints Committee is to take all appropriate steps to deter/prevent and prohibit any act of sexual harassment and ensure safe working environment at the work place and in case of occurrence of such act, prompt investigation and initiation of redressal process in a manner explained in rules as per legal provisions.</p>	50,000
		Rise in the Women Employee Strength	The Park Hotels has been working towards hiring more number of women employees to further strengthen the gender equality, throughout all the units.	
Sub-total				13,50,000
Environment Sustainability				
		Earth Hour Celebrations	<p>All the non-essential lights in the premises of the hotel from 8:30pm to 9:30pm were switched off for Earth Hour celebrations, March 28, 2015</p> <p>The Park Bangalore saved 116 units</p> <p>The Park New Delhi saved 210 units</p> <p>The Park Hyderabad saved 2376 units</p>	50,000
	The Park Hotels Kolkata, Hyderabad, Chennai, Navi Mumbai, Bangalore, Vizag & New Delhi	World Environment Day	<p>All The Park Hotels undertake awareness generation by observing World Environment Day and week, engaging in Swachh Bharat Abhiyan awareness generation and re-enforcing messaging amongst employees around environmental conservation and sustainability.</p> <p>The Park Chennai activities:</p> <ol style="list-style-type: none"> 1. Distribution of Saplings As a continuation of understanding the need to preserve our surroundings on Friday, 6th the employees were given saplings. 2. Lecture on the Climatic changes and our Environment on Friday, 6th June 11am onwards by Mr Pasupathy. 3. Greens as a part of our meals: Introducing exciting greens in our meals at the staff cafeteria. This was to remove the notion that salads or greens are boring! Our chefs helped us make GREEN eating more fun. These simple but tasty additions with our regular meals will help us stay healthy. 4. Posters and awareness mailers will be displayed and distributed among our employees. 5. GREEN SLOGAN All team members pen down their thoughts or ideas to change the world around them, like in their own homes or their work area. The best two slogans won interesting hampers on the 10th of June. <p>The Park Hyderabad activities:</p> <p>A team from the hotel visited an NGO called Arunodaya where they interacted with the kids. Plants were planted along with the kids. A session on the importance of protecting the environment was held with the kids of the NGO. d. Snacks were provided for the kids from the hotel.</p> <p>The Park New Delhi activities:</p> <ol style="list-style-type: none"> 1. 2nd June, 14 Poster competition at 3:30-4:30 pm 2. 3rd June, 14 Environment movie at 3:30-4:30 pm 3. 4th June, 14 Environment quiz competition at 4:15pm 4. 5th June, 14 World environment day walk down Jantar Mantar 5. 6th June, 14 Herb Garden 	50,000
		To ensure sustainable consumption and production patterns	Rainwater harvesting, re-cycling waste, re-using materials such as wood, water conservation, solar energy, eco design and conserving power and energy is practised across The Park properties.	
		The Park Chennai	Swachh Bharat Abhiyan	<p>The Park Chennai participated in biggest ever cleanliness drive in India, Swachh Bharat Abhiyan on 2nd December being the second activity that the hotel participated in towards the national level campaign launched on 2 October 2014 in New Delhi by the Prime Minister Narendra Modi. The first activity planned towards the Clean India campaign was kicked off on Gandhi Jayanti to spread awareness among the employees of the hotel on the campaign and work towards improvement of overall cleanliness and conserving the environment.</p> <p>The team at The Park Chennai in conjunction with the local authorities cleaned up a sizeable part of the local Marina Beach to encourage collective voluntary participation.</p> <p>A cleaning program was organized on the 100 meters stretch just outside the hotel. Posters with instructions regarding "non-littering" were put up outside the hotel and near the railway station opposite to the hotel. c. The staff of the hotel, swept, cleaned and picked up the garbage on the road in front of the Park Hyderabad</p>

	The Park Chennai	To ensure sustainable consumption and production patterns	<p>Rain Water Harvesting system is in place to collect and conserve rain water, an infiltration to harvest rain water. The hotel recycles STP water which is later used for the cooling towers. Installation of water saving plumbing fixtures like sensor mechanized urinals in guest and staff areas.</p> <p>Installation of Energy saving LED fixtures in guest room corridors, public areas and few guest rooms. Energy conservation through water floor regulators, timers for public area lights and air conditioning systems is being practiced at the hotel.</p> <p>The hotel has been making use of Organic converter to convert waste into manure. 60 % of the hotels energy is outsourced to wind energy.</p> <p>Regular sensitization programs are conducted for staff and employees on water conservation, saving electricity and usage of paper products as opposed to plastics as much as possible.</p>	
	The Park Hyderabad	To ensure sustainable consumption and production patterns	<p>The Park Hyderabad is India's first LEED GOLD certified green hotel. The hotel has eliminated the use of potable water for landscape irrigation, encourages waste separation, and ensured it is a 100% CFC free zone and was rated the greenest building of 2011 by CNN-IBN.</p> <p>A cleaning program was organized on the 100 meters stretch just outside the hotel. Posters with instructions regarding "non-littering" were put up outside the hotel and near the railway station opposite to the hotel. The staff of the hotel, swept, cleaned and picked up the garbage on the road in front of the hotel.</p>	20,000
	The Park New Delhi	To ensure sustainable consumption and production patterns	<p>The Park New Delhi is a ISO-14001 (EMS) certified hotel from BSI and uses food grade and thermal resistive paints to reduce thermal losses, LED lighting, façade thermal resistive paints along with carrying out annual energy audits that show a energy reducing trend.</p> <p>The Park New Delhi has installed solar water heater to reduce energy usage. The boiler installed is approved by Indian Boiler regulatory authority on annual basis.</p> <p>To save water, recycling of waste water through sewage treatment plant is being practiced. Installation of water saving plumbing fixtures to further add to the cause.</p> <p>The hotel has obtained Consent to Operate from pollution control board. Use of PNG as fuel for boilers and kitchen to further lessen the pollution levels.</p> <p>The property uses wallpaper in corridors to reduce paint usage and also uses thermal resistant paint for building facade. Implementation of ISO-14001, 18001 and 22000.</p> <p>By adapting the energy saving methods, TPNP managed to save 122,849 INR per annum in Electricity with price increase.</p>	2,00,000
		Water Day	The hotel used posters at all strategic locations to spread awareness on water conservation among our associates. We also had a slogan writing competition for all our colleagues at Josh Junction.	15,000
	The Park Bangalore	To ensure sustainable consumption and production patterns	<p>Highly precious natural resource water savings done by installing STP and the waste water is treated and recycled in the hotel thus 40% of water saving is achieved. All the guest areas old conventional halogen lightings are replaced with low energy consuming LED lightings by which 60-80% lighting power saving is achieved. The property has replaced the conventional AC plant for high energy efficient screw chillers which provides energy saving.</p> <p>The Park Bangalore has installed a new energy efficient technology HEAT PUMP to produce hot water without burning of Fossil fuel.</p> <p>Enhanced efficient hydro pneumatic water pumping system installed and savings of electricity consumption and reduction in water wastage is always a standard set for pressure and flow. Reduction in stationary consumption by recycling/reusing at all areas.</p> <p>By adapting the energy saving and conservation methods, the property managed to save 2,200,000 approximately.</p>	
		Association with GVMC	Greater Visakhapatnam Municipal corporation (GVMC) 1. Maintaining and cleaning the stretch of beach in front of The Park. 2. Maintenance and cleanliness of the sidewalk and the storm water drain in front of the hotel.	25,000
	The Park Vizag	To ensure sustainable consumption and production patterns	<p>The hotel has its own Reverse Osmosis Plant along with water treatment plant to convert municipal hard water into soft potable drinking water. The hotel uses roof top mounted solar water heating panels for generation of hot water. The property has tree plantation programme every month. Also conducts a beach cleaning programme every 10 days and to place notice boards in the beach to make people aware not to dirty the beach.</p> <p>In order to recycle waste, the hotel has initiated its own Vermi Compost production pits that convert a significant quantity of the organic vegetable wastes into Fertilizers. These fertilizers are used extensively in growing plants all over the open gardens of the hotel. The hotel also grows its own herbs and other leafy vegetables in its designated kitchen garden.</p> <p>All walk in refrigerators, ice machines and other refrigerating and air-conditioning units in the hotel use non Chloro Fluoro Carbon (CFC) material and refrigerants. The hotel has energy efficient air conditioning system (Daikin VRV).</p>	
Sub-total				3,70,000

Employee & Skill Development				
	Apeejay Institute of Hospitality & The Park Hotels	Hunar Se Rozgar	Apeejay Institute of Hospitality (AIH) has been empanelled by Ministry of Tourism and Indian Tourism Development Corporation (ITDC) to conduct Hunar Se Rozgar programs in two departments: Food Production (Cook Course) and Food and Beverage Service (Waiter Course). AIH assists HSRT students in job placements and also absorb them at The Park Navi Mumbai. Thus AIH creates a resource pool and trains HSRT students to be employable for the hospitality industry. The Park Hotels awarded 215 BAs in the last 5 years .	
	The Park Chennai	SuperChef Chennai	Superchef Chennai is a culinary competition open only to amateur adults and kids. Madras Cosmopolitan Ladies Circle 38 (MCLC 38) and Madras Cosmopolitan Round Table 94 (MCRT 94), along with The Park Chennai hosted SUPERCHEF CHENNAI 2014 on the 8th and 9th February 2014, the second edition. The entire earning of this event was contributed to Sanjeevi Primary Health Care Centre in Chennai, a health care centre providing free primary health care to 40 villages and treating around 3 lakh patients at absolutely no cost among other activities like medical camps, awareness programmes etc.	2,50,000
	The Park Hotels Kolkata, Hyderabad, Chennai, Navi Mumbai, Bangalore, Vizag & New Delhi	The Park Induction Programme	The Park Hotels undertakes the induction of the New employees helping them gain all the possible knowledge, not only The Park Hotels but Apeejay Surendra Group and other sub brands. They are motivated towards working efficiently and reassuring that the company will take good care of all of them. In the induction programme The Park Hotels training management makes sure that all the new employees are through and through with the brand. They make sure that they gain knowledge on not just The Park brand but the parent brand and the other sub brand	
		Cornell University	The Park Hotels' every year sends some of the selected employees to Cornell University free of cost, helping and supporting them in getting higher education to enhance their qualification and skills.	
	The Park Hotels Kolkata, Hyderabad, Chennai, Navi Mumbai, Bangalore, Vizag & New Delhi	Industrial Training	The Park Hotels all across its properties takes students from various hospitality colleges and provides them with internships in various fields associated with the hotels.	
			The Park Kolkata - Undertook apprenticeship for 425 trainees	68,000
			The Park Delhi - Undertook apprenticeship for 575 trainees	86,250
			The Park Bangalore - Undertook apprenticeship for 175 trainees	35,000
			The Park Vizag - Undertook apprenticeship for 100 trainees	10,000
			The Park Chennai - Undertook apprenticeship for 155 trainees	80,000
			The Park Navi Mumbai - Undertook apprenticeship for 31 trainees	37,200
Sub-total				5,66,450
Total				4,94,01,032