



स्वच्छ भारत अभियान
**SWACHH BHARAT
ABHIYAN**



Corporate Cleanliness
can only be ensured if there is
Corporate Conscience & Corporate Insistence on
Cleanliness in public places...

- M.K. Gandhi



Hotel Association of India

B-212-214, Somdutt Chamber-I, Bhikaji Cama Place, New Delhi-110 066;
Phone: +91-11-26171110 / 26171114 E-mail: hai@hotelassociationofindia.com;
info@hotelassociationofindia.com
Website: www.hotelassociationofindia.com

www.chiranjn.com



Hotel Association of India

SWACHH BHARAT ABHIYAN...



TRANSFORMING INDIA

“SWACHH BHARAT ABHIYAN can contribute to GDP growth, provide a source of employment and reduce health costs.

“CLEAN INDIA can also bring in more tourists, thereby augmenting country’s revenue.

“INDIA is already a known hub on the world tourist map. It is time now that India’s top 50 tourist destinations display high levels of hygiene and cleanliness, so that global perception of India is completely altered”.

NARENDRA MODI
Prime Minister of India



ENSURING 'TOTAL CLEANLINESS'

"Total cleanliness will be ensured in the most visited tourist monuments in India during the next three months, as the Government intends to double the number of foreign tourists by next year from the present 7.2 million".

DR MAHESH SHARMA

Union Minister-of-State for Culture & Tourism
(Independent Charge)
&
Civil Aviation



Hospitality Sector Engages in the National Cleanliness Drive

Prime Minister Shri Narendra Modi has given the clarion call to make India Clean and fulfil Gandhiji's vision of a "Clean India" by his 150th birth anniversary in 2019.

Inspired by the Prime Minister's transformational initiative, the 230 member-hotels of the Hotel Association of India (HAI), at 80 locations across the country are engaged in this task to achieve cleanliness, not only of their premises, but also of their surrounding areas on a sustained basis and make them globally attractive tourism hubs.

Hotel Association of India presents a kaleidoscope of the cleanliness drive in progress at the member-hotels across pan-India locations.

VIKRAM OBEROI

President, Hotel Association of India

Tourism and Hospitality Sector Contributes...

- INR 2,178 BILLION TO INDIA'S GDP IN 2013
- 6.8% OF GDP
- US\$ 18.13 BILLION IN FOREIGN EXCHANGE EARNINGS
- 3rd LARGEST FOREIGN EXCHANGE EARNER AFTER GEMS AND JEWELLERY & READY MADE GARMENTS
- 16th RANK IN UNWTO RANKINGS IN INTERNATIONAL TOURISM EARNINGS
- 6.97 MILLION FOREIGN TOURISTS IN 2012-13
- 42nd RANK IN UNWTO RANKINGS IN WORLD TOURIST ARRIVALS
- 1 BILLION DOMESTIC TRAVELLERS
- 9.24% of TOTAL JOBS GENERATED BY TOURISM : 2007-08
- 53 MILLION DIRECT & INDIRECT JOBS GENERATED :2010
- 78 JOBS CREATED WITH EVERY US\$ ONE MILLION INVESTED
- 128771 HOTEL ROOMS INFRASTRUCTURE OF 1-STAR TO 5-STAR DELUXE CATEGORIES : 2010
- 2583519 HOTEL ROOMS INFRASTRUCTURE OF UNCLASSIFIED CATEGORIES : 2010

Benefits of Tourism

- TOURISM IS 'PRO POOR' AND CONTRIBUTES TO POVERTY REDUCTION
- ACHIEVES SKILL DEVELOPEMNT AND CAPACITY BUILDING
- POTENTIAL TO CREATE RURAL TOURISM CLUSTERS AND TOURISM PARKS
- PROMOTES ECO TOURISM
- PROVIDES EMPLOYMENT TO UNSKILLED, LOW SKILLED, SEMI SKILLED AND SKILLED JOB SEEKERS
- ENSURES EMPOWERMENT OF WOMEN WHO MAKE UP TO 70% OF TOURISM WORK FORCE
- PROMOTES TRADITIONAL & LOCAL ARTS & HANDICRAFTS
- CREATES JOBS AND ENTERPRISES, INFRASTRUTURE DEVELOPMENT, EARNS EXPORT REVENUE
- TOURISM IS MULTI-SECTORAL ACTIVITY, STIMULATES OTHER SECTORS LIKE AGRICULTURE, MANUFACTURING, TRANSPORT, EDUCATION, HEALTH, BANKING AND CULTURE

Tourism & Hospitality Growth Targets Projected by Ministry of Tourism for 2016-17

TARGET	2012-13	2016-17
FOREIGN TOURIST ARRIVALS	6.97 Million	11.24 Million
FOREIGN EXCHANGE EARNINGS	US\$ 18.13 Billion	30.30 Billion
DOMESTIC TRAVELLERS	740.21 Million (2010)	1451.46 Million
HOTEL ROOMS INFRASTRUCTURE STAR CATEGORIES	128771 Rooms (2010)	181752 Rooms
HOTEL ROOMS INFRASTRUCTURE UNCLASSIFIED CATEGORIES	2583519 Rooms (2010)	4661807 Rooms
EMPLOYMENT GENERATION (DIRECT & INDIRECT)	53 Million (2010)	77.5 Million
GROWTH RATE	9%	12%

Source : Ministry of Tourism
(i) India Tourism Statistics
(ii) Approach Paper on Tourism : 12th Five Year Plan

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"Revive Brand India on the strength of 5 pillars : Tradition, Talent, TOURISM, Trade and Technology"

*Pranab Mukherjee, President of India
(Address to Joint Session of Parliament : June 9, 2014)*



'SWACHH BHARAT ABHIYAN' UNDERTAKEN BY THE OBEROI HOTELS

The Swachhta Pledge was taken by all team members of The Oberoi, New Delhi.



...the team members signed to commit themselves to cleanliness drive. The framed pledge is displayed in the corridor.



The drive in on...

The campaign undertaken in October 2014



*"It is perceived that if there is any single industry growing fastest,
it is the TOURISM Industry.
- Narendra Modi, Prime Minister of India
(Speech at "Make in India" launch)*



Responsible for regular cleaning, contract workers have been hired on regular basis for cleanliness of roads around The Oberoi, New Delhi. Posters selected from a competition held among the workers are reproduced at the bottom



Maidens Hotel
A heritage hotel since 1903



एक कदम स्वच्छता की ओर
We support Swachh Bharat Abhiyan



Associates of the Maidens Hotel cleaning the roads (top and below) and being briefed by their Supervisor (left).



"If we have to develop tourism in India, there is need to create a massive infrastructure for TOURISM."
 - Narendra Modi, Prime Minister of India
 (Speech at "Make in India" launch)



The CLEANLINESS DRIVE being implemented by The Oberoi Amarvilas, Agra



The 'Swachh Bharat Abhiyan' launched by Prime Minister Shri Narendra Modi on October 02, 2014, is being implemented by all Trident Hotels across the country. Reproduced below are the photographs of the cleanliness drive by The Trident, Agra :



Before cleanliness...

...and after.

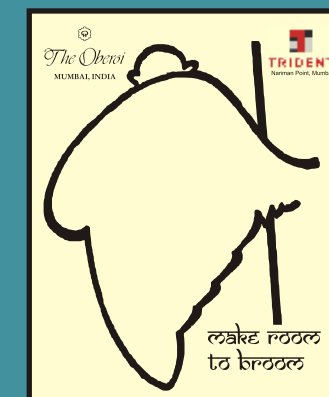
Hospitality Industry offers great scope for development".
 - Narendra Modi, Prime Minister of India
 (Speech at "Make in India" launch)



The Trident, Chennai



The Trident Nariman Point, Mumbai



*"Let each Indian American send only five American families to India every year... this will do wonders for the Indian economy."
- Narendra Modi, Prime Minister of India
(Speech at Madison Square Garden, NY)*



**The Trident
Bengaluru**



Carlson Rezidor Hotel Group

Carlson Rezidor Hotel Group, an International hotel company in India, has committed itself to Prime Minister's dream project, Swachh Bharat Abhiyan. Over 50 Carlson hotels have already initiated action in this regard...



If each of the three million Indian Americans sends five American families – four members each – you are looking at sixty million. These additional tourists would be a great help – will create so many jobs”
 - Narendra Modi, Prime Minister of India
 (Speech at Madison Square Garden, NY)



The Taj Hotels' Commitment to 'Swachh Bharat Abhiyan'

The campaign provided Taj Hotels with a platform to reaffirm their commitment to a cause that resonates with every associate. On October 2, 2014, associates from across the Taj hotels in India pledged to drive the Swachh Bharat mission. The commitment was driven by its senior leaders.

Managing Director and CEO, Rakesh Sarna, and members of the Senior Leadership team pledged their support to the mission.



Udaipur



Aurangabad



Kolkata



Lucknow



*"It is perceived that if there is any single industry growing fastest,
it is the TOURISM Industry.
- Narendra Modi, Prime Minister of India
(Speech at "Make in India" launch)*



Vivanta by Taj – MG Road, Bangalore



Relaying the broken cobble stones & painting the footpath



Removing the hanging wires and painting the road markers afresh



Vivanta by Taj – Yeshwantpur, Bangalore

Vivanta by Taj – Panaji, Goa



Taj Chandigarh

The Gateway Hotel, Agra



Taj Wellington Mews, Mumbai

The Gateway Hotel, Bangalore



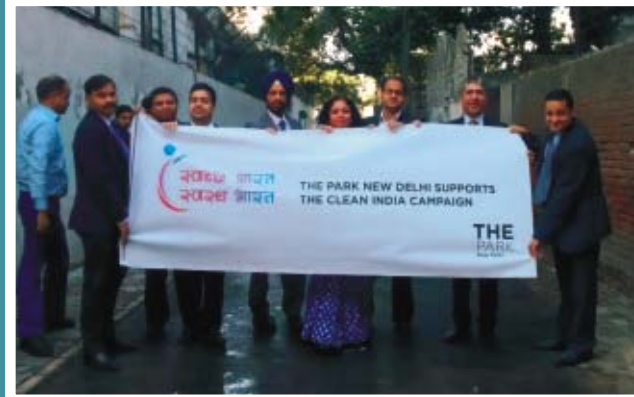
Taj Bengal, Kolkata

Umaid Bhawan Palace, Jodhpur

"If we have to develop tourism in India, there is need to create a massive infrastructure for TOURISM."
 - Narendra Modi, Prime Minister of India
 (Speech at "Make in India" launch)



The Park Hotels' 'Swachhta Abhiyan'



The Park, New Delhi
demonstrating
its commitment.



The Park
Hyderabad's
cleanliness
drive.



The Park, Vishakhapatnam



The Park
Goa



The Park
Kolkata



"Hospitality Industry offers great scope for development".
 - Narendra Modi, Prime Minister of India
 (Speech at "Make in India" launch)



"Let us Get Together & Make Our Surroundings Cleaner" : The Lalit

The Lalit, New Delhi

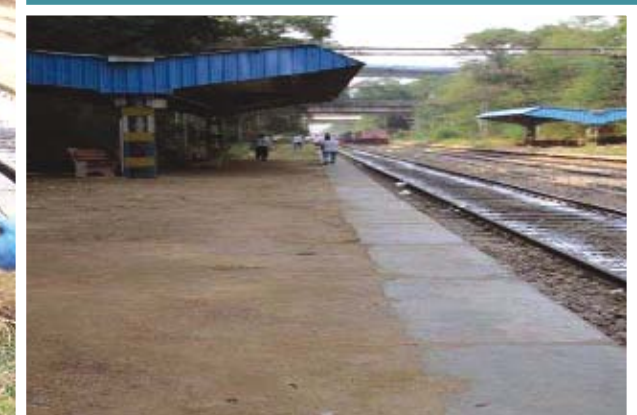


Leaving no nook and corner uncleaned...



ITC's Swachh Bharat Campaign

"Swachh Bharat, Swasth Bharat" स्वच्छ भारत, स्वस्थ भारत



Sardar Patel Marg Railway Station before cleaning... and after

*"Let each Indian American send only five American families to India every year... this will do wonders for the Indian economy."
- Narendra Modi, Prime Minister of India
(Speech at Madison Square Garden, NY)*



ITC Grand Chola, Chennai... turning the surroundings clean.



Aurangabad



The Fortune Inn Grazia, Noida



Meluha The Fern, Mumbai



Swissotel Kolkata



The Crown Bhubaneshwar



If each of the three million Indian Americans sends five American families – four members each – you are looking at sixty million. These additional tourists would be a great help – will create so many jobs”
 - Narendra Modi, Prime Minister of India
 (Speech at Madison Square Garden, NY)



Campaign by Lemon Tree Hotels

Ahmedabad



Aurangabad



Jaipur



Ghaziabad



Gurgaon



Goa



Clean India Campaign by Sarovar Hotels

Sarovar Portico, Ahmedabad



Park Plaza Bengaluru



Durgapur





“You have turned your pen into a broom. This is a service to the nation and a good example of how media can play a constructive role.”

- Prime Minister Narendra Modi
(On media's role in promoting 'Swachh Bharat Abhiyan' during his interaction with more than 400 journalists in New Delhi on October 24, 2014).

EXECUTIVE COMMITTEE MEMBERS (2014-16)



Mr. Vikram Oberoi
President,
Hotel Association of India &
Jt. Managing Director,
EIH Limited



Mr. Rakesh Sarna
Vice President
Hotel Association of India &
Chairman & Managing Director
IHC Limited



Mr. Suresh M. Talera
Hony. Secretary
Hotel Association of India
and
Chairman
Talera Group of Hotels



Mr. Rupak Gupta
Hony. Treasurer
Hotel Association of India
and
Jt. Managing Director
U. P. Hotels Limited



Mr. Nakul Anand
Executive Director
ITC Limited



Mr. P.R.S. Oberoi
Chairman & Chief Executive
EIH Limited



Ms. Priya Paul
Chairperson
Apeejay Surrendra Hotels Pvt. Ltd.



Mr. Vivek Nair
Chairman & Managing Director
Hotel Leela Venture Limited



Dr. Jyotsna Suri
Chairperson & Managing Director
Bharat Hotels Limited



Mr. K.B. Kachru
Chairman
Carlson Rezidor Hotel Group
(South Asia)



Mr. Patu Keswani
Chairman & Managing Director
Lemon Tree Hotels Pvt. Ltd.



Mr. Anil Madhok
Managing Director
Sarovar Hotels Pvt. Ltd.



Mr. Veer Vijay Singh
Chief Operating Officer
Vivanta Hotels



Mr. J.K. Mohanty
Managing Director
Swosti Premium Limited



Mr. Suresh Kumar
Chief Executive Officer
Fortune Park Hotels



Mr. R. K. Puri
Secretary General
Hotel Association of India