

The Initiation

Clean India Initiative

- ❖ On October 2, 2014 - associates from Taj Corporate Office and hotels pledged their support for a Clean India.
- ❖ The associates initiated this drive by cleaning their desks and volunteered to clean the streets/neighbouring surroundings.
- ❖ In its endeavour to continuously support this initiative each hotel has been advised to ensure that the four streets / roads surrounding the hotel are kept clean by the hotel.
- ❖ This initiative was formally launched by the hotels in their respective cities on December 1, 2014 along with other HAI member hotels.

Pictorial Representation of Swachh Bharat Abhiyan

Taj Group





The Gateway Hotel, Jodhpur



Taj West End, Bangalore



Vivanta by Taj – Panaji, Goa

All associates began the
Clean India Campaign
with a pledge



The Gateway Hotel, Madurai



Taj Club House, Chennai



Hotel Chandela, Khajuraho



Vivanta by Taj – Connemara, Chennai

Various activities during the campaign

Taj Group



“Adopt A Mile” Initiative

*Volunteered to paint 1 mile stretch along
M.G. Road at Vivanta by Taj – MG Road,
Bangalore*





Vivanta by Taj – Gomti Nagar, Lucknow

As a community gesture, a used garbage bin is being handed over to a local tea stall owner. He has been asked to dispose all his garbage in this bin which was earlier being thrown on the road adjacent to the hotel.

Relayed the Broken Cobble Stones



Vivanta by Taj – MG Road, Bangalore



Removed the hanging wires & painted the Foot path

Vivanta by Taj – Dal View, Srinagar



Vivanta by Taj – Panaji, Goa



Vivanta by Taj – Yeshwantpur, Bangalore

The Gateway Hotel, Gondia



The Gateway Hotel, Agra



Vivanta by Taj – Connemara, Chennai



Taj Chandigarh



Ginger Hotel, Mumbai



Ginger Hotel, Manesar



Ginger Hotel, Pantnagar



Taj Wellington Mews, Mumbai



The Gateway Hotel, Bangalore



Falaknuma Palace, Hyderabad



Taj Bengal, Kolkata



Vivanta by Taj – President, Mumbai



Umaid Bhawan Palace, Hyderabad

End - Result

Koovam Bridge Clean Up and Poster Removal

Before



After



Vivanta by Taj – Connemara, Chennai



BEFORE



AFTER

Walls in front of the Hotel had Films & Political Party Poster which were also cleaned and is being maintained by the Hotel Staff.

Vivanta by Taj – Gomti Nagar, Lucknow

Before



After



Vivanta by Taj – Panaji, Goa

PAVEMENT NEXT TO THE HOTEL LANE



BEFORE

AFTER



Vivanta by Taj – Begumpet, Hyderabad

Bus Stand Clean Up and Restoration



Before



After

Vivanta by Taj – Connemara, Chennai



Before



After



Before



After

Falaknuma Palace, Hyderabad

BEFORE



AFTER



Taj Exotica, Goa

BEFORE



AFTER



Taj Exotica, Goa

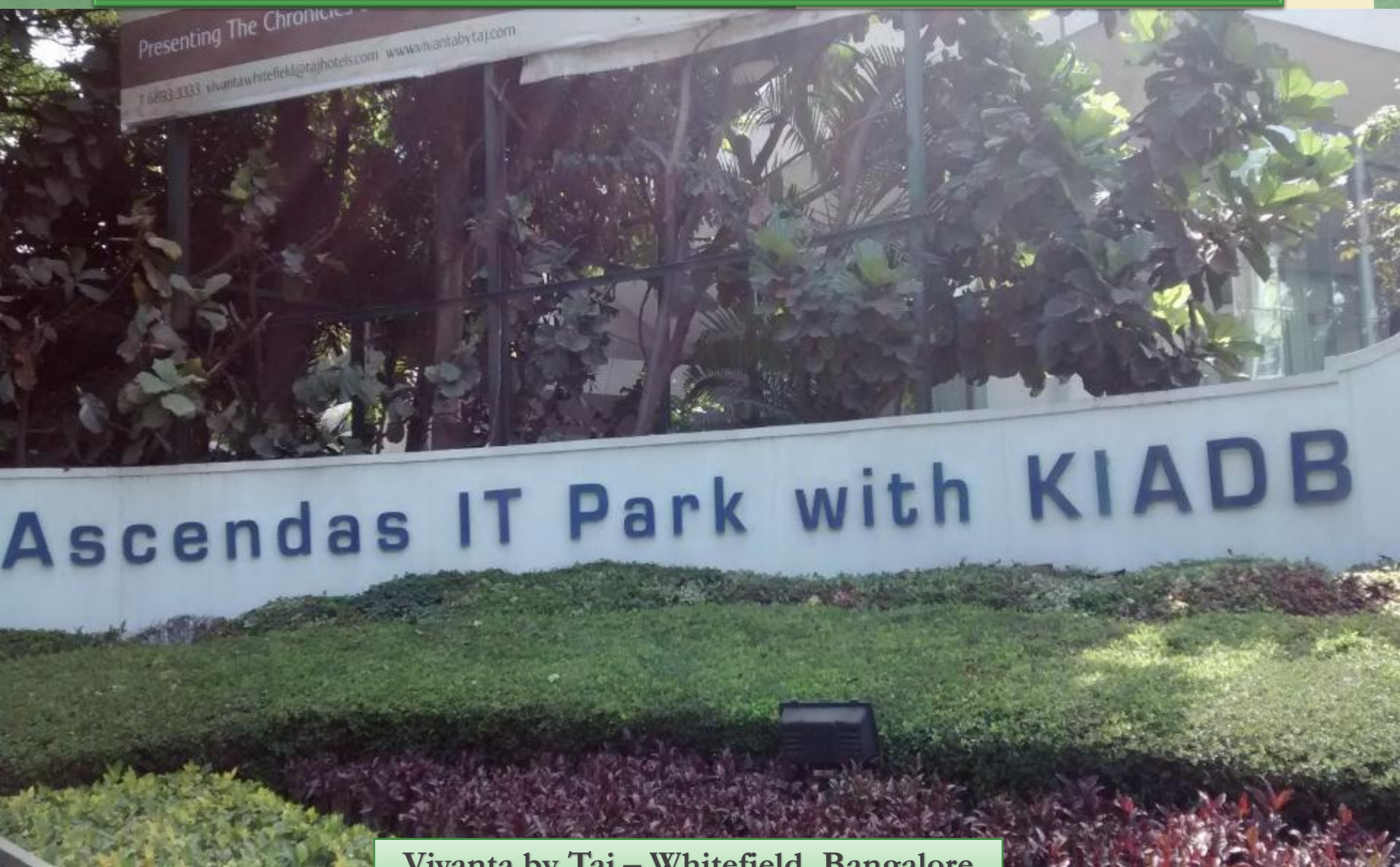
Beautification around the Hotel



Landscaping around the planted trees & planting of Shrubs along the Hotel Perimeter

Vivanta by Taj – MG Road, Bangalore

Hotel Entrance Plants maintained along with Ascendas



Vivanta by Taj – Whitefield, Bangalore

Dustbins installed



Hotel Compound Plants maintained along with Ascendas



Vivanta by Taj – Whitefield, Bangalore

Mahatma Gandhi dreamt of an India which was not only free but also clean and developed. Mahatma Gandhi secured freedom for Mother India. Now it is our duty to serve Mother India by keeping the country neat and clean. I take this pledge that I will remain committed towards cleanliness and devote time for this. I will devote 100 hours per year, that is two hours per week, to voluntarily work for cleanliness. I will neither litter nor let others litter. I will initiate the quest for cleanliness with myself, my family, my locality, my village and my work place. I believe that the countries of the world that appear clean are so because their citizens don't indulge in littering nor do they allow it to happen. With this firm belief, I will propagate the message of Swachh Bharat Mission in villages and towns. I will encourage 100 other persons to take this pledge which I am taking today. I will endeavour to make them devote their 100 hours for cleanliness. I am confident that every step I take towards cleanliness will help in making my country clean.



Thank You