



Role of tourism in innovation  
It touches different stakeholders

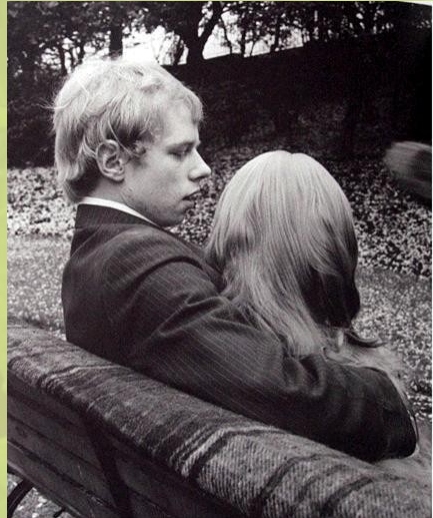


**ITC HOTELS**  
RESPONSIBLE LUXURY



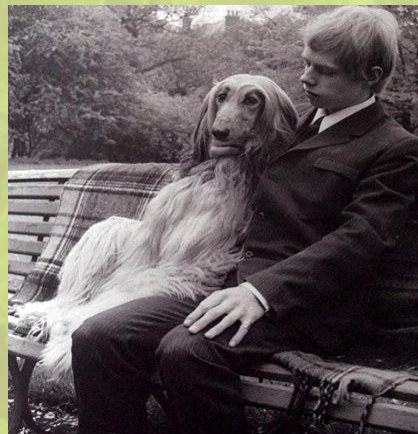
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# Birds in the park The right big picture




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# Pictures are meant to clarify ,provided angle is right !!




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# TRANSFORMING LIVES & LANDSCAPES







- ITC is the only company in the world to be carbon-, water- and solid waste-recycling positive
- ITC's businesses and associated value chains create over 6 million sustainable livelihoods
- ITC's e-Choupal initiative: Empowering over 4 million farmers in 40,000 villages
- ITC Choupal Afforestation Programme: Greening over 156,000 hectares; creating over 70 million person days of employment opportunities
- ITC Choupal Integrated Watershed Development Programme: Providing soil and moisture conservation to over 126,000 hectares of drylands
- ITC Choupal Women's Empowerment Programme: Creating over 40,000 sustainable livelihoods for women
- ITC Choupal Livestock Development Programme: Providing animal husbandry services to over 8,00,000 milch animals
- ITC Choupal Supplementary Education Programme: Reaching out to over 3,00,000 children
- ITC Hotels: Greenest Luxury Hotel Chain in the world
- More than 41% of energy consumption at ITC is from renewable sources







## ITC GREEN CENTRE

AN EMBODIMENT OF ITC'S JOURNEY IN SUSTAINABLE DEVELOPMENT

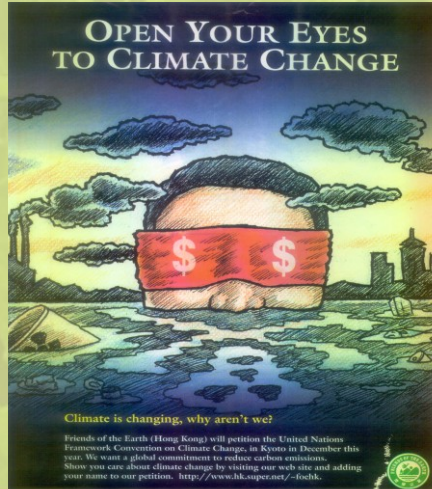


1. World's largest LEED Platinum certified building (as of 2004).
2. Re-certified with highest points ever accorded to any Green building in the world.
3. Water Efficiency - The building is a 'Zero Discharge' building.
4. Sustainable Site - Efficient redeployment of excess site soil, for National Highway 8.
5. Energy & Atmosphere - The building is designed for efficiently capturing daylight.
6. Innovation - Use of low-cost drip, sprinkler and solar devices operated by workers, with the objective of inclusive growth.

On her visit to India for a summit on climate change, U.S. Secretary of State, Hillary Clinton, chose the ITC Green Centre to address all stakeholders and described it as a "monument to the future"



# “Stern” warning-Nicholas Stern - economist U.K

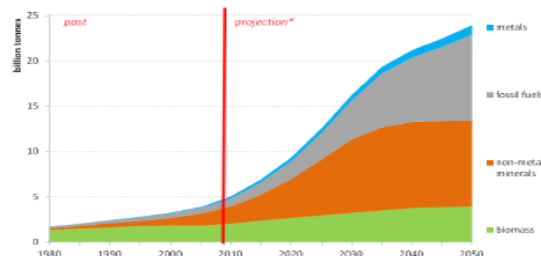


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**giz** Deutsche Gesellschaft für Internationale Zusammenarbeit

## Prospective Material Consumption of India



→ increased during 1980-2008 from 2.6 up to 4.5 billion tons  
 → until 2050 it is expected to be 4-5 fold

\*Material consumption is defined as the typical material inputs underlying development processes, covering growth rates of about 7% p.a. until 2010, thereafter around 7% p.a. until 2030 and 6% p.a. until 2050. Data sources: Ditzich, 2012; SPO, 2011; SPO, 2012; Ditzich, 2011; WorldBank, 2012

Source: Ditzich et al., Material Flow Analysis



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# Water stress 2020 - (teri) Are we drought proofing ?

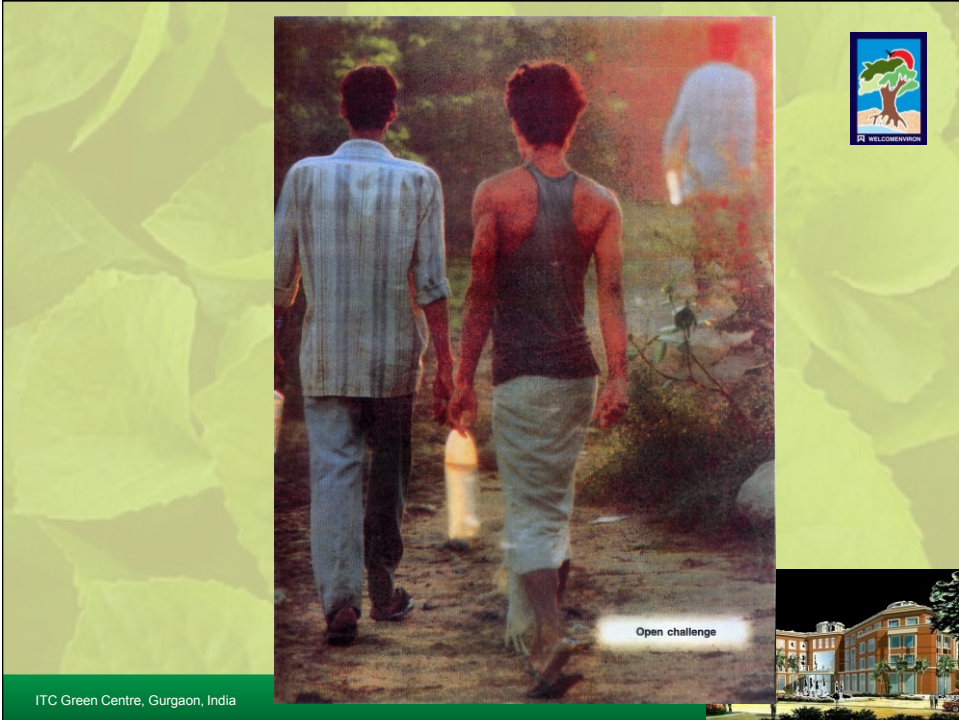


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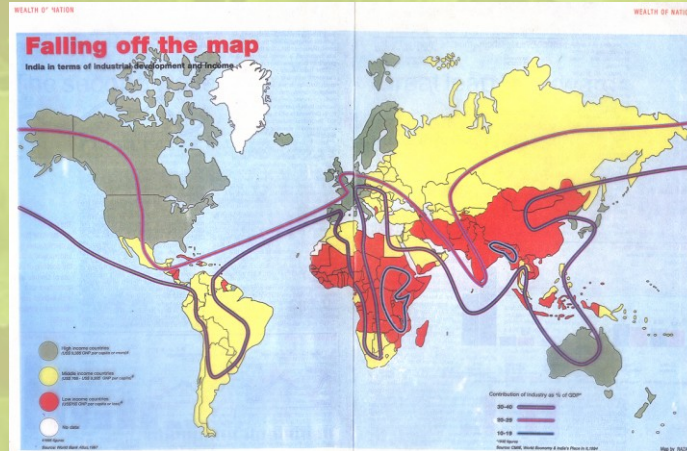
# “Forest precede civilisations; deserts follow them” Francois Rene



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# Geography of poverty



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# Gender inequity

## Story of Bangladesh typhoon 1991, cattle & women R'than



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( H2o management gender inequity)  
Daily drudge







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**Accounting Principles –Not applied to natural resources**

- The going concern principle
- The principle of prudence
- The principle of consistency
- The **precautionary** principle
- -----

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## Principal of prudence ?



- Timber value of forest featured in GDP ,but the fact that the denuded area will not create economic value – Unanswered !
- Not implementing rain water harvesting-buying tanker water ?
- **P&M provision for depreciation How about aquifer depreciation fund ?**
- Not using day lighting & complaining energy cost are high ?
- Not using RC water for secondary use ?
- Glazing -1<sup>st</sup> heating the building & then cooling using scarce energy ?

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## Energy simulation by Griha – ITC green centre



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## GREEN DESIGN –Critical insight :Freeze design, & energy simulation during commencement of project



Five criterias:

- **EE & renewable energy-51 % savings by design intent**
- Indoor environmental quality- co2 sensors
- Conservation of materials and resources- acquire materials as close to location as feasible .
- **Safeguarding water and water efficiency-savings 40 %**
- Sustainable site planning, innovation & ed

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## IDEI Technologies- At Glance



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## Low Cost On Farm Cold Storage



**Specification:**


- Size: 5ftX3.5ftX3ft.
- Type of Construction: Bricks clay wall.
- Cooling process: Water through dripping.
- Storing Capacity: 400Kilograms vegetables

- An on-farm cold store to preserve vegetables for about 3 days.
- Works Evaporative Cooling Process.
- Effectiveness depends upon the climatic factors (Relative humidity).
- The best su... dry areas in summers.





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## Nature & How ! ?



- How do mussels produce glue that sticks to anything.
- Spiders spins silk thread that ounce for ounce ,is 5 x stronger than steel.
- Abalone grow a shell that is twice as tough as ceramics.
- Above creatures how they manufacture their magical materials in water ,at room temperature ,silently and without producing any toxic material ?



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# ITC Mughal Bio mimicry to reduce chemical energy intensity



## Plants – sewage- teri



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# 41 % energy in ITC comes from Renewable sources



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# ITC Gardenia Internalized environment externality 3.2 crores worth natural capital saved .



## Tree Transplantation During Construction Stage



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# ITC gardenia reducing embodied water of energy in non a/c coffee shop



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Where we take care of nature so that it takes care of you.

ITC ROYAL GARDENIA  
A LUXURY COLLECTION HOTEL

ITC is a member of the ITC Hotels Group.

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CLASSIFIED BY THE ENERGY & ENVIRONMENTAL DESIGN

1. New Delhi, India, Bangalore, Kolkata, Hyderabad, Chennai  
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# ITC gardenia reducing embodied water of energy in the lobby



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## ITC Hotels 2000 - old HQ



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## Solar concentrator at ITC Maurya 2009



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# “Architectural Changes” for Inclusive Growth



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## Barrier free infrastructure



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### Waste is wealth- discarded flowers of ITC Maurya Innovation for people with multiple disability-the triple bottom line in play



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### ITC Grand Chola - Griha award



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“ SD is a journey, not a goal “  
Griha certified



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Thank you

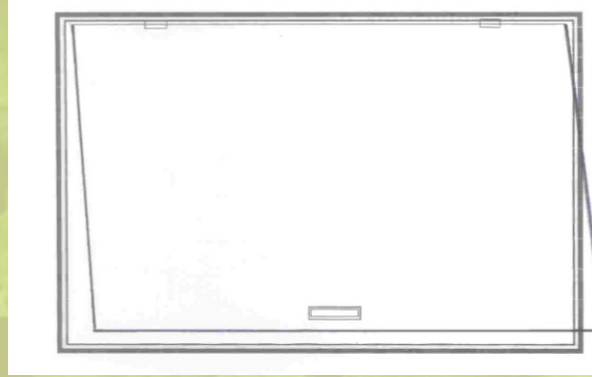


  
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For a fly-transparency is a disability-  
Need for innovation



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