



100

Inspiring Years

# Role of tourism in innovation Why ? It touches different stakeholders



# What is innovation ??



- Ability to take risk.
- Break the existing industry norms.
- Demonstrate latent value not discovered by industry before.

Offer latent service design not thought of by customers.





# Initiatives of ITC



## Triple Bottom Line Performance

### Environment



**Water Positive:**  
9 years in a row



**Carbon Positive:**  
6 consecutive years



**Solid Waste Recycling Positive:**  
For the last 4 years



#### LEED Platinum Rating

All ITC premium luxury Hotels are LEED Platinum certified



**1,16,000 hectares greened**

ITC's Social and Farm Forestry initiative has greened over 1,16,000 hectares

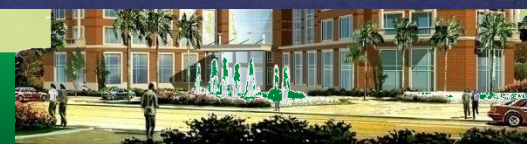
**35% renewable energy**

More than 35% of ITC's total energy consumption is from renewable sources



**Irrigating 70,000 hectares**

ITC's Watershed Development initiative brings precious water to nearly 70,000 hectares of moisture-stressed areas



# Intiatives of ITC



## Social



**Creating 5 million sustainable livelihoods**



**Empowering 4 million farmers**

ITC's globally acknowledged e-Choupal initiative is the world's largest rural digital infrastructure benefitting over 4 million farmers



**Creating Community Assets**

Strengthening the agri production base of nearly 4 lakh farmers



**Creating 52 million person-days of employment**

ITC's Social and Farm Forestry initiative has created over 52 million person-days of employment

**38,000 sustainable livelihoods for rural women**

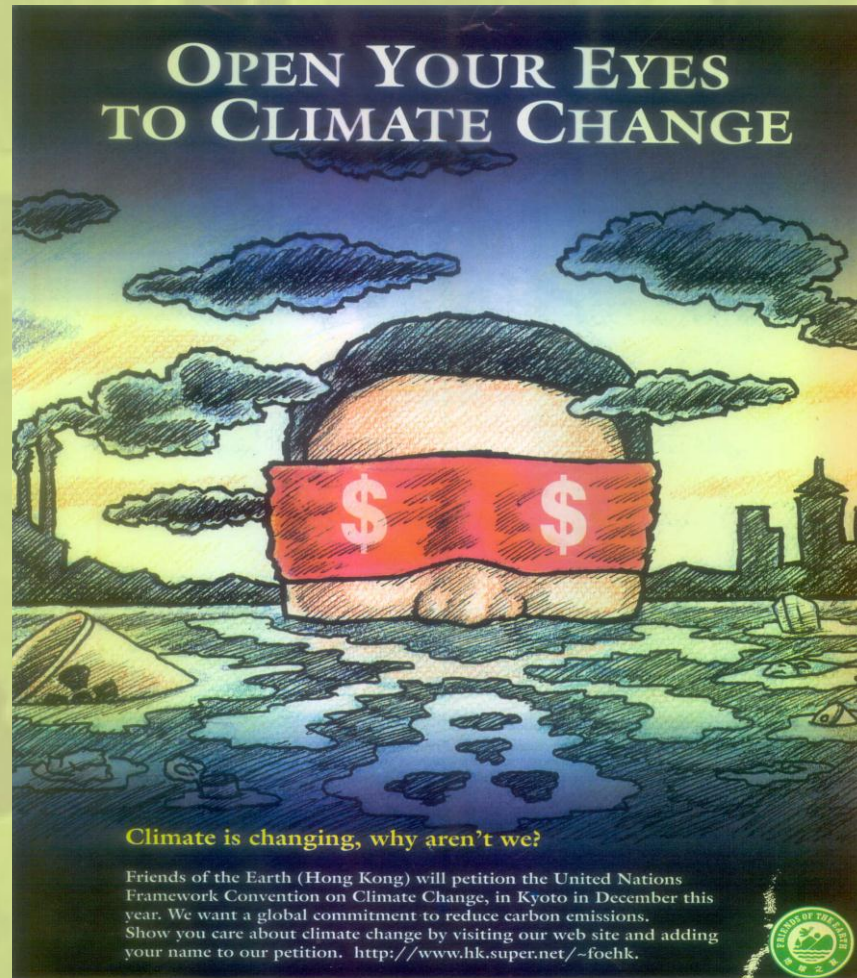
**Animal husbandry services to 5,00,000 milch animals**

**Educating 2,80,000 children**





# “Stern” warning-Nicholas Stern – economist in U.K to “Carbonholics” of the world

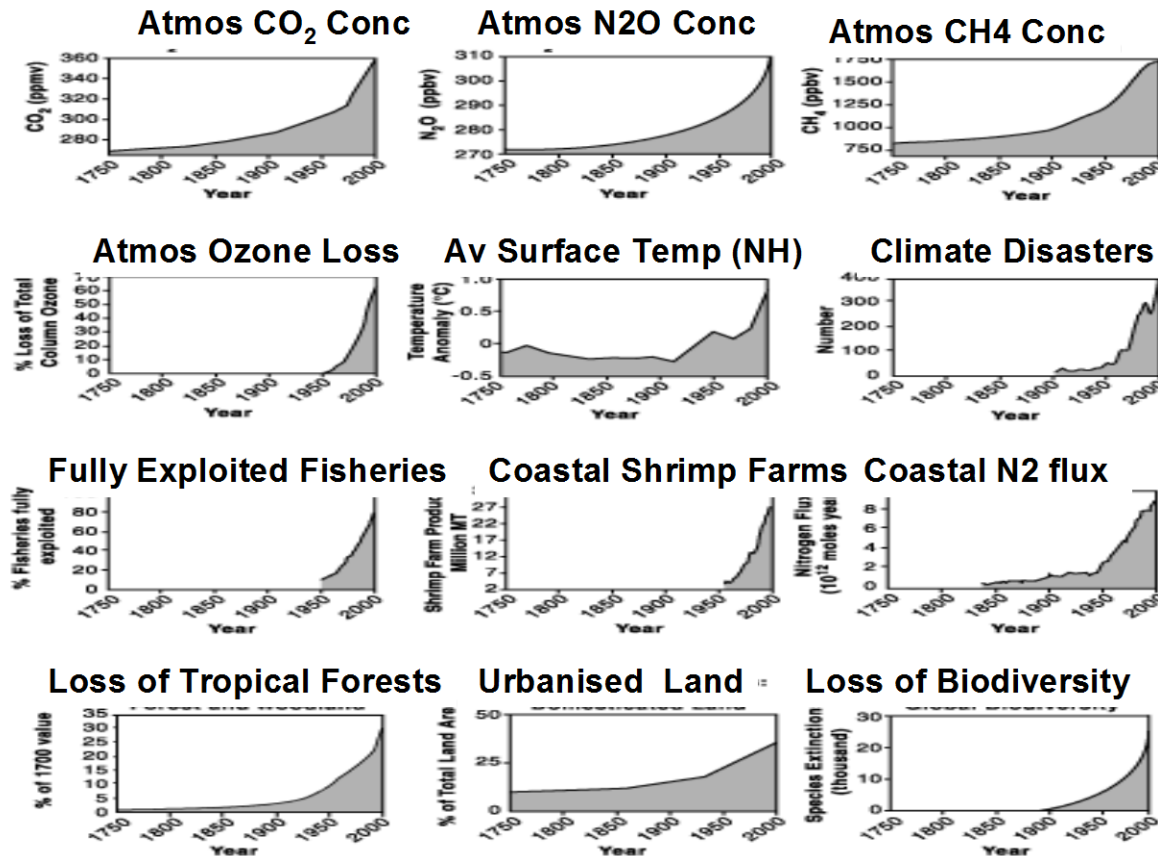


# Rupturing our umbilical chords

## Ecological decline



### Changes in environmental indicators, 1750 - 2000



From: Steffen et al. In press 2004





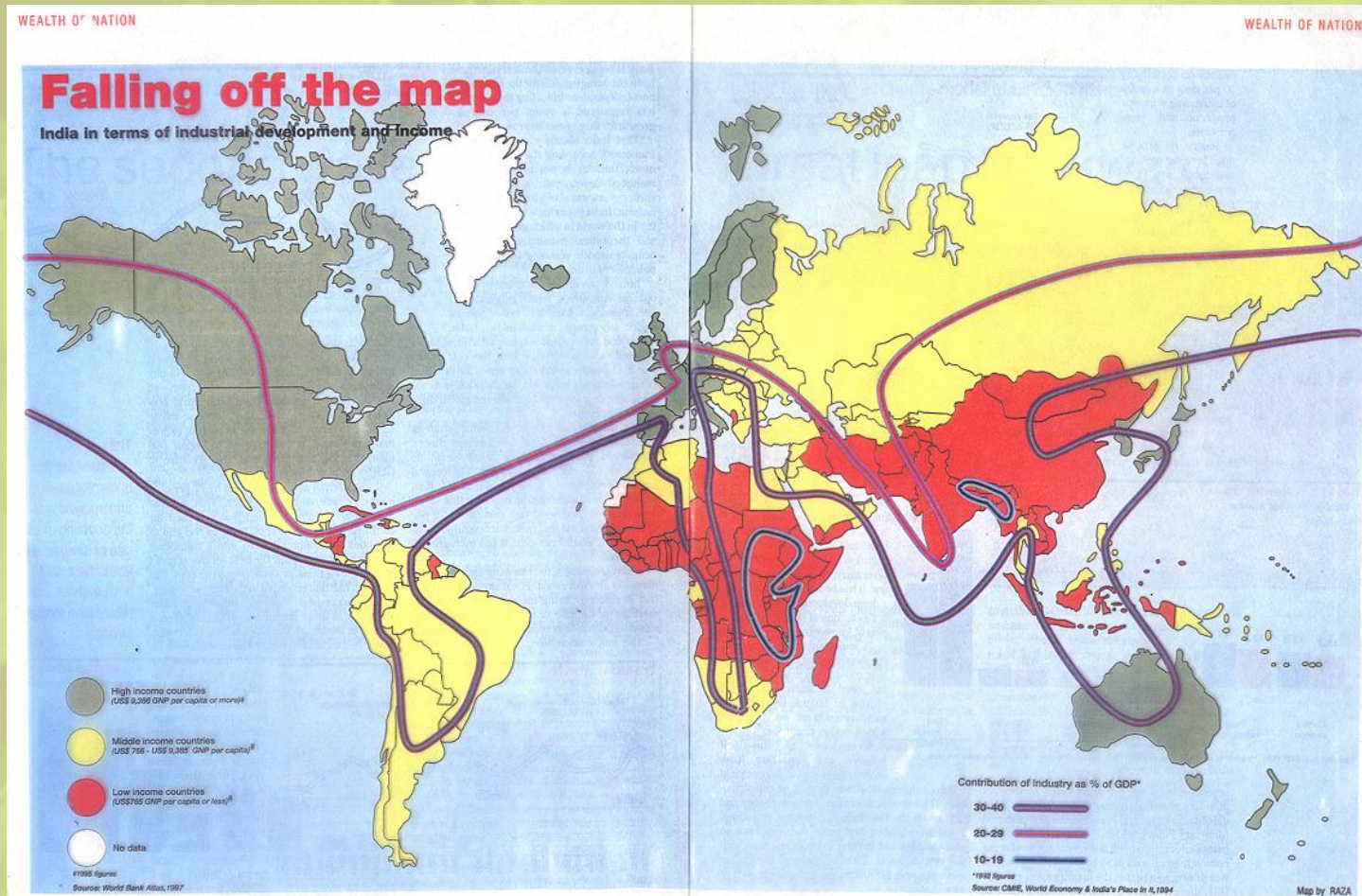
# Paradox-Daily drudge- waste in urban areas





# Geography of poverty

## Poverty & affluence challenge to eco system





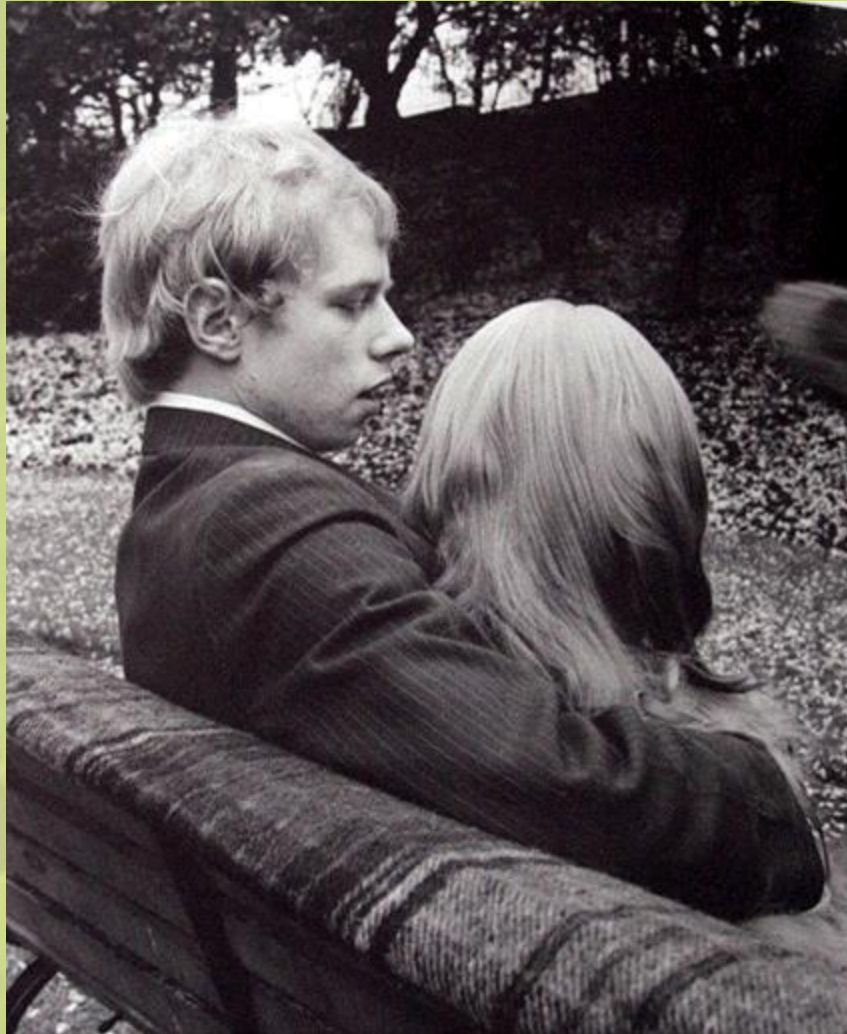
**“Forest precede civilisations; deserts follow them” Francois Rene**



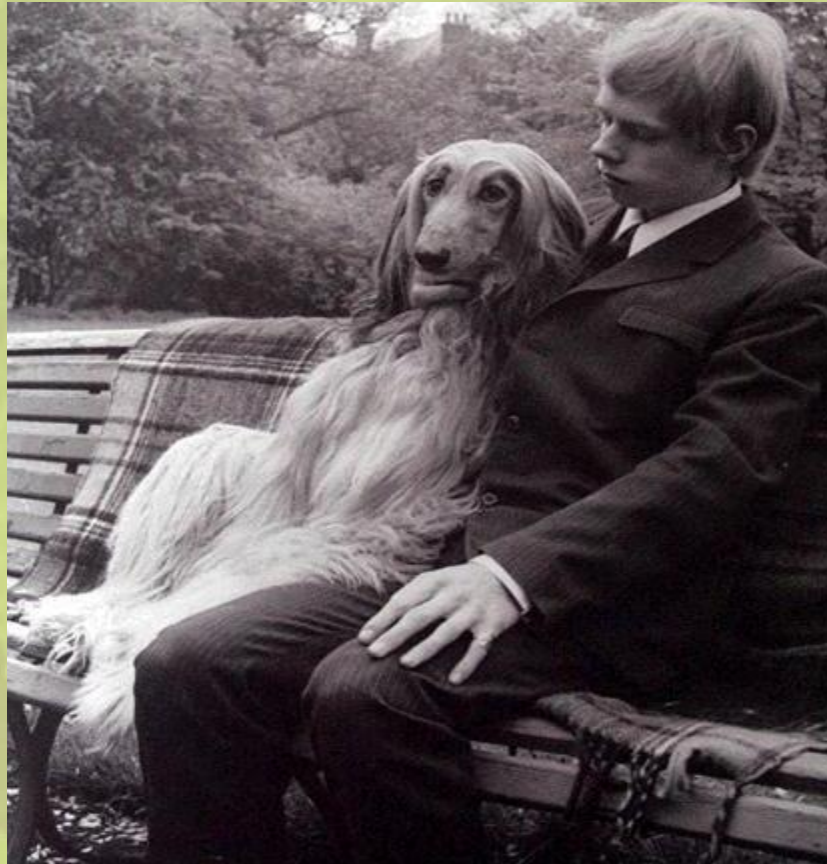


# Love birds in the park

## The big picture india



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





# Accounting Principles –Not applied to natural resources



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



# 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 ?





# Environment externalities of society



- Two types : negative and positive
- Environment principle : Internalize **environment externality** – Tough but possible



# People with disabilities Kiosk



**Don't just shop  
for groceries.**

**CHANGE SOMEONE'S LIFE.**



Vikas Chaudhary can't hear or speak. But he sure can stand on his own feet.

Tomorrow, General Chander Bhan Sukhu will be inaugurating his kiosk at the cafeteria of Maple Towers at 11:00 am to make your grocery shopping an activity through which you can express your support to Vikas Chaudhary.

By the simple act of buying your groceries from his kiosk, you would have taken a big step to change his life... for the better.

[Click here for the list of merchandise](#)



PFCL  
POWER FINANCIAL CORPORATION LIMITED

## Tata Tele-Okhla





# World's 1<sup>st</sup> 11 LEED Platinum hotel chain



ITC Green Centre, Gurgaon, India





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

.

Broadly classified in five areas:

- **Energy efficiency and renewable energy-51 % savings by design intent**
- Indoor environmental quality
- Conservation of materials and resources
- **Safeguarding water and water efficiency-savings 40 %**
- Sustainable site planning





# ITC Gardenia Internalized environment externality & generated 3.2 crores worth natural capital value



## Tree Transplantation During Construction Stage



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



Welcome To Responsible Luxury



Presenting ITC Royal Gardenia.  
Where we take care of nature so that it takes care of you.

THE WORLD'S LARGEST AND ASIA'S FIRST LEED® PLATINUM RATED HOTEL  
(LEADERSHIP IN ENERGY & ENVIRONMENTAL DESIGN)

\*For reservations, contact the hotel or your travel agent.



1, Residency Road, Bengaluru 560025 Tel: 080 2211  
www.itcwelcomegroup.in





# ITC gardenia reducing embodied water of energy in the lobby



# 40 % energy in ITC comes from Renewable sources





# 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 ?



# Plants managing sewage







# World of Biomimicry

Text & Photographs: courtesy Alexis Karolides  
and Cameron M Burns  
Sourced by: Prashant Telang



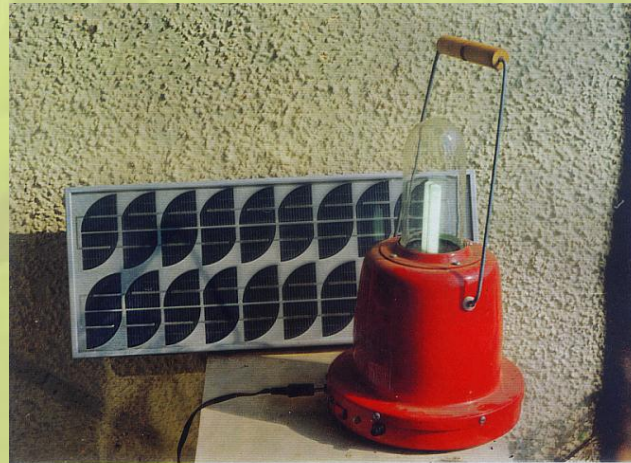
Biomimicry is a new science that studies nature's models and then imitates or takes inspiration from these designs and processes to solve human problems. It is based not on what we can extract from the nature, but on what we can learn from it.

When the insurance company hired architect Mick Pearce to build a combined office and retail building in downtown Harare, Zimbabwe, they threw in a challenge: "make the building comfortable year-round and do it without an air conditioning system". Not to be deterred, Pearce enlisted the engineering firm of Arup, rolled up his design team's collective sleeves, and got to work. Their first step was to find a design upon which they might model their new building. And the best model for such a building was, it turned out, a termite mound. Termite mounds are marvels of engineering. Termites live in underground tunnel networks and eat a type of fungus cultivated in 'fungus gardens', a couple of feet below the earth's surface. The termites collect dead plant matter, carry it underground, feed the plant matter to the fungus, and then eat the fungus. The problem is the fungus must be kept at a constant 87 degrees Fahrenheit. To do this, the termites dig special vents

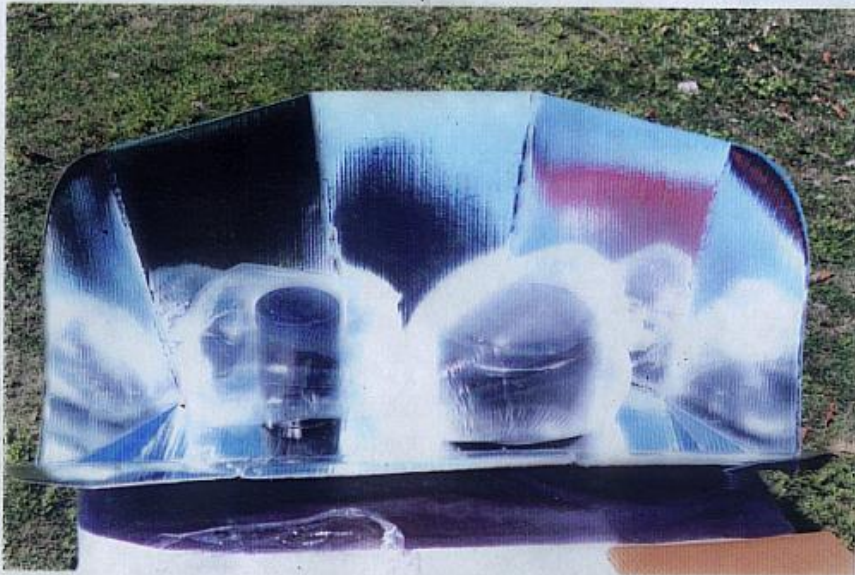
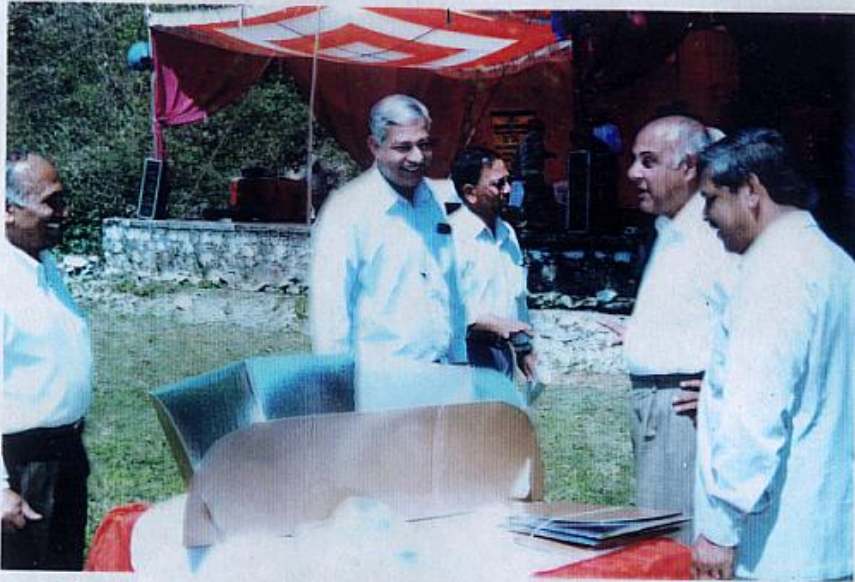
Architect  
391



# “From a acorn to a oak tree” 1994







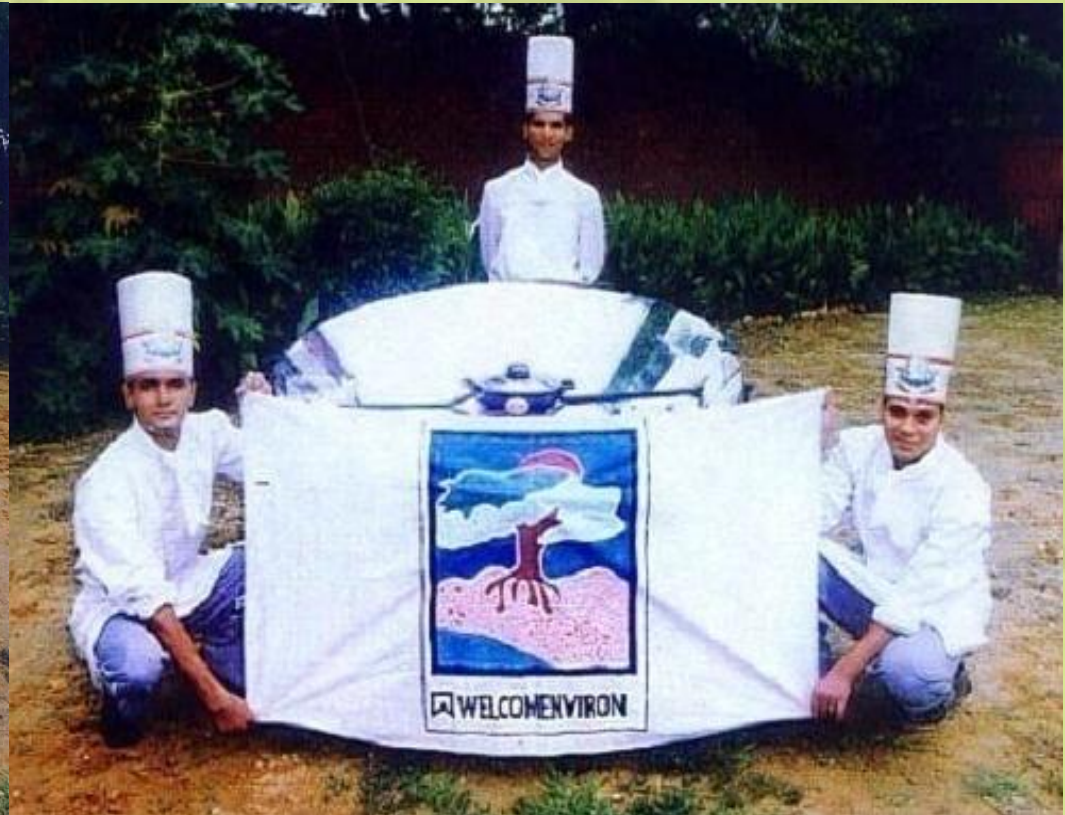






# ITC Hotels 2000 - old HQ

## “ A small boat”





# To a “big ship” – Solar concentrator at ITC Maurya 2009



ITC Green Centre, Gurgaon, India



# ITC Grand Chola - Griha award



ITC Grand Chola is the first hotel in India to receive a 5 star, Green Rating for Integrated Habitat Assessment (GRIHA)



“SD is a journey, not a goal “  
Opened on 15.9.12- powered by  
wind energy from inception !





# Thank you



# ITC HOTELS

## RESPONSIBLE LUXURY





**“Experience is a hard teacher, because she gives the test first, the lessons afterwards.”**

**“Education is admirable thing but it is well to remember from time to time that nothing that is worth knowing can be taught.”**





# Statutory warning !



- “There is nothing more difficult to carry out, nor more doubtful of success, nor more dangerous to handle , than to initiate a new order of things” Machiavelli

