

Sparsa Thiruvannamalai receives the Ecotel certification for being one of the most environmentally efficient hotels in the world



# ECOTEL AWARD FOR HOTEL SPARSA

**H**otel Sparsa Thiruvannamalai, which is roughly a four-hours drive from Chennai, has been awarded the Ecotel certification and is now a member of the elite Ecotel collection of hotels and motels.

Ecotel — a hallmark of environment-friendly hotels — managed by HVS Sustainability Services is a premier sought after certification for environment-friendly hotels. It enables hotels and resorts to improve their environmental, economical and social performance while keeping in mind the probable consequences on nature in a much responsible manner.

The 30-room hotel that was started in 2007, sits on approximately three acre (1,72,000 sq ft) of land. The resort is characterised by lush greenery and every room has a view of Mount Arunachaleswara.

With eco sensitive values and world class hospitality,

the Sparsa is indeed a home away from home. In a span of just four years, the resort has gained a massive acceptance and patronage among travellers to the temple town of Thiruvannamalai.

The Sparsa Thiruvannamalai has been certified as an Ecotel by HVS Sustainability Services after an eight-month long partnership.

The criteria is stringent and classified: Sustainability commitment, waste management, energy management, water management, and lastly employee education and community development. The hotel has achieved a high score in the consolidated analysis for the hotel's sustainability status.

Radhakrishnan Sitaraman, Director, Auromatrix Hotels Pvt Ltd, who expressed happiness on Sparsa being one of the few Ecotels in India, said, "The journey towards the certification was definitely



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challenging but we moved diligently towards our aim, in building and operating an environmentally responsible property."

The hotel has reduced its greenhouse gas (GHGs)

emissions by employing solar energy for heating water and replacing incandescent lamps by the more energy-efficient compact fluorescent lamps (CFLs). In a country where water scarcity is sure to increase in the near future, the hotel is saving approximately 11 million litres of water annually through efficient practices and apt technology. The hotel effectively treats its grey water and recycles it for use for all outdoor activities, including watering the yards and gardens.

Sparsa is now associated with the city in terms of sustainability and has been receiving a lot of enquiries about its green initiatives such as waste management, power management, environmental commitment, employee and community involvement, water management, etc.

Sparsa guests also have expressed a keen desire to know more about these activities and participate in

them.

GM, Laxminarayanan said, "Our future plans include reworking the energy requirements and increasing the use of renewables. As part of the Ecotel requirements, we have initiated community services such as cleanliness drives in nearby villages and communities and teaching children the benefits of going green. This experience has gone on to reflect the essential culture of the resort."

Manav Thadani, Chairman, HVS-India, said, "We are happy that Sparsa is the first hotel to qualify as an Ecotel under the new guidelines of the certification, which focuses on sustainability in addition to environment protection. Sparsa has proved that there exists a case for sustainability in the corporate sector, and that business and sustainability make for really good partners."