



Sparsa Thiruvannamalai: An Ecotel Hotel

Sparsa Thiruvannamalai, an eco-sensitive resort promoted by Auromatrix Hotels Pvt. Ltd., has been awarded the prestigious Ecotel certification.

This certification has been awarded by HVS Ecotel for Sparsa Thiruvannamalai on the measures taken on environmental friendly systems, a few of which are as following:

- Elimination of plastics
- Discontinuation of the usage of paper napkins and doilies and tray mats
- Discontinuation of the usage of fiber bags for laundry and chappals
- Implementation RO water plant for drinking
- Discontinuation of the usage of mineral water
- Implementation of recycling sewage water by an effective sewage water treatment systems
- Implementation of energy saving systems and controlling the usage by



- power monitors
 - Implementation of water saving systems
 - Planting more trees inside the resort and making it look green
 - Various other environmental measures
- Sparsa Thiruvannamalai has always aimed at being environmentally friendly property by using eco-

friendly and sustainable system in day to day operation.

HVS Ecotel worked with the Sparsa Team to develop the systems that conformed to the new guide lines. Sparsa Thiruvannamalai prides itself to be one of the first hotels in India to be certified Ecotel under the new guide lines

G. Pramodh, Corporate Training Manager, Auromatrix Hotels said, "The objective of the certification was basically to sustain the eco friendly commitments what Sparsa was following in its operations right from day one, as well as the Ecotel systems involved lots of training and development programme. We wanted to be a complete eco-sensitive hotel, finally on September 28, 2011 Sparsa Thiruvannamalai was awarded this prestigious certificate as per the new guide lines."

He added, "The ecotel

certification is certainly a branding for the hotel. Guest travelling from the West and Far East would prefer to stay with our hotel because of its green culture and environment. We are educating our guests on the eco-friendly initiatives and promote green living among the community. Guests are very happy to spend time in this kind of environment and have been highly appreciative of us."

Laxminarayan, GM of the Resort said, "Sparsa has unique features with various in house activities, such as pottery making, parrot astrology, milking the cow, bangle shop, tea kadai, yoga, spa etc. The eco-sensitive measures adopted by the hotel has generated a lot of interest among our community. We assure that Sparsa will continue maintaining its standards." by TNH DESK

