



# 2021 India Responsible Tourism Awards

## 1. Decarbonising Travel and Tourism

*Climate change is with us. It is something we now have to learn to live with. Climate change will have profound consequences for businesses in our sector and people and wildlife in originating markets and destinations. We must also find ways to reduce the amount of carbon that people travelling and on holiday cause to be emitted. We have to change the production and consumption of tourism – travel, accommodation, attractions and activities all need to act to reduce greenhouse gas emissions. Through the Awards we would like to showcase examples of technologies, management systems and ways of changing consumer behaviour that have demonstrably reduced greenhouse gas emissions.*

### Gold: Govardhan Ecovillage, Maharashtra

<https://ecovillage.org.in/>

Govardhan Village is a 100-acre retreat centre and model farm community, a campus that showcases alternative technology and provides residential conferences and study programmes, attracting 50,000 tourists a year. The judges were particularly impressed by the effort which has been made at Govardhan to avoid emissions in the build and operational phases. With zero emissions, 210kW of solar panels deliver 184,800 units of electricity annually... The biogas plant converts cow dung and other wet waste to the equivalent of 30,660 units. The pyrolysis plant processes plastic waste into 18,720 litres of light diesel oil 52,416 units of electricity. Energy monitoring saves 35,250 units. The Soil Bio-Technology plants process sewage into greywater used for irrigation, saving 247,000 units required to pump water from the river and rainwater harvesting is sufficient for months beyond the rainy season. The buildings on the campus are built from compressed stabilised earth blocks (DSEB). While a typical brick wall takes 75 MJ of energy, a CSEB wall at Govardhan takes just 0.275 MJ; all materials are sourced from within 100km to reduce the carbon emissions from transport.

### Silver: Invis Multimedia, Thiruvananthapuram, Kerala

<https://www.invismultimedia.com/sustainability>

Invis Multimedia works closely with Kerala Tourism, since 2018 it has been promoting Crowd Forestry, providing free training to people interested in afforestation and persuading them to create forests on their premises. They follow the afforestation mode developed by Prof. (Dr) Akira Miyawaki, a Japanese botanist. With this method, a forest equivalent to a 10-15 year-old natural forest can be created within a short span of 3-5 years, and a 100-year-old forest can be grown in 25-30 years, in areas as small as 100 sq.m. Prof. Akira Miyawaki himself has led the plantation of four thousand forests in 17 countries with more than 35 million plants. "It is the best way to splash our urban spaces with green and enliven them with mini-ecosystems." Invis Multimedia has created more than 40 patches of urban forests with 50,000 plants over the last three years. In Puliyaikonam, barren rocky land has been transformed into forests and agri-farms. A cost-effective dwelling unit was also designed there based on a zero-carbon concept. A project of Kerala Tourism comprising of 22 forests in an area totalling 1.84 acres spread over the districts of Kerala is now being implemented.

### Silver: Lakesong, Kumarakom, Kerala

<http://www.eastend.in/lakesong/>

In common with some other resort hotels in Kumarakom, Lakesong has made a real effort to reduce its emissions. Not a single tree was cut in the construction stage and they used traditional local construction methods: unpolished laterite stones and locally made clay roof tiles. By using natural light and air ventilation, electricity consumption is reduced. Solar power provides a third of what is required. Biogas produced from degradable waste materials is used for cooking, reducing LPG consumption.