

Madhya Pradesh Ecotourism Development Board
ECOTOURISM FRANCHISE
For Lodge / Resort owners and Tour / Travel Operators

Advertisement

MP Ecotourism Development Board invites application from Lodge / Resort owners / Tour & Travel Operators for the affiliation {franchise} of their organizations with MPEDB.

Individual/ Firms applying for the affiliation should be following Environment friendly techniques and practices. Franchise will be awarded on certain rules.

Details can be accessed at www.mpecotourism.org

Proposal with organizational profile may be sent to the CEO, MPEDB.

Terms & Conditions for Ecotourism Franchise

Benefits to the firms / agencies

- ✓ Hotel will be facilitated with the online booking links at EDB website
- ✓ Online Flash advertisement of the hotel on EDB website.
- ✓ Preference in Ecotourism Certification
- ✓ EDB will help in proceedings with ICFAI for financial help
- ✓ Preference by tourists.
- ✓ Permission to Display EDB logo

Terms to be followed to avail Ecotourism Franchise

- ✓ It will be awarded against a payment of **4% Total revenue** generated (turn over), for the particular financial year.
- ✓ Discount of 40% should be allowed to EDB staff on accommodation and food.
- ✓ It will be renewed yearly.
- ✓ Should have a valid food & beverage license.
- ✓ Should **not deal in or serve illegal** products (like: body parts or meat or any preparation of any wild animal or plants listed in schedules of the Wildlife (protection) Act, 1972)
- ✓ Hotel will have to maintain a proper account statement of business.

The Ecotourism Franchise will be awarded on the basis of four basic principles:

- ✓ Community Participation,
- ✓ Environment Conservation,
- ✓ Conservation/Nature Education, and
- ✓ Ecological Orientation.

Community Participation:

- Promotion to local cuisine.
- Employment to local people.
- Promotion to local culture.

- **Trade with local suppliers of goods and services.**
- Involvement of community people in policy making.

Environment Conservation:

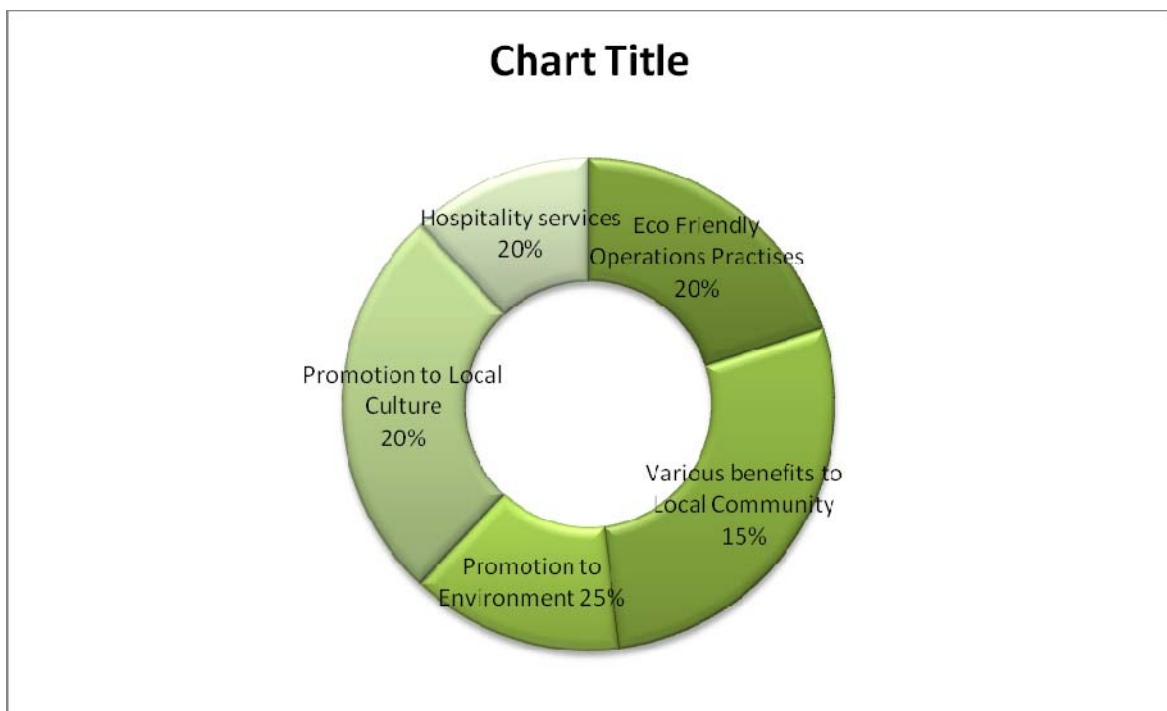
- Water conservation techniques.
- Waste management.
- Energy conservation.
- Air pollution.
- Noise.

Conservation/Nature Education:

- Environmental Policy.
- Educational Program.
- Ecotourism Training.
- Guides.
- Training Program.
- Dos and Don'ts.

Ecological Orientation:

- Eco-friendly Infrastructure.
- Safety & security of Guest and staff.
- Good hygienic environment.
- Participation of community member in construction.



Following are conditions to be followed by hotel/resort to avail the Ecotourism Franchise:

WATER

- ✓ Regular checking of water distribution channels for leaks;
- ✓ Regular adequate water supply in water tanks to prevent the forming of bacteria;
- ✓ Covered water tanks, swimming pool to protect them from dust, pest and other sources of contaminations;
- ✓ Rain water harvesting system
- ✓ Installation of water conservation signage;
- ✓ Changing towels, sheets and other clothes on demand;
- ✓ Soiled/Grey water recycling and reutilization;
- ✓ environmentally sound water purification;
- ✓ Encourage and motivate staff for water conservation.
- ✓ Water Recharge System.

ENERGY

- ✓ Installation of energy-efficient lamps;
- ✓ Use gas or induction ranges instead of electric ranges
- ✓ Use of photovoltaic lighting for the outdoor terrace;
- ✓ Use energy-saving lighting techniques;
- ✓ Use of energy efficiency tools;
- ✓ Signage to encourage and motivate guests for energy conservation
- ✓ Shut down power in sections of the hotel boundary that are not in use;
- ✓ Encourage and motivate staff for energy conservation.

WASTE

- ✓ Separate collection and disposal of waste produced
- ✓ Use of reusable or recyclable products;
- ✓ Minimum use of paper;
- ✓ Reuse papers which have already been printed on one side;
- ✓ Use of reusable cloth laundry bags;
- ✓ Recycling of grey water and use of grey water for non-drinking purposes;
- ✓ Purchase amenities in bulk;
- ✓ Use naturally scented, non-toxic, phosphate-free, biodegradable cleaning products for housekeeping;
- ✓ Encourage and motivate staff for waste conservation.

Air

- ✓ Usage of non- or less carbon emitting vehicles for short and frequent distance;
- ✓ Regular checking for air pollution of other carbon emitting vehicles;
- ✓ Installation of ventilation system with a limiting system for chimney in the kitchen;
- ✓ Non- smoking area sign;
- ✓ Separate smoking zone;
- ✓ Regular servicing and cleaning of the air filters in the rooms and common areas;
- ✓ Encourage and motivate staff to minimize air pollution.
- ✓ Indoor plantation.
- ✓ Avoid artificial room freshener.

PURCHASING

- ✓ Preference to locally manufactured products and materials;
- ✓ Preference to local supplier;
- ✓ Purchasing in reusable and returnable packaging;
- ✓ Preference to Organic products
- ✓ Bulk purchasing.

INFORMATION AND COMMUNICATION

- ✓ Environmental activities information program for guests;
- ✓ Leaflets or other brochures to inform guests on environmental subjects and domains
- ✓ Subscription of Eco-magazine and/or Eco-news paper at hotel/ resort.
- ✓ Educate ecotourists / guest about ecotourism spots and destination;
- ✓ Educate local people, guest and staff about the importance of wild life conservation;
- ✓ Educate local people, guest and staff about the importance of environment conservation;
- ✓ Educational programs for local communities;
- ✓ Aware/inform guests about harmful species or places in the area.
- ✓ Organizing events like World Environment Day, World Anti-Smoking Day etc. through activities such as 'clean up drive', 'no plastic bag' and 'pollution under control' campaigns.

CONTRIBUTIONS TO THE LOCAL COMMUNITY

- ✓ Training and educational programs for local communities;

- ✓ Employment generation for local communities;
- ✓ Promotion to local culture and crafts wherever possible;
- ✓ Culture exchange;
- ✓ Host cultural program in festival/promotion.
- ✓ Quests to minimize air pollution.
- ✓ Conservation;
- ✓ Educational programs for local communities;
- ✓ Aware/inform guests about harmful species or places in the area.

HOSPITALITY SERVICES

- ✓ Usage of organic cotton sheets, towels and mattresses for guest;
- ✓ Reusable bags for laundry;
- ✓ Accept credit cards for payments;
- ✓ Promotion of less energy consuming dishes
- ✓ Wake – up call service on request;
- ✓ At least 30% of Dishes in menu should be from local cuisine.

SEWAGE

- ✓ Either connectivity with public sewage line or onsite sewage treatment plant;
- ✓ Recycle or reuse sewage water.

INFRASTRUCTURE

- ✓ White and/or reflective roof;
- ✓ Reuse existing building material for the construction of the building;
- ✓ Plantation inside the hotels, lodges and resorts boundary;
- ✓ Use of earthy colors for painting walls;
- ✓ Use locally manufactured carpets and other decoration products for hotel decoration;
- ✓ Maximum distance from ecotourism destination or parks gate;
- ✓ Surrounding wild life view;

MoU for MPEDB FRANCHISE

I /we had read all the enclosed documents and terms & conditions. For the mutual benefit of my property and EDB I / we hereby agree to avail the **MPEDB FRANCHISE** for my/our lodge / resort under the following terms & conditions:

- The firm / agency will pay 4% of the total revenue generated as a franchise fee, for every financial year.
- Board holds the right to withdraw the franchise any time against one month notice
- The firm / agency will be solely responsible for the any illegal or anti-social activity held at property, board will have no obligation for it.
- A discount of 40% will be allowed to EDB staff on accommodation and food on official visit.
- A proper financial statement will be presented to board annually.
- The firm / agency will follow all the relevant guidelines made by concerned designated associations and the Gol.
- The firm / agency will follow the protocol / norms / principles of 'Ecotourism' as envisaged in the documents – 'Ecotourism Charter' and 'Ecotourism Certification' – available at the EDB website.

CEO

Proprietor

Date:

Time:

Place: