

Conference and Campaign Finalisation report for the:

**Feasibility Study Finalisation and the Realisation of E-HotCat
Energy Campaign for the Hotel and Catering Industry in India**

Conference Report

Held at:
India Habitat Centre, Lodhi Road, New Delhi

28th and 29th May 2009

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1 Executive Summary

The Energy Campaign for the Hotel and Catering Industry in India (E-HotCat) is currently in its feasibility study stage. The objective of this campaign is to mitigate climate change by achieving a fundamental reduction in greenhouse gas emissions generated by the hotel and catering industry. The primary aim is to look into the necessary aspects for the development of a master plan for adapting and implementing the energy efficiency campaign in the hospitality industry in India thereby implementing the Energy Conservation Act. A Conference and Coordination Workshop was constituted with the potential partners for this campaign. The Conference and Coordination Workshop was held on the 28th and 29th of May 2009 in New Delhi, India to address this objective. Various stakeholders that are directly and indirectly involved in the energy, hotel and catering sector, state ministries, agencies and departments, as well as private institutes, companies and associations were gathered in this two days event. The participants includes the Director General of Bureau of Energy Efficiency, representatives from German Technical Corporation (GTZ), Regional Hotel and Restaurant Association representatives, State Designated Agencies (SDAs), State and Regional Tourism Development Corporation (TDCs), Energy Service Companies (ESCOs), NGOs as well as various other committed organizations that are engaged in the field of energy efficiency and the hospitality industry in India.

The first day of the conference consisted of various presentation and discussion topics covering the essential elements of energy efficiency and relevant aspects in the hotel and catering industry in India. Speakers shared their knowledge and research on various fields which includes: energy profile and the existing energy efficiency technological know how in the hospitality sector; sharing on energy management in Hotels in Kerala, along with the experience of producing energy efficiency practice guide for hotels. There was also a session on the importance of energy audits as well as the financial setup of the campaign, where the possibility in fund raising by a Clean Development Mechanism for E-HotCat was looked into.

One of the core aspects of the Conference and Coordination Workshop is to bring together various stakeholders and discuss on the deployment of an energy campaign in the hospitality sector in India. Day two of the conference addressed this objective with an open discussion method of setting this up. It is divided into two sessions, where the first half of the day was dedicated to the Feasibility Study finalization while the second half of the day explored and discussed the post feasibility study steps, in view of realizing this campaign in India.

The Feasibility Study of E-HotCat shall be concluded by the end of 2009. In the session, various essential elements that will take place from the conference onwards until the end of the feasibility study were discussed and agreed upon. The scope and actions of the feasibility study includes the confirmation and distribution of a preliminary questionnaire to the hospitality enterprises. The targeted group of the study has also been identified along with the five different regions, and which represent the different setup of major cities, beach areas, rural areas, mountainous areas, and religious areas. The roles of each stakeholder were also duly identified and agreed upon. In addition to this, the organizational setup of the feasibility study and the campaign was setup. A national level Advisory Committee (AC) and a state level Technical Committee (TC) were formed. A single page questionnaire was prepared to be distributed and shall be taken charge by the Technical Committee of 3 different selected regions – Northern region, Eastern region and Kerala region. Upon this, three energy audits shall take place in selected enterprise that took part in the questionnaire. Results obtained from the questionnaires and the energy audits shall serve as a feasibility input on the viability and assessing the energy saving potential and interest among the hoteliers and caterers in India.

The realization of the energy campaign shall take place after the feasibility study. The conference continued with discussions on the possible organizational and administrative setup of the campaign. The governmental and private approach for the campaign is looked into, and the corporation and integration among the stakeholders were determined. Several technical components that could be useful in the campaign were proposed, some of which are fact sheets, manuals, website with online calculator, consultant and service database, training, and capacity building were among the few suggested. Several financial setups were also proposed, which could be funded by the government, participant fees, CDM certificates, private investing companies, and energy service companies.

In the realization of E-HotCat, the national level Advisory Committee shall take charge and oversee the organizational, administrative and advisory task of the campaign. It is well represented by the Bureau of Energy Efficiency, hotel and restaurant associations, NGOs, and also includes each of the representatives of the three regions of the Technical Committee. The Technical Committee which consists of the three regions of Eastern, Northern and Kerala shall take charge of the technical components of the campaign which includes energy audits, technical reports, technical implementations and consultation tasks. In which all three regions has a representative in the Advisory Committee, as well as being the lead and taking charge of the activities designated within their region.

The upcoming action plan for the feasibility study in the coming few months is then projected and the participants were looking forward to the realization of E-HotCat.

2 Introduction and Scope:

The Energy Campaign for the Hotel and Catering Industry in India (E-HotCat) is currently in its stage of feasibility study. One of the aims of this campaign is to mitigate climate change by achieving a fundamental reduction in greenhouse gas emissions generated by the hotel and catering industry. The first feasibility study intends to bring together stakeholders that are directly or indirectly involved in the energy, hotel and catering sector, which includes the state ministries, agencies and departments, as well as private institutes, companies and associations. This project will focus on the essential aspects for the development and deployment of a master plan for achieving GHG emission reductions in the hotel and catering industry. Similar campaign in Germany's hotel and catering industry has achieved great success environmentally and economically.

Based on the experience gained in the earlier campaign in Germany, the similar feasibility study proposed to show how to put into practice this accomplishment in similar industries in India, while considering the local context of India with all its implications. The German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety is financially supporting the feasibility study.

Objectives:

- Analysis of the Indian hotel and catering industry with regard to private-sector players and state decision-makers
- Identifying potential partners in the private sector and at the government level
- Preparation of information material for potential partners
- Conducting bilateral talks of an exploratory nature with the major public and private stakeholders in the hotel and catering industry in India
- Analysis of the specific energy consumption and energy sources of the Indian hotel and catering industry
- Analysis of the measures for energy efficiency currently in place in the hotel and catering industry in collaboration with potential partners from the Energy Campaign
- Determining the possible distribution of roles and tasks in an energy campaign for hotels and caterings in India
- Framing a detailed concept for implementing the campaign in coordination with the project partners

Scope:

As a first step to the feasibility study, Adelphi in association with EMT International, identified the potential partners from various Government Departments / agencies, private institutes, companies and hotel and tourism associations, State Designated Agencies (SDAs) who could be the members of the Conference and Coordination Workshop.

A Conference and Coordination Workshop was constituted from Government Departments / agencies, private institutes, companies, hotel and tourism associations, State Designated Agencies (SDAs) as potential partners, who could discuss following issues on this feasibility study:

- a) Assistance in approaching and tying up with partners, elaborate their potential roles and analyse possibilities of cooperating with local/ regional initiatives
- b) Support in organising open calls candidates for the workshops topics along with their appropriate content in the conference.
- c) Assistance in tying up with partners, finalising their potential roles and the cooperating with local/ regional initiatives.

Various stakeholders that are directly and indirectly involved in the energy, hotel and catering sector, state ministries, agencies and departments, as well as private institutes, companies and associations were gathered in two days event that was organized during 28 – 29 May 2009 in New Delhi, India. The participants includes the Director General of Bureau of Energy Efficiency, representatives from German Technical Corporation (GTZ), Regional Hotel and Restaurant Association representatives, State Designated Agencies (SDAs), State and Regional Tourism Development Corporation (TDCs), Energy Service Companies (ESCOs), NGOs as well as various other committed organizations that are engaged in the field of energy efficiency and the hospitality industry in India.

The two days conference was grouped into 2 parts. The first part on discussions on energy audits, various presentations and discussions covering the essential elements of energy efficiency and relevant aspects in the hotel and catering industry in India. The second part discussions on second day dedicated to feasibility study finalization and post feasibility study / realizing this campaign in India. The scope and actions of the feasibility study includes the confirmation and distribution of a preliminary questionnaire to the hospitality enterprises. The targeted group of the study has also been identified along with the five different regions, and which represent the different setup of major cities, beach areas, rural areas, mountainous areas, and religious areas.

Deliverables:

To bring together all the stakeholders who are directly or indirectly involved in the hotel and catering sector striving towards a mutual beneficial energy campaign. The proposed implementation phase of the above project is given below:

October 2008 - January 2009

- Fact-finding, research, information-gathering talks with and identification of possible partners in the private sector and at the government level

January 2009 – July 2009

- Preparing and conducting coordination meetings
- Analysis of on-going activities in energy efficiency in the hotel and restaurant sector

July 2009 – December 2009

- Preparing a detailed concept for implementation of campaign
- Final consultative meeting with the project partners

2.1 Conference Participants

The names and contact details of participants who attended the above feasibility study for Energy Campaign for the Hotel and Catering industry are given below:

Name	Organization	Email
Mr. Alok Chowdhury	Secretary General, Hotel & Restaurant Associations of Eastern India , 18A/1 Everest House, 18 th Floor, 46C, Chowringhee Road Kolkata - 700071	hraei@vsnl.net , hraeik@gmail.com
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Ms. Shruti Narayan	Senior Associate, Energy Efficiency and Climate Change, ICF International 2nd Floor, Western Wing, Thapar House, 124, Janpath, New Delhi - 110 001	
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Mr. A.C. Arya	Sub-Divisional Engineer, Haryana Tourism Corporation, Department of Power & Renewable Energy , Government of Haryana, Room No. 603, 6th Floor, Haryana New Secretariat, Sector-17, Chandigarh-160017	
Mr. Pramod Kembhavi 09850611332	Managing Director, Anama Energetech Solutions Pvt. Ltd. , 405, 4 th Floor, Decision Towers, Next to City Pride Cinema, Pune Satara Road, Pune-411037	pramodkembhavi@hotmail.com
Dr. Panigrahi 09891002711	Director General, Carbon Minus India (CMI) , D-77, Vikas Marg, Shakarpur, New Delhi-110092	skpanigrahi@gmail.com
Mr. Pawan Kumar	Group Head & Director (Energy Management), National Productivity Council , Utpadakta Bhavan, 5-6 Institutional Area, Lodhi Road,	dpawan.kumar@npcindia.org

	New Delhi – 110003	
Mr. V. K. Mittal 09899043876	Dy. General Manager (Engineering), Hotel Samrat , Kautilya Marg, Chanakyapuri, New Delhi-110021	hotelsamrat1@yahoo.co.in
Mr. Niraj Kapoor 09418457366	Director of (Enf. & EA), Himachal Pradesh State Electricity Board , Vidyut Bhawan, Shimla-171004 (H.P.)	directorenf@hpseb.com
Mr. Arvind Asthana 09810593431	Senior Technical Specialist, Indo-German Energy Programme 4 th Floor, Sewa Bhawan, R.K. Puram, New Delhi-110066	arvind.asthana@gtz.de
Dr. Ajay Mathur	Director General, Bureau of Energy Efficiency 4 th Floor, Sewa Bhawan, R.K. Puram, New Delhi-110066	
Mr. Ashok Kumar 09810939643	Advisor – Information, Energy Manager Training 4 th Floor, Sewa Bhawan, R.K. Puram, New Delhi-110066	akumar@emt.in
Mr. Pradeep Kumar 09811392253	Senior Fellow and Adviser, The Energy and Resources Institute (TERI) , Darbari Seth Block, IHC Complex, Lodhi Road, New Delhi – 110 003	pradeepk@teri.res.in
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Mr. Satish Sabharwal 09873147248	Energy Economist, Bureau of Energy Efficiency , 4 th Floor, Sewa Bhawan, R.K. Puram, New Delhi-110066	ssbharwal@beenet.in
Mr. P. M. Mishra	Executive Engineer (Elect.), SDA , O/o Engineer in Chief Electricity-cum-Principal Chief Electrical Inspector, Orissa, Department of Energy, Govt. of Orissa, Bhubaneswar-751001, Orissa	dei.elbo@ori.nic.in
Mr. D. D. Maheshwari 09818315120	Director, Essaram Business Consultants Pvt. Ltd. , 1517, Devilka Tower 6, Nehru Place, New Delhi – 110019	dayaldm@gmail.com , ddm@essram.com

2.2 Essentials

(a) Finalisation of the task scope of the campaign

The first step of the essential is to define the scope of the feasibility study. There were discussions at length about the scope and other aspects to be covered under feasibility study. The following issues were discussed during the meeting:

- Development of a Questionnaire which is necessary for collecting the relevant information to collect the data from target beneficiaries.
- Collection of information regarding energy audits conducted in the hotel and catering sector.
- Defining the organizational setup
- Development of baseline information and benchmarking system
- Funds for organizing training workshops.

(b) Target designated consumers:

Discussions on defining the criteria for the designated consumer for hotels and restaurant and other hospitality enterprises were held and finally defined the designated consumer as follows:

- Hotels > 10 rooms
- Restaurants more than 50 seats.
- All institutes and hotel managements, hospitality enterprises
- All other enterprises having a connected load of more than 500 KW and falls under Energy Conservation Act 2001.

(c) Expected outcomes from targeted designated consumers:

The committee discussed about the expected deliverables from the targeted consumers and planned the following activities:

- Obtain the data from the target designated consumers as per the questionnaire designed by the respective groups.
- Bringing awareness about the energy efficiency and reduction in greenhouse gas (GHG) emissions generated by the hotel and catering industry.
- Laid down the guidelines to support these target beneficiaries.

(d) Regions for focus:

There were some suggestions from the participants that instead of covering the entire sector at the first instance, it is better to classify this sector into 5 categories covering the few regions. Based on the success, the other regions could be considered. The 5 regions as proposed to be covered in phase-I is given below:

- Major Cities (Delhi, Mumbai, Kolkata)
- Beach areas (Goa, Kerala)
- Rural areas (Haryana, West Bengal)
- Hills and Mountain areas (Himalaya (Shimla, Darjeeling, Sikkim), others: Nilgiris)
- Religious and cultural places travelled to by domestic tourists (Bhubaneshwar, Puri) (others: Varanasi, Tirupati)

Accordingly, the targeted group of the study has also been identified along with the five different regions, and which represent the different setup of major cities, beach areas, rural areas, mountainous areas, and religious areas.

(e) Finalisation of the campaign name:

The name for this campaign was also discussed and it was unanimously agreed that E-HotCat may be well suitable and may be continued the campaign with the same name.

2.3 Role Finalisation

(a) Defining the roles to the partners of this campaign

The roles of campaign partners were discussed and agreed upon by the partners of the feasibility study campaign. The roles of the respective partners, as agreed by the Conference and Coordination Workshop are given below:

Ministries:

- backing the governmental approach to the SDAs, TDCs and other governmental departments
- receiving regular reports and collected data
- evaluation of the collected data under their interests
- exchange data with the private organization: FHRAI
- be part of the Advisory committee
- take over the overall coordination with FHRAI in the Advisory Committee
- possible financial support of governmental partners
- receiving regular reports and collected data

BEE:

- Support SDAs in conducting data collection of the list of identified Hotels with a load of more than 500 kW
- backing the governmental approach to the SDAs, TDCs and other governmental departments if activities are under the EC Act 2001
- receiving regular reports and collected data
- Receive reports and proposals from SDAs

SDAs:

- overall coordination for collection of the state wide data
- evaluation of the collected data
- backing the technical issues of the data collection
- approaching the TDC and other departments on the state level
- reporting and submitting proposals to BEE
- supporting the conduct of energy audits
- Work out list of Hotels with connected loads of more than 500 kW
- be part of the TC

ITDC and TDCs:

- approaching and collecting the data from the government owned hotels
- reporting to the SDAs
- ITDC could take part in the AC (to be seen), be part of the TC

FHRAI and other national Associations in the hotel and catering industry:

- Approach and coordinate with the regional and local Hotel associations regarding the collection of data
- Communicate with national hotel chains and the government bodies on the national level,
- be part of the AC, advice with regards to the Energy Audit

Regional HA: HRANI, HRAWI, SIHRA, HRAEI:

- approach and coordinate with the Hotel and Restaurant, as well as their chains
- collect the data and communicate them with the SDAs on the state level
- Be part of the technical committees, decide on the conduct of Energy Audits
- HRAEI will circulate the questionnaire among their members in the EI region, if help is needed by other organisations it will be communicated

NGOs / Energy Consultants (TERI, NPC, SESVO, Barefoot, ICF, ESCOS):

- support the AC and the TC in organizational, administrative and technical issues
- Support the individual Hotels in the implementation of Energy Audits (main tasks in the intended campaign)
- Approach governmental bodies and convince them to support (e.g. TERI speaks to MoT)

German Embassy:

- Request the German Ministry to approach their Indian partner and corresponding Ministries

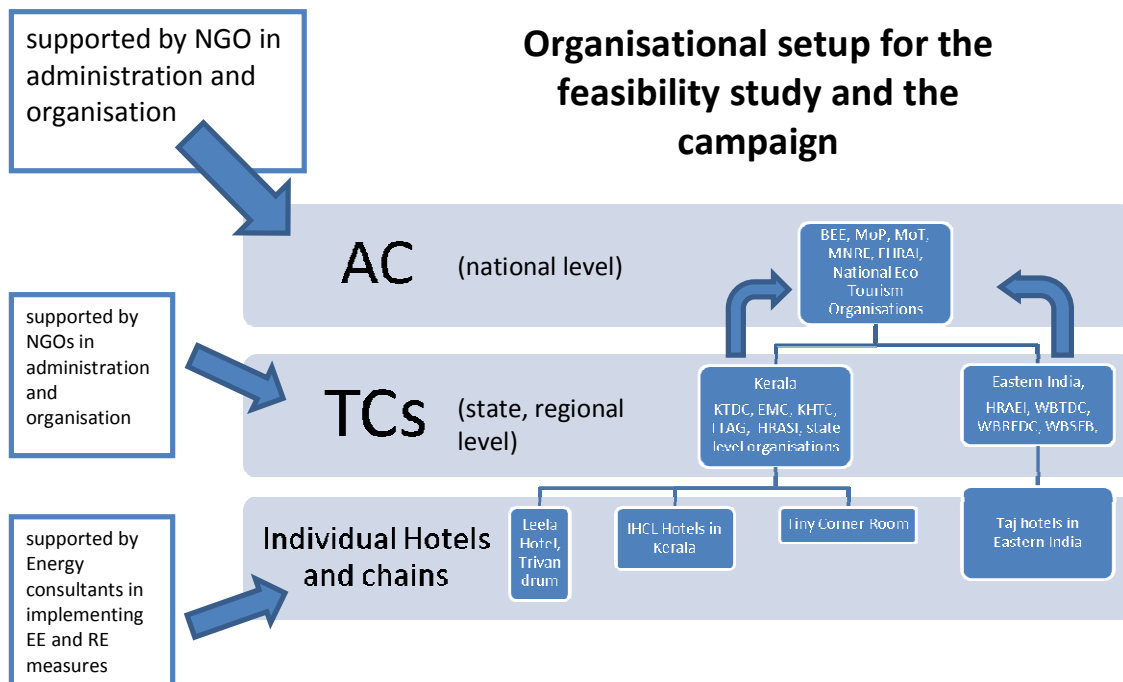
TERI:

- Receive data from regional HA and distribute to the state level SDAs

Adelphi:

- Evaluate the questionnaires
- Coordinate and communicate with all partners of the feasibility study
- produce a report on the most viable way of implementing the campaign in India
- take into consideration the various interests of the different partners.
- Convince SDAs to approach BEE for funds
- Approach HRANI, HRAWI, SIHRA as well as FHRAI

The organizational setup after defining the roles and responsibilities of each of the partner is shown in figure below.



2.4 Questionnaires

The draft questionnaires designed by Adelphi in association with EMT International shown to all the partners of the campaign for their comments and feedback. The same has been discussed and the final questionnaire agreed upon by all the partners are shown below: The partners also discussed the issues regarding distributors and collectors of the questionnaire. There are three Technical Committees being formed – Eastern, Northern and Kerala region. It was agreed that Mr. Pyari Mohan Mishra, **Department of Energy, Govt. of Orissa**, Bhubaneswar-751001, Orissa. Email: dei.elbo@ori.nic.in would be assigned to collect the duly filled-in questionnaire from the target users in the Eastern region. As for the Northern region, Mr. Niraj Kapoor, **Himachal Pradesh State Electricity Board**, Vidyut Bhawan, Shimla-171004 H.P. Email: directorenf@hpseb.com would be assigned to distribute and collect the questionnaires in this region. Mr. K.M. Dhariesan Unnithan from **Energy Management Centre**, Thycaud P.O., Thiruvananthapuram - 695014, Kerala. Email: emck@keralaenergy.gov.in, has agreed to take charge of the questionnaires assignment for the Kerala region. The target recipients can also submit to the project office at Adelphi at chakrabarti@adelphi-consult.com.

Questionnaire for Energy Conservation in your enterprise.				
AWARD: Preliminary Energy Audits are offered to be conducted in enterprises of selected submitters of the filled questionnaire. This questionnaire is part of the feasibility study for EHotCat*. This project aims at reducing your energy bills in line with the Energy Conservation Act 2001 from the Government of India.				
General Info of facility				
1. Name of Facility	:			
2. Address of Facility	:			
3. Contact person	:			
4. Contact Details (tel)	:			
	(email)	:		
5. Building type	:	<input type="checkbox"/> Hotel	<input type="checkbox"/> restaurant	R <input type="checkbox"/> ort oth <input type="checkbox"/> :
6. Air conditioned area (m ²)	:			
7. Total build up area (m ²)	:			
8. Star classification (for hotels)	:			
9. No. of guest rooms	:			
10. No of seats in restaurant	:			
11. Annual turnover of facility (INR)	:			
12. Annual electricity bill (INR)	:			
Energy Scenario for Financial year: April 2008 – March 2009				
13. Total Connected Load (kW)	:			
14. Contract Demand (kVA)	:			
15. Transformer Capacity (if dedicated one):	:			
16. Installed generator capacity(kW)	:			
17. Annual energy consumption and energy bill where applicable (number of units and amount in INR):	:			
Electricity (grid)	Diesel (generator)	LPG (Liquid P. Gas)	LDO(Liquid Diesel Oil)	Other:
kWh/a	l/a	kg/a	l/a	/a
INR	INR	INR	INR	INR

			INR	
18. Percentage of turnover spent on Energy (%) :				
19. Installed air condition capacity (kW) :				
20. Installed lighting load (kW) :				
21. Installed hot water / boiler capacity (kW) :				
Request for further Information / E-HotCat Campaign and Energy Audit				
22. Are you interested in knowing more on Energy Efficiency measures? Yes No <input type="checkbox"/> <input type="checkbox"/>				
23. Would you be interested in participating in E-HotCat* Yes No <input type="checkbox"/> <input type="checkbox"/>				
24. Interested in receiving detailed energy profile questionnaire? Yes No <input type="checkbox"/> <input type="checkbox"/>				
25. Has your facility conducted energy audit Yes No <input type="checkbox"/> <input type="checkbox"/>				
26. If no, are you interested in getting the energy audit done? Yes No <input type="checkbox"/> <input type="checkbox"/>				
27. If yes, when? Kindly briefly describe what the measures were and how much energy could be saved?				

2.5 Energy Audits

It was decided that preliminary Energy Audits may be conducted in enterprises of selected submitters of the duly filled-in questionnaire. The Conference and Coordination Workshop decided that 3 detailed energy audits should be undertaken by Adelphi at selected enterprises. In these energy audits, the partner audit firms and associated will also be involved, which will ultimately help in conducting similar energy audits locally. The schedule and venue of these energy audits will be decided by the State level Technical Committee. These energy audits would show-case the hotel and catering industry about the potential of energy savings and would serve as an input to the result of the feasibility study.

3 Campaign Realisation

The realization of the energy campaign shall take place after the feasibility study. The conference continued with discussions on the possible organizational and administrative setup of the campaign. The governmental and private approach for the campaign is looked into, and the corporation and integration among the stakeholders were determined. Several technical components that could be useful in the campaign were proposed, some of which are fact sheets, manuals, website with online calculator, consultant and service database, training, and capacity building were among the few suggested. Several financial setups were also proposed, which could be funded by the government, participant fees, CDM certificates, private investing companies, and energy service companies.

In the realization of E-HotCat, the national level Advisory Committee shall take charge and oversee the organizational, administrative and advisory task of the campaign. It is well represented by the Bureau of Energy Efficiency, hotel and restaurant associations, NGOs, and also includes each of the representatives of the three regions of the Technical Committee. The Technical Committee which consists of the three regions of Eastern, Northern and Kerala shall take charge of the technical components of the campaign which includes energy audits, technical reports, technical implementations and consultation tasks. In which all three regions has a representative in the Advisory Committee, as well as being the lead and taking charge of the activities designated within their region.

The upcoming action plan for the feasibility study in the coming few months is then projected and the participants were looking forward to the realization of E-HotCat.

3.1 Organisational and Administrative Setup

(a) Essentials for the realisation of the Campaign

After finalization of the master plan, it is proposed that the campaign could start sometime in March – April 2010.

(b) organizational and administrative setup for the campaign:

The possible organizational and administrative setup of the actual implementation of an energy campaign would be finalized after the approaches of the Government / private sectors. The integration of both government and private bodies with well defined responsibilities for each body would be described in the actual implementation of the campaign.

(c) Role Finalisation:

The finalization of roles of each of the partners i.e. Ministries, GTZ, BEE, SDAs, ITDC, TDCs, Hotel Associations, other departments, Energy Service Companies, Energy Consultants and NGOs and coordination among this group during the actual campaign would be required for successful E-HotCat Campaign. The different roles of each group during the actual campaign are given below:

Ministries and BEE:

- be part of the advisory committee,
- possible financial support for the Technical committees
- backing the governmental approach to the SDAs and TDCs,
- Advise on measures and technical consultancy to the Technical committees
- take over the overall coordination with the FHRAI in the Advisory Committee

SDAs:

- be part of the Technical Committee
- overall coordination of the implementation of the technical measures of the campaign
- approaching the TDC and other departments on the state level
- reporting to the Advisory committee through TC BEE,

ITDC and TDCs:

- Approaching the government owned hotels with the services of the campaign,
- reporting to the SDAs, be part of the TC

FHRAI and other national Associations in the hotel and catering industry:

- approach and coordinate with the regional and local Hotel associations regarding the services of the campaign
- communicate with national hotel chains and the government bodies on the national level,
- be part of the AC

Regional and local Hotel associations:

- approach and coordinate with the Hotels and Hotel chains,
- collect the data and communicate them with the SDAs on the state level
- be part of the technical committees

NGOs / Energy Consultants (TERI, NPC, SESVO, Barefoot, ICF, ESCOS):

- be part of the Secretary
- support the individual Hotels in the implementation of EE and RE measures

Secretary (attached to the AC)

- support the AC and the TC in organizational, administrative and technical issues
- coordinate and communicate with all partners of the campaign
- produce the services for the campaign

3.2 Technical Setup

The following two Committees proposed to setup under this campaign.

- National level Advisory Committee (AC)
- State level Technical Committee (TC)

Under the Technical Committee 3 different regions were selected - Northern Region, Eastern Region and Kerala region.

The components of technical setup are given below:

- Fact sheets (have to be adapted to the Indian context, produced fresh)
- manuals (existing manuals)
- Website:
 - best practice database (national and international)
 - online energy programme
 - consultant database, vendor guide
 - benchmarking system
 - automatic energy audits
 - EE information on products
 - description of new, upcoming technologies, Building Management System (BMS)
- hotline
- consultancy services
- workshop
- Training (ToT)

- financial aid
- certificates, logo, star rating for commercial buildings
- award schemes in the individual categories (classifications)

3.3 Financial Setup

The possible financial setup of the campaign is given below:

- Funded by Government
 - takes time, total impact and potential has to be communicated
 - vendors could approach the Government
 - MoT could set up an act
 - MoP, MNRE should be approached
- Funded by participants fee
 - will not be ready to fund
 - basic service has to be funded
 - fees can be taken for services
- Funded by CDM certificates
 - bundled projects are time consuming
- Private company could fund a campaign
- Funded by ESCOs

3.4 Nomination and Election of National Advisory & Technical Committee

(a) National Level Advisory Committee (AC):

In the realization of E-HotCat, the national level Advisory Committee shall take charge and oversee the organizational, administrative and advisory task of the campaign. It is well represented by the Bureau of Energy Efficiency, hotel and restaurant associations, NGOs, and also includes each of the representatives of the three regions of the Technical Committee. The Advisory Committee constituted with the following members:

- Alok Chowdhury (HRAEI)
- Ashok Kumar EMT International, (BEE coordination)
- Pawan Kumar (NPC national level)
- Pramod Kumbhavi (Anama Energetech national level)
- Pradeep Kumar (TERI national level)
- Sanjay Dube (ICF International national level)
- Dharsan Unnithan (representative TC Kerala)
- Pyari Mohan Mishra (representative TC Eastern India, Orissa)
- B.S.Yadav (representative TC north (Himachal Pradesh, Haryana, Punjab, Chandigarh))
- GTZ will be evaluated by Mr. Lalit Sharma
- CMI will be evaluated by Dr. Panigrahi

(b) National Level Technical Committees

The Technical Committee which consists of the three regions of Eastern, Northern and Kerala shall take charge of the technical components of the campaign which includes energy audits, technical reports, technical implementations and consultation tasks. In which all three regions has a representative in the Advisory Committee, as well as being the lead and taking charge of the activities designated within their region.

- Kerala
EMC (collecting questionnaires), KTDC, Tourism Department, KHRA, TTAG, HRASI

- Eastern
SDA (Department of Energy – CEcPCEI) (collecting questionnaires), Barefoot, HRAO, HAP, OTDC, HRAEI
- Northern
HPSEB (collecting questionnaires), HTC, DPRE, Department of Tourism, HPTDC, HAREDA

4 Upcoming Action Plan

The upcoming action plan for the feasibility study in the coming few months is then projected and the participants were looking forward to the realization of E-HotCat. The following activities have been proposed for the future in the feasibility study:

- distribution of preliminary questionnaires
- collection and return of questionnaires
- evaluation and second round of detailed questionnaires
- evaluation of the detailed questionnaires and selection of the energy audit enterprises and carrying out the conduct of these energy audits
- content preparation, reporting and organising of finalisation workshop
- finalisation workshop

the exact timings and dates will be worked out in a project meeting scheduled mid of July.

5 Evaluation of Conference and Coordination Workshop

The workshop was very useful and served its purpose in bringing all the stakeholders to discuss various issues associated with the energy campaign for the hotel and catering industry in India. Some of the queries regarding implementation of the campaign were clarified by the respective groups. Feedback of the above said feasibility study was obtained from the participants. Based on the feedback, we can conclude that many participants assured their organization will be very keen in associating with the campaign and also assured that they will extend their best cooperation for successful implementation of the objectives of the campaign. However, some participants felt that the financial support may be required for becoming partners of the above campaign. Overall the workshop achieved its objectives. Some of the suggestions received from the participants are given below:

- Training of grass root level work on the hospitality industry
- A technical training session should be conducted for hospitality utility managers.
- Regular update meetings (through video conferencing if required) would be of benefit as a follow-up.
- Awareness creation is very important among stakeholders.
- Presentations can be sent in soft copy or can be uploaded on the website.
- Case studies of success stories in other countries and of India.
- An efficient heating system in a large hotel in a cold place like Shimla
- Funding of the campaign is not clear. In India, we don't have any individual funding systems. If you can find some fund for this campaign, it will be more bit efficiently.
- Involvement of more partners to this programme so to get a better and faster results
- More stress on campaign focusing area wise required.
- SDA is already carrying out the energy audits in the large Government buildings. Some of SDA. If private hotels are also included in the same the SDAs will be glad to go for the same.
- Establish network and should be done quickly and questionnaire should also be quickly processed.

6 Conclusion

It is proposed that the Feasibility Study of E-HotCat shall be concluded by the end of 2009. In this Conference and Coordination Workshop various essential elements that will take place from the conference onwards until the end of the feasibility study were discussed and agreed upon. The scope and actions of the feasibility study includes the confirmation and distribution of a preliminary questionnaire to the hospitality enterprises. The targeted group of the study has also been identified along with the five different regions. The roles of each stakeholder were also duly identified and agreed upon. In addition to this, the organizational setup of the feasibility study and the campaign was setup. A national level Advisory Committee (AC) and a state level Technical Committee (TC) were formed.

The questionnaire was finalized and would be sent to the target group for submitting duly filled-in questionnaire to the State Level Technical Committee of 3 different selected regions – Northern region, Eastern region and Kerala region. Upon receiving the duly filled in questionnaire, three prospective enterprises would be selected for conducting detailed energy audit.

The realization of the energy campaign shall take place after the feasibility study. The conference continued with discussions on the possible organizational and administrative setup of the campaign.

7 Glossary

AC	National level Advisory Committee
BEE	Bureau of Energy Efficiency
CDM	Clean Development Mechanism
EC Act	Energy Conservation Act
E-HotCat	Energy Campaign for the Hotel and Catering Industry
ESCO	Energy Service Company
FHRAI	Federation of Hotel & Restaurant Associations of India
GHG	Green House Gas
GTZ	German Technical Cooperation
HAP	
HAREDA	Haryana Energy Development Authority
HPSEB	Himachal Pradesh State Electricity Board
HRAEI	Hotel & Restaurant Associations of Eastern India
HRANI	Hotel & Restaurant Association of Northern India
HRASI	Hotel & Restaurant Association of Southern India
HRAWI	Hotel & Restaurant Association of Western India
ITDC	India Tourism Development Corporation
KHRA	Kerala Hotel and Restaurant Association
KTDC	Kerala Tourism Development Corporation
MoT	Ministry of Tourism
NGO	Non-Governmental Organisation
NPC	National Productivity Council
SDA	State Designated Agency
SESVO	Society for Enhancing Sustainability and Value of Organisations
SIHRA	Southern India Hotels & Restaurants Association
TC	State level Technical Committee
TDC	Tourism Development Corporation
TERI	The Energy and Resources Institute (TERI),
TTAG	Travel and Tourism Association of Goa (TTAG)

8 Appendix

8.1 Conference Programme

Day 1: 28 May 2009

10.00	Arrival of Participants
10.30-10.45	Inaugural Session
	Welcome Address and Introduction to Workshop <i>Mr. Ronjon Chakrabarti, Adelphi</i>
10.45-11.15	Address by Members on Dais
	<ol style="list-style-type: none"> 1. <i>Mr. Alok Chowdhury, Secretary General (HRAEI)</i> 2. <i>Key note Address by Dr. Panigrahi, Director General (CMI)</i> 3. <i>Inaugural Address by Dr. Ajay Mathur, Director General (BEE)</i>
11.15-11.45	<i>Tea/Coffee Break</i>
11.45-12.45	Workshop Session I
	Energy profile and energy efficiency improvement in Indian hotels <i>Mr. Pradeep Kumar, Senior Fellow, TERI</i>
12.45-13.45	<i>Lunch</i>
13.45-14.30	Workshop Session 2
	Existing know-how, available technologies on energy efficiency (EE) for the hospitality sector (<i>winner of open call</i>) <i>Mr. Pramod Kembhavi, Managing Director, Anama Energetech Solutions Pvt. Ltd</i>
14.30-15.15	Workshop Session 3
	Hotel Industry in Kerala: An Energy Efficiency Perspective <i>Mr. Dharesan Unnithan. EMC Kerala</i>
15.15-16.00	Workshop Session 4
	E-HotCat's financial setup: Possibility in raising funds by a CDM bundle project of all EE measures in the campaign <i>Dr. Panigrahi, Carbon Minus India</i>
16.00-16.15	<i>Tea/Coffee Break</i>
16.15-17.00	Workshop Session 5
	Opportunities for Effective Energy Management in Hotels <i>Mr. Sanjay Dube, ICF International</i>
17.00-17.30	Workshop Session 6
	Energy Efficiency in Hospitality Industry <i>Mr. Pawan Kumar, Group Head (EM) NPC</i>

17.30-18.00	Concluding Session for day one
	Short summary of the core aspects of the day , Miss Priyanka Kochar, TERI / Mr. Jian Lee, Adelphi / Mr. Ronjon Chakrabarti, Adelphi
19.30	Hosted Dinner

Day 2: 29 May 2009

9.30-10.45	E-HotCat Feasibility Study Finalisation - Session 1
	Finalisation of essentials: <ul style="list-style-type: none"> • Scope and setup of the feasibility study • Regions of focus • Finalisation of the campaign name
10.45-11.00	Tea/Coffee Break
11.00-11.45	E-HotCat Feasibility Study Finalisation - Session 2
	Role Finalisation: <ul style="list-style-type: none"> • Finalization of partnership and respective role and cooperation between GTZ, BEE, Adelphi, Hotel and Restaurant Associations, TDCs, SDAs and NGOs
11.45-12.30	E-HotCat Feasibility Study Finalisation - Session 3
	Energy audits: <ul style="list-style-type: none"> • Number of energy audit • Venue of conducting these audits • Who shall conduct it Questionnaires on energy profile for Hotel and Catering industry: <ul style="list-style-type: none"> • Comment and feedback • Identify recipients of questionnaires • Identify the distributors and collectors of the questionnaires
12.30-13.30	Lunch
13.30-14.15	Propose Setup of Realization for E-HotCat - Session 1
	Organizational and administrative setup of E-HotCat: <ul style="list-style-type: none"> • Determine the Governmental and private approach for the campaign
14.15-15.00	Propose Setup of Realization for E-HotCat - Session 2
	Technical setup of the campaign with the following components: <ul style="list-style-type: none"> • Fact sheets, manuals, website, hotline, consultancy services, workshop, training • Presentation on the German campaign and then evaluate which of the measures could be viable in the Indian context
15.00-15.15	Tea/Coffee Break
15.15-16.00	Propose Setup of Realization for E-HotCat - Session 3

	Financial setup of the campaign with the following possibilities: <ul style="list-style-type: none"> • Funded by Government • Funded by participants fee • Funded by CDM certificates
16.00-17.00	Finalisation of the Advisory and Technical Committee
	Nomination of National Advisory Committee and State Technical Committee
17.00-17.15	Closing statements
	<ul style="list-style-type: none"> ➤ Short summary of the core aspects of the conference and lookout for the campaign

8.2 Copies of Presentations

Day One: 28th May 2009

Energy profile and energy efficiency improvement in Indian hotels

Mr. Pradeep Kumar, Senior Fellow, TERI

Existing know-how, available technologies on energy efficiency (EE) for the hospitality sector

Mr. Pramod Kembhavi, Managing Director, Anama Energetech Solutions Pvt.Ltd

Hotel Industry in Kerala: An Energy Efficiency Perspective

Mr. Dharesan Unnithan. EMC Kerala

E-HotCat's financial setup: Possibility in raising funds by a CDM bundle project of all EE measures in the campaign

Dr. Panigrahi, Carbon Minus India

Opportunities for Effective Energy Management in Hotels

Mr. Sanjay Dube, ICF International

Energy Efficiency in Hospitality Industry

Mr. Pawan Kumar, Group Head (EM) NPC

8.3 Photographs of Conference







8.4 Planning Documents

The primary aim of the intended campaign is to mitigate climate change by achieving a fundamental reduction in greenhouse gas emissions generated by the hotel and catering industry. The first feasibility study intends to bring together stakeholders that are directly and indirectly involved in the energy, hotel and catering sector, which includes the state ministry, agencies and associations. This project will focus on the essential aspects for the development and deployment of a master plan for achieving GHG emission reductions in the hotel catering industry. Similar campaign in Germany's hotel and catering industry has achieved great success environmentally and economically.

The feasibility study should show how to put into practice this accomplishment in similar industries in India, by taking advantage of the experiences and expertise gained in the successful ongoing German campaign, while considering the local context of India with all its implications. The German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety is financially supporting the feasibility study.

Task and Activities:

1. Research, Report and Documentation
 - a. Compile information on case studies and success stories from Indian hotels
 - b. Compile information on existing know how related to energy efficiency measures, existing energy profiles, saving potentials in the Hotel and Catering Industry
 - c. Assist and Support in preparing a roadmap and recommendation plan for the Energy Campaign including organisational and financial setup
 - d. Organisation of 3 energy audits in selected Hotels and Restaurants and coordination of possible more energy audit conducted by other partners
 - e. Assist in the research on existing certifications and designing standards and certification and evaluation on the applicability of these for the campaign.
 - f. Assist and support in preparation of questionnaires on energy profile for Hotel and Catering industry
2. Conference and Coordination Forum
 - a. Overall preparation and organisation of the Conference and Coordination Forum, agenda and assistance in the content preparation
 - b. Assistance in approaching and tying up with partners, elaborate their potential roles and analyse possibilities of cooperating with local/ regional initiatives
 - c. Support in organising open calls candidates for the workshops topics along with their appropriate content in the conference.
 - d. Assistance in tying up with partners, finalising their potential roles and the cooperating with local/ regional initiatives.

3. Website and Online Activities/Infrastructures

- a. Publish open call, conference details and finalisation meeting of E-HotCat on EMT site
- b. Coordinate submission of new practical ideas of the open calls to EMT site.
- c. Regular setup of links with E-HotCat Website and updates of information on the campaign
- d. Broadcast specific campaign information to members of the website about the campaign.

Roadmap and recommendation plan for the Energy Campaign

Feedback of the above said feasibility study was obtained from the participants. Based on the feedback, we can conclude that participants assured their organization will be very keen in associating with the campaign in successful implementation of the objectives of the campaign. Some of the suggestions received from the participants are given below:

- Training of grass root level work on the hospitality industry
- A technical training session should be conducted for hospitality utility managers.
- Establish network and should be done quickly and questionnaire should also be quickly processed.
- Presentations can be sent in soft copy or can be uploaded on the website.
- Case studies of success stories in other countries and of India.

The activities proposed to be undertaken in future are given below:

- Preparation of questionnaires on energy profile for hotel and catering industry.
- Close interaction and coordination with the identified National Advisory Committee and Technical Committee for preparation of fact sheets, manuals etc. that are necessarily required for the energy campaign.
- Identification and selection of 3 numbers of hotels and restaurants where energy audit could be conducted by the energy audit firm.
- It has been decided that few energy audits will be carried out in each region. These energy audits will be detailed walk through and will be carried out by experts from Adelphi. The hotels region-wise for undertaking energy audit will be decided based on the data submitted by the Technical Committee region-wise.
- Broadcast of the desired campaign information on the website www.energymanagertraining.com and regular updation of the same.