

# Presentation on the TOFT Eco-Certification Process

By

Travel Operators For Tigers (TOFT), India

**In Association with**

Sycom Projects Consultants Private limited



# What is TOFTigers

- The Travel Operator for Tigers Campaign was launched in October 2004 by a number of concerned travel operators and resort owners.
- Its desire is to involve 'Wildlife' and 'Non Wildlife' tourism, including tour operators, destination management companies, accommodation providers, local services, park management, government, local community and the international and domestic visitors



# About Sycom Projects Consultants Pvt. Ltd.

- SYCOM, the independent audit agency of TOFTigers, has a team of 12 experts who carry out the Certification of the Wildlife and Non Wildlife lodges all over India and neighbouring states.
- As professional environmental auditors and consultants, they are fully trained to carry out the certification to the highest International standards.
- They carry out the assessment on TOFTigers behalf, prepare the reports and recommend certification as per their assessment.
- Collectively they have done over 300 accommodation certifications over the last 6 years.
- All the experts from Sycom are GSTC internationally-qualified auditors and have undertaken scores of audits individually, across India and Nepal.
- Also, undertaken workshops and training programmes on Eco-tourism.

# Green Team Member

## ➤ **Pradeep Dadlani - Head Auditor**

One of the co-founders and present Director of Sycom Projects Consulting Ltd. He has undertaken over 60 Audits across India covering wildlife areas such as Kabini, Coorg, Corbett, Nameri, Valparai, Bandipur, Pench, Kanha, Bandhavgarh, Ranthambhore, Kaziranga, Satpura, Tadoba, Sundarbans etc.

➤ **V K Soni**- Qualified Agricultural Engineer, and also a management professional with the specialization in Resource Management.

➤ **Hardeep Sodhi**- Qualified electrical engineer; MBA with an additional qualification of LLB with over 30 years of experience in diverse fields

➤ **Shabarni Roy Chowdhury**- Holds M. Phil. in Environmental Sciences from Jadavpur University, Kolkata and M.Sc. (Physical Anthropology) from VishwaBharati University, Shantiniketan, West Bengal.

➤ **Rahul Singh**- secured a Masters degree in Environment Management from Guru Gobind Indraprastha University

# Green Team Member

- **Sakshi Bhargava-** holds 9 years of experience in the field of environment. She has a Masters in Environment Management.
- **Chindu Chandran-** Pursuing Ph.D (Natural Resource Management) from Guru Gobind Singh Indraprastha University, Dwarka
- **Ekta Sharma-** secured a Masters degree in Environment Management from Kurukshetra University.
- **Richa-** completed her M.Sc. in Natural Resource Management from Guru Gobind Singh Indraprastha University.
- **Prachi Gupta-** secured a Masters degree in Environmental Science from Kurukshetra University.
- **Nibedita Mukherjee-** secured Masters degree in Environment Management from Guru Gobind Singh Indraprastha University.
- **Sahil Dadlani** – secured a Masters degree in Business Administration from Guru Gobind Singh Indraprastha University and worked in the water and air sector

# TOFTigers Eco-rating Certification



Gaining a certificate provides guests, visitors, buyers, clients, staff, Government and park officials and the travelling public at large an independently audited rating of sustainability in the operations.

Its aim is to enhance the operational quality, improve the profitability and give you broader market appeal



Certification is a powerful & cost-effective medium for highlighting accommodation among discerning trade buyers and prospective visitors



# TOFTigers Eco-rating Certification



Our Eco – based Certification system assures that the certified providers have been thoroughly examined and have reached or exceeded a minimal standard of commitment to sustainable practices in providing ecofriendly nature-based tourism experiences, be they luxury lodges, family resorts, tented camps or simple homestays.



Accommodation providers who surpass the PUG/ Footprint bench mark will receive a TOFT tigers Eco certificate and logo: **Good, Quality or Excellent.**



# Global Sustainable Tourism Council



GLOBAL SUSTAINABLE  
TOURISM COUNCIL

MEMBER

- Recognised by the UN backed Global Sustainable Tourism Council, whose International standards we meet.
- First in South Asia and the first to be wholly focused on the nature friendly accommodation.
- lots of added business benefits for those who achieve the standards.
- Enhanced credibility for the business.



# Benefits of Eco-Rating Certification

## •Real Cost Savings

The TOFTigers Green Team will make a close analysis of many of your critical cost bases, highlighting cost saving and operational best practice in measures such as :

- All waste management and rubbish disposal
- Water use, water harvesting and water conservation,
- Energy use and energy efficiency
- Purchasing and supply trails
- Staff retention, recruitment, work satisfaction and staff training
- Client promotions, Client feedback and client retention and referred

## •Ensuring Better More Profitable Operational Practices

- Provides management with a broad Sustainable Management Plan and Actions to improve your eco performances.
- Give suitable advise to the management on action where improvements can be made quickly, easy and cost free during the certification.
- Ongoing consultation and case studies can be given by the Green Team to operational management to help them improve.
- Benchmarks and or incentives can be offered by our Green Team to drive up standards



# Benefits of Eco-Rating Certification

## • Ensuring Greater Staff Retention & Recruitment

- Staff prefer to work with companies that care about their environment, both in the workplace but also the external environment. This has a marked effect on the staff retention and the unnecessary costs of ongoing recruitment and training
- Staff training improvements with integrated environment needs, incentives and improvements helping to motivate and incentivise the staff.
- Ensuring good working relationships with local suppliers and putting communities on a firm and just footing, spreading best and equitable practice and friendly neighbourhood relations.
- The operations can become a role model for others, ensuring staff retention and ongoing employment of the experienced staff.

## • Ensuring Greater Visitor Satisfaction Ratings

- Research shows that good environmental operations and practices have a major impact on the visitor's overall satisfaction with their stay ensuring better feedback and customer ratings and reviews.
- Highlighting and proving good environmental practices ensures the past visitors become the best promoters, and help spread the message, ensure both repeat and referral business. Vital to any business.



# Benefits of Eco-Rating Certification

## •Providing Accommodation Providers With Promotional Benefits

- Allows to highlights the operational efforts and gives independent and trusted certification of these practices
- Allows to target consumers looking for responsible holidays with green activities and credible green credentials.
- Allowing to get ahead in the marketplace with increasing consumer demand and Governmental legislation, by highlighting your Green credentials.

*Certification therefore focuses on enhancing the operations triple bottom line'; economic profitability, respect for the environment and social responsibility.*

# Broad Criteria of Eco Rating Certification

- ▶ **Sustainable Management & Conservation**
  - Effective sustainable management
  - Client Briefing/ Guiding And Interpretation
  - Information about local surroundings
  
- ▶ **Social , Cultural & Economical Steps**
  - Co-Operative Structure
  - Local Cultural Contribution
  - Community training
  - Employment
  - Local Purchasing

# Broad Criteria of Eco Rating Certification

## ▶ Heritage Conservation

- Make use of local art, architecture and cultural heritage in operations, design
- Contribution in maintenance of heritage sites

## ▶ Ecological Steps

- Energy Conservation
- Planning, Design & Construction
- Waste management
- Water Management
- Pollution Reduction
- Support conservation & research
- CSR activities , Percentage of annual budget to support

## ▶ BONUS POINT :Exceptional Efforts



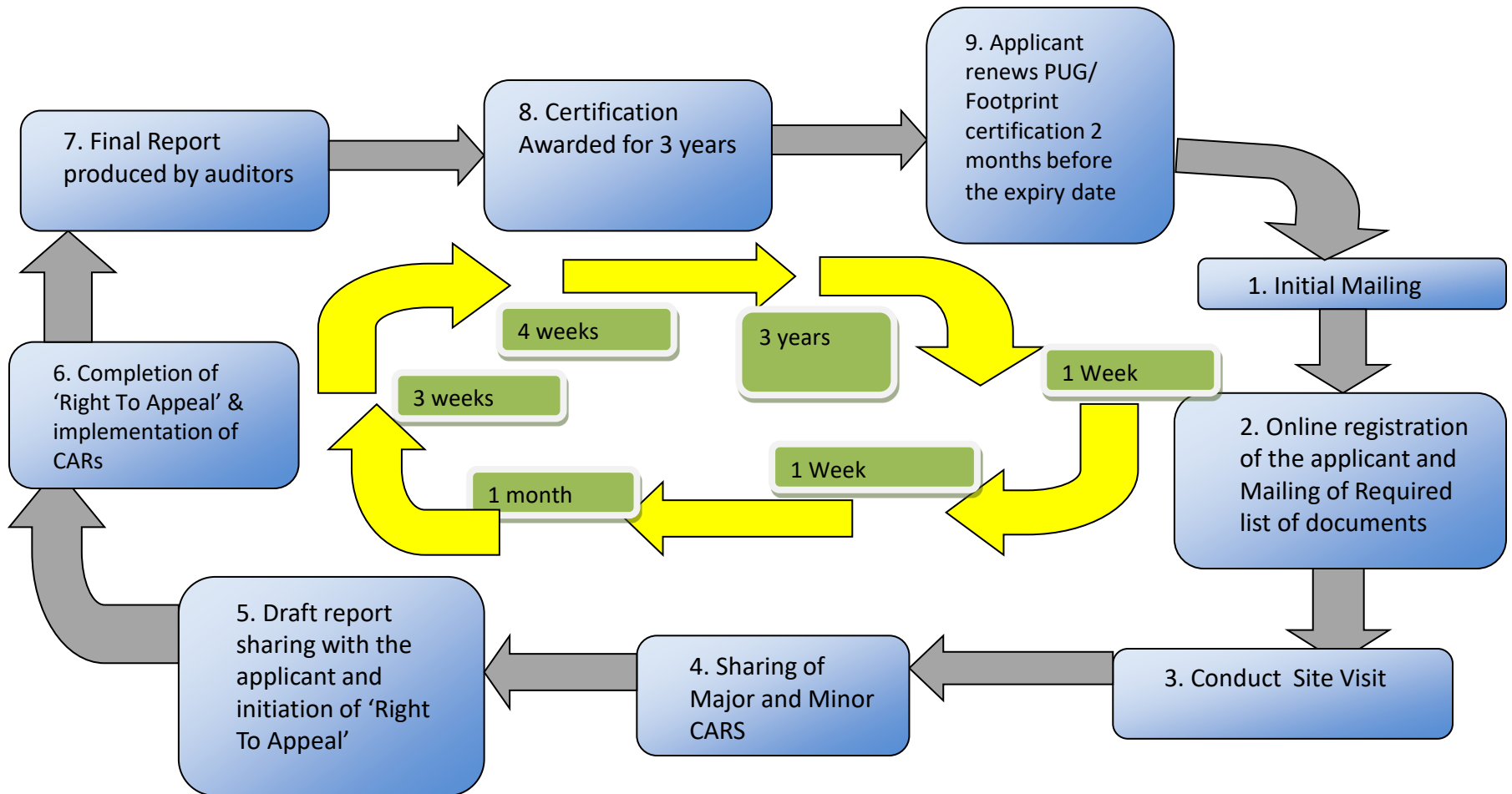
# Supportive evidences/list of documents

- ▶ Salary slip of the employees
- ▶ Proof for local purchasing
- ▶ Photographs for community training and capacity building
- ▶ Layout plan of the lodge
- ▶ Total covered area and Built-up area
- ▶ Technical details and reports of waste treatment systems (solid and water both)
- ▶ Environmental clearances & Panchayat NOC, etc.
- ▶ Any document to support CSR activities of the lodge
- ▶ Electricity Bill, Water meter readings / bills with quantity (3 Months)
- ▶ Consumption of Petrol, Diesel & other fuels (3 Months Diesel, petrol bills etc).
- ▶ Ownership/title of the land
- ▶ Evidence of staff being local
- ▶ Training Certificates etc. for Naturalists, Guides

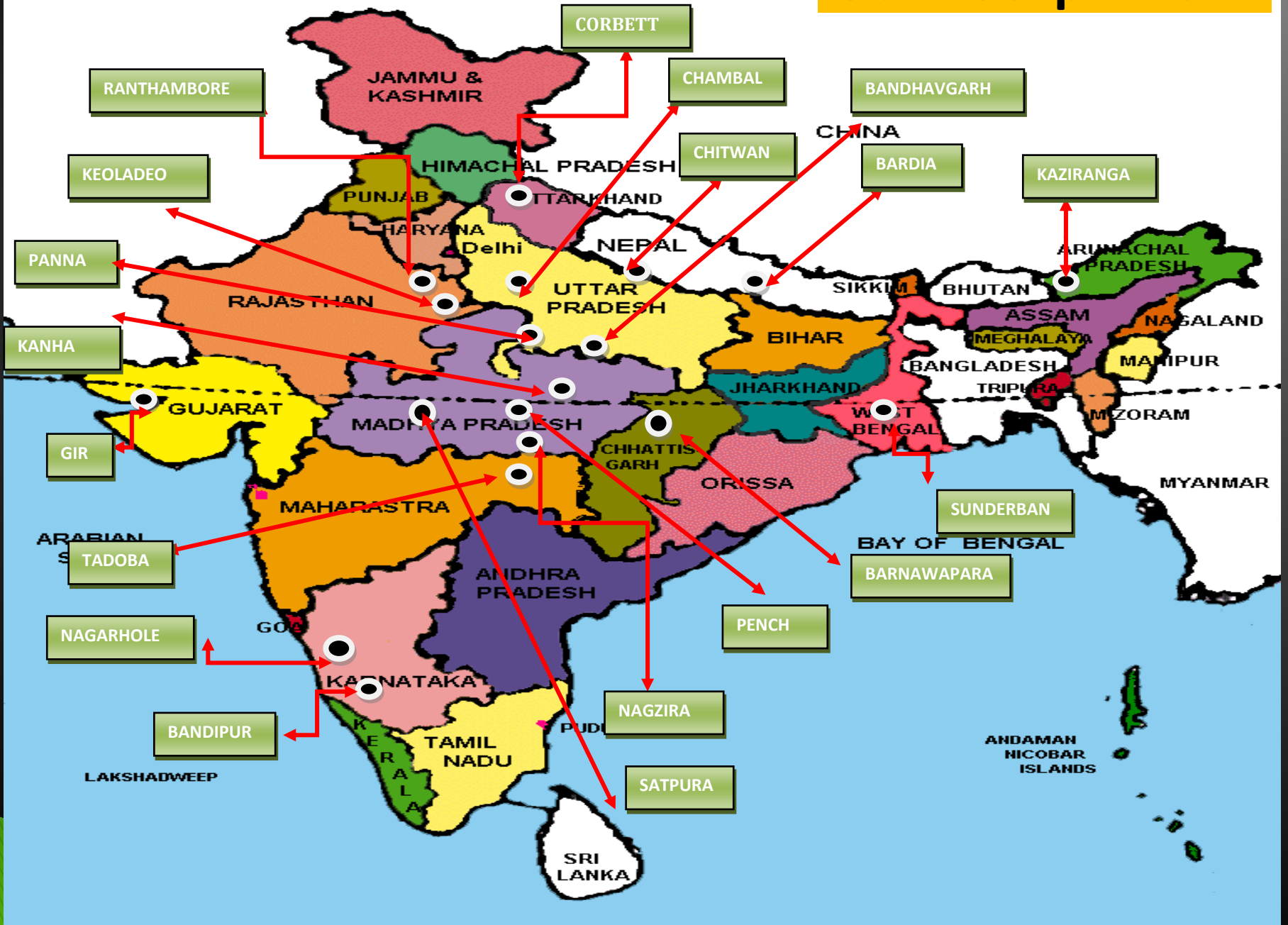
# Supportive evidences/list of documents

- ▶ Any supporting document for active involvement with Government/Forest Department/ NGO's/Educational Institutions etc.
- ▶ Water supply:
  - If municipal supply: supply permission
  - If borewell : ground water NOC from center/state ground water authority
- ▶ Fire NOC, inspection report/certificate, fire safety training certificate
- ▶ Consent to operate from State pollution control board for DG set (emissions) and STP (effluent emissions)
- ▶ Consent to establish STP/DG set from SPCB for new properties or properties who have recently started STP/DG sets
- ▶ Monitoring reports for air and water emission
- ▶ HR policies ( on anti-child labor, prevention of sexual harassment, leaves, insurances, Provident funds etc. )

# Steps of Certification



# Our Footprints



# 1) CALL THE GREEN TEAM



Our independent Green team, Sycom Projects will take you through the process, the costs and the initial application



## 2) WHICH CERTIFICATION IS APPLICABLE



Nature focused accommodation providers who seek to provide their visitors with a principally nature based travel experiences



Accommodation providers whose clients not wholly nature focused, but enjoying leisure, family or corporate time within any destination, be it in a natural, rural or an urban landscape.



# 3) Online sign up process

This is a 10 minutes online question and answers process done by the owner or most senior manager on <https://www.toftigers.org/online-certification-form/>

- About company/ Organisation
- Your management and
- Your accommodation

The screenshot shows the TOFTigers website's online certification sign-up process. The page is titled "Online Certification Signup" and includes the following content:

- OUR MISSION:** To improve the ecological and economic sustainability of tourism destinations, with special focus on the wildlands and wildlife across South Asia.
- OUR PLAN:** To work as a change maker with governments, communities and the private sector to realise positive and sustainable outcomes for everyone.
- Your Benefits of Membership:** Each accommodation provider joining TOFTigers membership and achieving the PUG or Footprint certification:
  1. Can state their support for the TOFTigers campaign in accommodation brochures, literature and websites incorporating a TOFTigers logo and mission statement where required. You can also display the appropriate 'Certified Eco-friendly' Logo, and your ranking logo as required.
  2. Will be marketed as a TOFTigers accommodation member to destination management companies, travel agents, OTAs and international tour operators in India.
- Online Certification Signup:** YOU ARE NOW ABOUT TO START THE TOFTIGERS STEP ONE OF THE CERTIFICATION PROCESS. This online form will take you about 20 minutes to fill in and is the first step to getting on your certification journey, for either PUG or Footprint certification. Not only will we now get your key contact details but we will also get some idea of your establishment and its operations through simple YES/NO answers. This forms the basic information needed for the onsite audit team, and should be filled in by the owner/proprietor or senior management.
- ANY QUESTIONS OR PROBLEMS YOU CAN CONTACT THE GREEN TEAM TEL: + 11 24329452 OR MOB: +919810529609**
- Introduction to the Self-Assessment:** The focus of this self-assessment questionnaire is to initiate the process of examining your own accommodation provision – both internally within your operations and externally within the greater community and the natural environment. This self-assessment contains questions targeting three key factors:
  1. Economic issues of your operations
  2. Socio-Cultural impacts of your operations



## 4) ARRANGE A DATE FOR THE 'GREEN TEAM' TO VISIT



- should be operational
- will take a 24 hours (morning & afternoon sessions and show rounds)
- As per the GSTC guidelines the certification process is being carried out on a digital/ virtual mode (For year 2020- 2021)

# Show Around

- Insist on receiving an orientation/ briefing just like guests.
- Code of conduct/ room brochures.
- Water Conservation (Rain water Harvesting, Brochure, Shower head, dual flush)
- Sewage treatment plant, water treatment.
- Energy Conservation (LEDs, CFLs, Solar Water heaters, solar lights, star rated appliances)
- DG set
- Other renewable energy (Photovoltaic, Wind)
- Paint/Chemical Store (pesticides, paints, swimming pool disinfectants, and cleaning materials)
- General Store
- Kitchen area, storage and refrigeration
- Staff Accommodation
- Laundry, washing machines
- Pathways, Fire Extinguishers
- CSR activities

# Show Around

- Rooms/Cottages
  - Lights
  - ACs, geyser, cookers, toasters, refrigerators,
  - Showers
  - Electric key
  - Main Switch
  - Material of Construction
  - Flush System
  - Wash rooms
  - Toiletries
  - Ventilation
- Waste segregation, recycling, composting and disposal
- Kitchen garden
- Purchasing policy
- Library
- Souvenir Shop
- Dining space
- Swimming Pool area

# Show Around

- Spa area
- Emergency plans
- Layout map
- Kids Play Zone/Sports area
- Information Booklets/Communicative materials
- Interiors
- Kitchen Garden
- Backyards
- Boundary wall, fences, etc. (both sides)
- Other sides of boundary fences
- Relevant natural habitats/ heritage that could be affected by the lodgings.  
Rivers, springs, watercourses, caves, heritage areas, forest corridors etc
- Any others
- Special case (CCTV, Interpretation centre, Crafts on display, Research, Poultry)

# 5) EVALUATION

- Corrective Action Requirements will be shared within 7 days
- A confidential report is written and presented after one month



# 6) CERTIFICATION BY TOFTigers



- PUG Certification is valid for 3 years
- Footprint Certification is valid for 3 years



## TO CONTACT US:

### **TOFTigers**

Ph: 011- 41006608 , +91 9810117090

Email: [admin@toftindia.org](mailto:admin@toftindia.org)

Website: <https://www.toftigers.org/>

### **SYCOM PROJECTS CONSULTANTS PVT. LTD**

H-22, Jungpura Extension,  
New Delhi-110014

Ph: 011-24329452, 9810529609

Email: [sycomprojects@gmail.com](mailto:sycomprojects@gmail.com),  
[director@sycomprojects.com](mailto:director@sycomprojects.com)

Website: [www.sycomprojects.com](http://www.sycomprojects.com)

