

# **Leading the way as a socially responsible hospitality hub**

In today's era, the hallmark of an exceptional hotel transcends luxurious amenities and stunning accommodations; it encompasses the impact it makes on the community it serves. At Radisson Blu Hotel & Spa Nashik, social responsibility isn't a mere buzzword; it permeates every facet of the hotel's operations. Spearheaded by Jatish Ghai, the hotel's General Manager, a range of initiatives is driving social change and making a tangible difference in Nashik and its surroundings.

## **Empowering tuberculosis patients and families:**

Radisson Blu Hotel & Spa Nashik has undertaken a groundbreaking initiative in collaboration with the Ministry of Health and Family Welfare to support the goal of eradicating tuberculosis by 2025. Working closely with local healthcare authorities, the hotel has committed to providing nutritional support to 20 tuberculosis patients and their families for six months. This initiative not only addresses a critical health issue but also uplifts families and enriches the local community.

## **Environmental sustainability beyond hotel premises:**

The hotel surpasses expectations in its dedication to creating a sustainable future. Its commitment to a plastic-free environment extends beyond its boundaries. By distributing cloth bags to households in the vicinity, the hotel actively promotes the reduction of plastic usage in daily life. Furthermore, investment in a decomposition machine facilitates the recycling of food waste into compost for use in gardens. With 50% renewable energy utilization, the hotel showcases its unwavering commitment to environmental conservation.

## **Fostering diversity and inclusion:**

Aligned with its dedication to diversity and inclusion, Radisson Blu Hotel & Spa Nashik actively empowers marginalized groups and fosters skill development within its workforce. Inclusive hiring practices encompass not

only specially-abled individuals but also housewives and single mothers proficient in household skills such as cooking local delicacies. Numerous associates across departments have been provided sustainable livelihoods and equal opportunities for learning and growth.

### **Catalyzing change beyond hotel confines:**

The impact of the hotel's socially responsible initiatives extends well beyond its premises. Collaborating with local NGOs, the hotel adopts students and supports their education, shelter, and nutritional needs for a brighter future.

In conclusion, Radisson Blu Hotel & Spa Nashik transcends its role as a hospitality destination; it stands as a beacon of hope, empowerment, and positive change. Redefining social responsibility in the hospitality industry, the hotel invites guests not just to stay but to join a movement towards a more inclusive and promising future for all.