

The Fern Hotels conducts Pan-India coastal clean-up initiative ‘When Blue Meets Green’

The Fern Hotels & Resorts recently organised “When Blue Meets Green,” a pan-India coastal clean-up drive across its properties located along India’s coastline, reinforcing its commitment to sustainability and environmental responsibility.

As part of the initiative, eight Fern properties participated in the activity, collectively removing around 630 kilograms of waste from nearby beaches and coastal areas. The campaign aimed to support the preservation of marine ecosystems while raising awareness about responsible tourism and environmental conservation.

Strong Participation from Hotel Teams

The clean-up drive saw enthusiastic involvement from hotel associates and volunteers who worked together to collect plastic waste, packaging materials and other non-biodegradable debris from coastal stretches surrounding the participating properties.

Leadership on Sustainability

Sharing his thoughts on the initiative, Suhail Kannampilly, Managing Director, The Fern Hotels & Resorts, said:

“At The Fern Hotels & Resorts, sustainability lies at the core of our operations. ‘When Blue Meets Green’ reflects our commitment to protecting the natural environments surrounding our properties while promoting responsible tourism. Through collective action, we hope to inspire both our teams and our guests to actively contribute towards safeguarding India’s coastlines.”

Participating Fern Properties

The coastal clean-up drive was conducted across the following properties:

- The Fern Habitat Goa, Candolim

- The Fern Kochi
- The Fern Seaside Luxurious Tent Resort, Daman
- Blue Ocean The Fern Resort & Spa, Ganpatipule
- The Fern Residency, Mumbai – Chembur
- Iscon The Fern Resort & Spa, Bhavnagar
- The Fern Kadamba Hotel & Spa, Panjim, Goa
- The Fern Seaside Resort, Diu

Through initiatives such as “When Blue Meets Green,” The Fern Hotels & Resorts continues to strengthen its focus on sustainable hospitality while encouraging greater environmental awareness among communities and travellers.