

# PACE FOUNDATION



PACE (stands for Pandyan arts, community and environment) Foundation is Fortune Pandiyan Hotel's (Madurai, India) community partnership platform for a sustainable, cultural, economic and environmental development of our community.

*"Give a woman a fish and she will eat for a day.  
Teach a woman to fish and she will eat for a lifetime."*

Chinese Proverb



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arts

Fortune Pandiyan Hotel's PACE (Pandyan arts, community & environment) Foundation is committed to arts initiatives to promote various arts with a view to preserve and promote traditional techniques, hand based crafts and other creative skills.

- ▶ Venue sponsor for monthly Carnatic music concerts through Ragapriya Chamber Music Club since 1970.
- ▶ Conducted local arts and crafts demonstration such as terracotta pottery and doll making (by Vilachery village artisans), Sungudi tie and dye saris (by Sourashtra artisans), Shola pith flowers and other crafts at the annual Pongal harvest festival held at Fortune Pandiyan Hotel.
- ▶ Hosted 30+ artisans from various parts of India for the inaugural Pandyan Arts and Crafts Festival in 2018 to sell handcrafted arts and crafts directly to customers.
- ▶ Established 'the art space' by PACE Foundation, a gallery, at Fortune Pandiyan Hotel in 2017 as a platform to showcase creative visual arts and crafts from the local community.
- ▶ Launched a pilot 'artist-in-residence' initiative in 2019 to promote artisans.
- ▶ Restored a piece of Indian motoring heritage, a 1914 Benz car owned for 100+ years by PCM Family, Madurai (promoters of Pandyan Hotel), which has been identified as the oldest surviving Mercedes-Benz marque in India. The car has been showcased at various vintage and classic car shows and at the Heritage Transport Museum, Gurugram, Delhi NCR.





Fortune Pandiyan Hotel's PACE (Pandyan arts, community & environment) Foundation is committed to community initiatives to close the income and opportunity gap for women and girls and empower differently able individuals with a view of strengthening societies as a whole.

- ▶ Established PACE Boutique at Fortune Pandiyan Hotel in 2016 to facilitate sale of arts and crafts produced by M. S. Chellamuthu Trust and Research Foundation (home for persons with mental disabilities).
- ▶ Employed differently-able staff at Fortune Pandiyan Hotel.
- ▶ Planned pilot of 'the green mind' by PACE Foundation in 2019, which is a community initiative to improve the lives of socially disadvantaged children below 18 years. Our tag line 'dirty hands, healthy minds' highlights our approach of getting hands dirty in a garden-based learning environment.
- ▶ Sponsored rural medical and dental camps for women and girls in partnership with Apollo Hospitals, Velammal Hospital, Vasan Dental Care, Dr. Eashwar and others.
- ▶ Actively involved in running Cheshire Home, Madurai, home for physically challenged people with 30+ residents.
- ▶ Celebrated Independence Day and Republic Day with residents of M.S. Chellamuthu Trust and other differently-able groups since 2016
- ▶ Sponsored blind car rally in association with the Ladies Circle, Madurai, wherein a visually impaired person navigates while a person with sight drives the car.







Fortune Pandiyan Hotel's PACE (Pandyen arts, community & environment) Foundation is committed to environmental initiatives for a clean and green planet (land, water, air, waste, energy) with a view to preserve our natural resources and improve our quality of life.

- ▶ Embedded 'clean & green' initiatives as a 'way of life' for a 'better environment, better tomorrow' theme across all aspects of hotel operations. Our 'clean & green' initiatives are aligned with Earth Day, World Environment Day and Clean India goals.
  - ◆ Water recycled through use of treated effluent and rainwater harvesting for landscape irrigation.
  - ◆ Wind energy used since 2013 to supplement hotel's electricity requirements.
  - ◆ Segregated/recycled a high percentage of glass, plastics, metal and paper/cardboard.
  - ◆ Kitchen waste segregated and used as a feed material in a pig farm, thus eliminating landfill disposal.
  - ◆ Composted all yard waste with re-use of compost as nutrient material for hotel garden since 2018.
  - ◆ Implemented 'Less Plastic' initiatives across hotel operations such as for drinking water in restaurant, take-away bags, drink straws, cocktail swizzle sticks, laundry bags, etc.
  - ◆ Replaced CFL bulbs with LED bulbs in all guest rooms and meeting rooms.
  - ◆ Reduced building heat absorption of 8-10 degrees Celsius by applying reflective paint on building terrace.
  - ◆ Reduced diesel use for hot water boilers by 95% in 2018 with further diesel reduction from generator use (expected from 2019).
  - ◆ Established a plant sapling nursery at Fortune Pandiyan Hotel in 2018 to promote 'better environment, better tomorrow' awareness. Give away of plant saplings to hotel guests on World Environment Day.
- ▶ Provided financial support for the construction of a public toilet in the local government area towards the 'Clean India' campaign.
- ▶ Launched social awareness campaigns with an unique car seat and luggage tag guest communication initiative – 'Belt up for safety', 'Don't drink and drive', 'Save water! Every drop counts', 'Keep our city clean & green'.

