

PACE FOUNDATION

responsible experiences



PACE (stands for Pandyan arts, community and environment) Foundation is Fortune Pandiyan Hotel's (Madurai, India) platform to promote 'responsible experiences' in art, community and environment for a 'better tomorrow'.

*"Give a woman a fish and you feed her for a day.
Teach a woman to fish and you feed her for a lifetime."*

Chinese Proverb



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arts

Fortune Pandiyan Hotel's PACE (Pandyen 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 1969.
- ▶ 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 Pandyen 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.
- ▶ Launched a pilot 'artist-in-residence' initiative in 2019 to promote artisans.
- ▶ Facilitated 'skill exchange' visit in 2019 of pottery artisans from Vilachery village, Madurai, to Bengal in partnership with banglanatak dot com, a Kolkata based Social Enterprise working on culture and development.
- ▶ Restored a piece of Indian motoring heritage, a 1914 Benz car owned for 100+ years by PCM Family, Madurai (promoters of Pandyen 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 (Pandiyan 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 2020, which is an initiative to improve the lives of socially disadvantaged children and youth below 18 years. Our tag line 'dirty hands, healthy minds' highlights our approach of getting hands dirty in a garden based learning environment.
- ▶ 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 rural medical and dental camps for women and girls in partnership with Apollo Hospitals, Velammal Hospital, Vasan Dental Care, Dr. Eashwar and others.
- ▶ 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.





environment

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 & greeb' initiatives as a 'way of life' for a 'better environment, better tomorrow' theme across all aspects of hotel operations that is 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 100% yard waste with re-use as soil conditioner for hotel landscape since 2018.
- ◆ Implemented 'Less Plastic' initiatives across hotel operations such as drinking water in restaurant/guest rooms, drink straws, beverage stirrers, laundry bags, etc.
- ◆ Replaced CFL bulbs with LED bulbs in all guest rooms and meeting rooms.
- ◆ Implemented 'cool roof' initiative in 2018, wherein reflective paint was applied on building terraced, which has resulted in 8-10°C reduction in building heat absorption.
- ◆ Reduced diesel use for hot water boilers by >95% in 2018 with further diesel reduction from generator use in 2019.
- ◆ Established a plant sapling nursery in 2018 to promote 'better environment, better tomorrow' awareness by giving away saplings to hotel guests on World Environment Day.
- ◆ Launched a 'model eco farm' in 2019 to promote sustainable farming practices of fruit trees at PCM farm, Ayilangudi village, Madurai.
- ◆ 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'.

