

At Madhubhan, sustainability is an ongoing journey, not a one-time investment: Manohar S Gurung

Madhubhan Resort & Spa, Anand, has strengthened its focus on environmental sustainability through a range of initiatives spanning energy and water conservation, organic farming, waste management and responsible infrastructure development. The 25-acre luxury resort has followed an integrated sustainability approach for the past 18 years, with its efforts recently recognised by the Federation of Hotel & Restaurant Associations of India (FHRAI) with the Best Luxury Resort – Green Practices award at its Varanasi Convention.

The resort has around 13 acres of organic farming, along with butterfly and herbal gardens, and has planted approximately 1.25 lakh saplings as part of its efforts to preserve and restore vegetation. Its sustainability measures also include a 1.2 MW solar power plant, which meets around 40% of the resort's electricity requirements, an advanced heat-pump system, in-house composting and water conservation initiatives. The property has an IGBC Platinum rating and is among the early recipients of the Ministry of Tourism's Travel for LiFE Gold certification. It also operates an in-house water bottling plant and has eliminated single-use plastic across the property.

Madhubhan also extends its sustainability initiatives to guests and the wider community through incentives for guests who opt to reduce linen laundering and for those arriving in electric vehicles. The promoters have also undertaken the "Throw to Grow" seed-ball initiative, distributing around one crore seed balls across Gujarat. As part of its ongoing development, the resort is adding 12 rooms, including three suites, along with a 5,500 sq. ft. pillarless banquet facility and a nearly 10,000 sq. ft. gym, with the new infrastructure being planned in line with the resort's sustainability philosophy.

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