

The Orchid-ALM Trust

Promoted by



presents

Advanced Locality Management

Maintaining Eco housing by community participation

International Conference on 'Eco - Housing'

Param Kannampilly, Director

The Orchid, An Ecotel Hotel

In July 1997 the ALM scheme was identified by Mr. Ratnakar Gaikwad, the then AMC of MCGM

In November 1997 the ALM scheme was formalised by 6 Street Committees of Ghatkopar, Mumbai

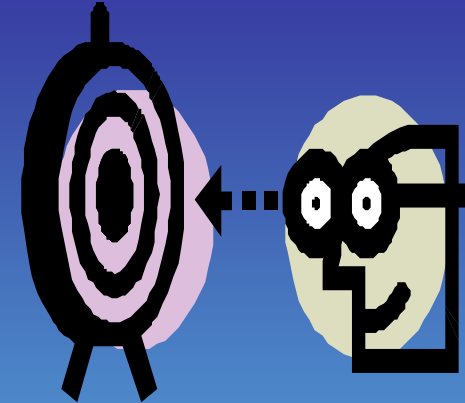
Joshi Lane was the first ALM to be formed

The ALM was pioneered by Mr. Viren Merchant a chartered Accountant

The ALM is an identified composite or a locality, the residents and users of which have committed to improving the quality of life in close co-operation and collaboration with the M.C.G.M.

OBJECTIVES

- **CLEANLINESS**
- **BEAUTIFICATION**
- **SEGREGATION OF GARBAGE INTO WET & DRY**
- **VERMICULTURE**



Works on the principle of
“SELF-GOVERNANCE”

There are 2 sides of an ALM

- **The Residents/Shopkeepers, Householders, Industrialists**
- **M.C.G.M.**

Programme of the Municipal Corporation of Greater Mumbai (M.C.G.M.)

- Residents of the area take up the cleaning & maintenance
- M.C.G.M. offers guidance

MAIN CRITERIA FOR AN ALM

SELF - DISCIPLINE

LOCALITY COMMITTEE WITH
REPRESENTATION FROM EACH BUILDING

MEETING ONCE A MONTH

APPOINTING OFFICE BEARERS

Sustainability

COMMITTEE SHOULD WORK ON THE
CONCEPT OF MUTUALITY HENCE EVERY
MEMBER OR RESIDENT CONTRIBUTES RE. 1
OR PAISE 50 TOWARDS THE ALM FUND



THE ADMINISTRATION OF M.C.G.M.

M.C.G.M. constitutes a nodal agency in each ward to co-ordinate with the ALM's

M.C.G.M. appoints a SO (Special Officer / Nodal Officer (NO) also known as the Officer on Special Duty (OSD)

OSD visits the locality on a regular basis and liaison with the ALM

They shall ensure the problems recorded are solved

The Ward Officer shall visit the ALM with the OSD
and screen the observation register

Banners have to be displayed communicating that the area
is under the ALM Scheme

AIRPORT HOTEL ZONE

REPRESENTATIVES

ASSOCIATION

MUMBAI'S FIRST CORPORATE ALM

ESTABLISHED ON 1ST FEB 1999

**Inaugurated by Mr. Subhash Kanta Sawant -
erstwhile member, Mayor in Council &
Chairman of Solid Waste Management Department**



**Mr. Ajitkumar Jain -
erstwhile Additional Municipal Commissioner**

Involved the neighbouring

- 6 hotels
- 4 commercial establishments
- 20 taxi drivers
- 2 cigarette shop owners

**AIRPORT
HOTEL ZONE**

HOTEL AIRPORT INTERNATIONAL

HOTEL BAWA INTERNATIONAL

HOTEL ATITIHI

THE ORCHID AN ECOTEL

HOTEL TRANSIT

PRESSMAN BUILDING

ENTERPRISE CENTER

MALANI CHAMBERS

HOTEL AIRLINK

6 feet

6.5 feet

4 feet

CONTRIBUTIONS

Hotels contribute Re.1/- per day per room

**Commercial Establishments contribute Re.1/-
for every 250 sq. ft.**

**Shop owners and taxi driver contribute Re. 1/- per
day**

OUR ACHIEVEMENTS

- **Road has been done up and beautified**
- **Private Cleaning and Maintenance Agency-
George Enterprise, hired for the upkeep
and cleanliness of the road**
- **Hiring of Private Security**

- **Got the 2 shops done by Godffrey Philips**
- **Licensed Hawkers of the area were retained. No new hawkers have been allowed in the area**
- **Beautification - potted plants placed on the road & been able to develop garden outside Centaur Hotel**



ECOTEL - The Hallmark of Environmentally Sensitive Hotels

**Astounding success of the Airport Hotel Zone
Representatives Association resulted in the
formation of the**

ORCHID ALM TRUST

Orchid ALM Trust



*“Orchid ALM Trust” was set up on
World Environment Day - June 5, 2002.*

ECOTEL - The Hallmark of Environmentally Sensitive Hotels

The Orchid ALM Trust comprises of the following Trustees:

Mr. Vithal V. Kamat

– Chairman and Managing Director of The Orchid

Mr. Kiran V. Shantaram

– ex-Sheriff of Mumbai

Mr. V. Ranganathan

– Ex-Chief Secretary, Government of Maharashtra

Mr. S.S. Bhagwat

– Initiator of the ALM movement in Mumbai. Currently working with AIILSG

Mr. Viren Merchant

– Chartered Accountant and Pioneer of the ALM movement.

Mr. K. P. Kannampilly

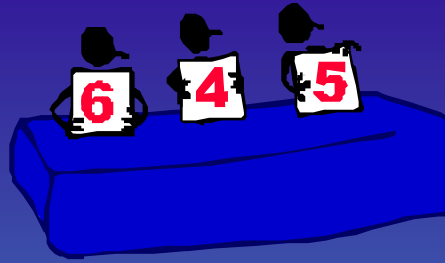
– Technical Director of The Orchid

Aims and Objectives of The Orchid ALM Trust

Objective of the trust is to create environmental consciousness amongst the citizens and motivate them to partner with the MCGM towards making the city clean and green

Increase the number of ALM's from 750 to 7000





Annual Competition

ALM contest was organized by The Orchid in association with AIILSG in order to motivate existing ALM programs & create further awareness amongst Mumbaikars to form ALM's

Prizes

Mumbai has 6 zones

1 zonal winner from each zone

1 overall city winner



The competition was announced after meeting with Shri Johny Joseph, Hon'ble Municipal Commissioner and receiving the MCGM's support for the same



Judges for the contest

Mr. Kiran V. Shantaram

Mr. V. Ranganathan

Dr. Sneha Palnitkar

Mr. S.S. Bhagwat

Mr. Viren Merchant

– ex-Sheriff of Mumbai

– Ex-Chief Secretary, Government of Maharashtra

– Director, All India Institute of Local Self Governance (AIILSG)

– Initiator of the ALM movement in Mumbai. Currently working with All India Institute of Local Self Governance (AIILSG)

– Chartered Accountant and Pioneer of the ALM movement

Rules and Regulations for the Competition

The competition is open to all ALM's

- The participating ALM included following details in their application:
 - Name of the ALM
 - Number of members in the ALM
 - Name and Number of buildings/chawls who are members of the ALM
 - Amount collected as contribution from all the members per day
 - Date by when all the members give their contribution every month.

Rules and Regulations for the Competition

- A small write-up was submitted by the participating ALM (when was it implemented, how many members, achievement's etc) highlighting efforts undertaken by them for its sustainability and mentioning future plans.
- Photographs of before and after adoption of ALM program were submitted.

Rules and Regulations for the Competition

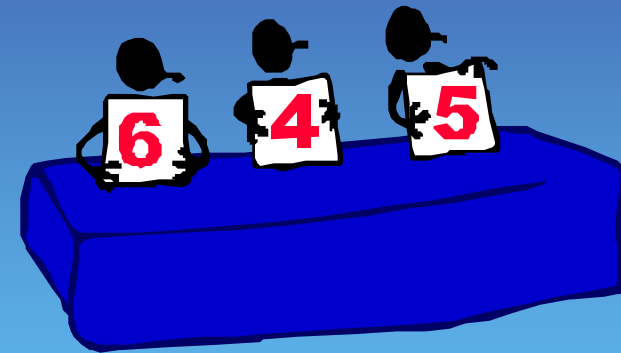
- The material submitted along with the application form will not be returned and will be used for promotion of the competition as, when and if required.
- The competition is on a zonal basis with, Mumbai being divided into six zones and a zonal winner being selected and from the final 6 zonal winners an over all city and school winner will be selected.
- The decision of the judges shall be final and binding.

Numerical Rating System (NRS)

Using this **Numerical Rating System (NRS)**, the judges of the competition evaluated each participating ALM.

The **NRS** is broken down into 3 parts:

- The **Primary Qualifying Points**
- The **Secondary Qualifying Points**
- The **Tertiary Qualifying Points**



All participating ALM's were evaluated on all these parameters

PRIMARY QUALIFYING POINTS



1. The ALM has to be properly **registered** with the BMC.
2. Out of the total number of dwellings/flats/bunglows/shops in the area/lane **atleast 50%** of them should be members of the ALM.
3. The trust/association deed must be made on a **stamp paper**.
4. A minimum of 2 ALM boards should be put up in the area with the name and necessary details on it and demarcating the area falling under the purview of the said ALM.
5. The ALM should have the following **office bearer** for e.g. President, Secretary, Treasurer, Coordinator.
6. ALM meeting is held atleast once a month and the minutes recorded.

(The participating ALM for the competition should be able to achieve atleast 4 out of the above 6 points)

The most important qualifying point

Waste Segregation!!



All ALM's irrespective of their eligibility in the primary qualifying points were audited at the secondary & tertiary level.

ALM's were requested to send a 500 word write-up to qualify for the contest

SECONDARY QUALIFYING POINTS

**Example
Criteria**

Marks

Do they have a member/representative from each building/chawl/lane/street?

100

Is a name given to the Private Trust (ALM)?

50

Is the trust deed made on a Stamp Paper?

25

Are appropriate Office Bearers appointed for the ALM for e.g. President, Treasurer, Secretary?

(10 marks for each office bearer)

30

TERTIARY QUALIFYING POINTS

Examples

Efforts made by the ALM to devise and implement new and innovative ways to help keep the road clean

After your ALM has started have you helped initiate any other ALM in any other locality? If so where, when and how

Efforts made for sustainable development of the ALM

**Applications were scrutinized by the
Green Team
All ALM's underwent a secondary
audit of their surroundings**



**Short listed ALM's underwent
another round of audits by
external judges
Photographs were taken during
the inspection process
Questions asked to citizens traversing
the road to gauge awareness levels.**





**Winners were felicitated by Shri Johny Joseph,
Municipal Commissioner, MCGM at a function at The Orchid**

OUR LOCALITY (1998)



OUR INITIATIVES



- ◆ **CLEANING OF DRAINS**
- ◆ **REPAIR OF ROADS WITH OUR OWN FUNDS**

OUR INITIATIVES



TREE PLANTATION AND BEAUTIFICATION

ECOTEL - The Hallmark of Environmentally Sensitive Hotels

OUR AREA TODAY



Pathway to a Cleaner & Greener Mumbai



More ALM's!

ECOTEL - The Hallmark of Environmentally Sensitive Hotels

Thank You

ECOTEL - The Hallmark of Environmentally Sensitive Hotels