

---

# Community Based Rural Tourism Project Supported by Make My Trip Foundation

---

2021-22 Quarter 1 –Period 1  
Progress Report



---

Submitted by:  
Himotthan Society,  
Dehradun-Uttarakhand.

---

## Summary:

The tourism sector of Uttarakhand is a growing Industry. The post-covid scenario has brought in new hopes for the sector players. Tourist foot fall in both the regions of Uttarakhand, that is Garhwal and Kumon has seen a steady growth. However, if we leave aside the religious tourism sector of Uttarakhand, the growth of theme based, experiential centric tourism products are revolved around key offerings such as birding, hiking, rural tourism experiences. This MMT and Tata Trusts support project is making an effort to involve the community at large to be part and parcel of the tourism initiative. During the reporting period the major focus of the project was to ground the project in the two locations, understand the micro issues related to the growth of tourism and identifying key resources who will be further associated with the project activities.

## Key activities carried out during the reporting period

### Baseline Survey

The baseline exercise was conducted during the reporting period in two clusters i.e. Jhadipani Cluster in Chamba block of Tehri Garhwal and Makku Math Cluster in Rudraprayag district. Post finalisation of data sets to be captured, teams of local enumerators were finalised, training sessions on data collection were conducted, post the training sessions the survey work was initiated in both the clusters.

### Survey Details:

The survey covered the following aspects. Factoring into consideration that the survey results should provide the project the following key directions. 1. Overall socio-economic scenario of both the clusters 2. Inventory of cultural/natural/built assets in both the clusters 3. Rural talent scouting for households and persons and their possible involvement in project activities 4. Houses in both the clusters that the community is ready to develop and engage in tourism activities.

#	Village	Gram Panchayat	HH Surveyed
1	Thangdhar	Saud	10
2	Saud	Saud	78
3	Silkoti	Silkoti	40
4	Manjyar Gaon	Silkoti	20
5	Kakhwari Gaon	Kakhwari	20
6	Churenda	Silkoti	3
7	Chopriyal Gaon	Chopriyal Gaon	100
8	Kanthar	Silkoti	17
9	Bharanametok	Dungli	12
<b>Total HH Covered</b>			<b>300</b>

Village		Gram Panchayat	HHs surveyed
Makkumath	Ukhimath Block	Makkumath	100
Paw		Makkumath	50
Jagpura		Makkumath	40
Sari		Sari	60
Usada		Usada	50
<b>Total HHs Covered : 300</b>			
<b>* Survey data is in compilation stage</b>			

**Socio-Economic Profile:** The survey tried to capture the overall socio-economic scenario (Demographic



*Training of Enumerators for Base Line work*

Profile) of both the clusters on one hand and on the other hand tried to pin point households who are desirous of utilising the economic opportunities being offered by tourism towards livelihood enhancement. In both the clusters tourism as an income generating activity have been carried out, however the engagements have remained in providing services like guides, porters, supplies. Over the last five to eight years organised efforts are being made either individually or by a group of people towards

setting up enterprises related to tourism. The biggest bottleneck often was the availability of capital and sustaining the market connect.



*Data Collection Training*

The income generation options presently being varied farm-based practices and the resultant income from different sources is also ascertain. The overall scenario represents that HHs are engaged in two or three different livelihood streams- such as Income from Agriculture, Horticulture, Livestock. Option of tourism has emerged strongly in both the clusters.

The cluster wise data indicates that some of the villages in the clusters have shifted more towards income from tourism streams. These villages have relative comparative advantage either through location,

geography, built heritage, connectivity.

### **Household centric Baseline**

The Household centric data points were fixed to ascertain the possibility and willingness of the Household owner to utilise the space available in his/her home as an accommodation unit. Different parameters have been taken into consideration to ascertain the same. Some these include design of the house, construction style, rooms size, availability of running water and water storage capacity, toilets and its types, if the toilets are attached to the rooms or our outside. Apart from this the geographical setting of the house was also ascertained during the survey, to understand if a particular house is providing a good view, or the house has a major construction close by that may act as a deterrent for visitors to stay in such a house.

Connectivity aspects were also ascertained. Apart from this, members presently living in the house and their relative ability to handle guests was also judged during the survey.

### **Human Resource available at village level**

The survey work also tried to map the human resource available at cluster/village level/ for their possible involvement in different project activities. Traits related to nature interpretation (Local flora/Fauna), cultural interpretation and folk lore. The survey also tried to ascertain the number of people who have been previously engaged in tourism locally or outside.



## Houses for Homestays

A major portion of the survey focused on identifying potential community members who are willing to utilise a portion of their homes to be used as homestays. Willingness for the same remained the key criteria for filter. Apart from these, other parameters related to the house- its construction style, room size, toilets type and availability-location-if attached or outside the home, homes that are located offering a good view, any physical hindrance/construction that may obstruct the entry, exit or the overall ambience of the house was also ascertained. The pictures collected of some of the potential houses are as below.



## Homestay scheme (Apno Ghar) and its updates –Maku Math

In Rudryaprayag cluster, under the State sponsored scheme to promote homestays, “**Apno Ghar**” is also being coordinated. Under this scheme 7 new houses are to be constructed. The funds are being provided by the District Administration through (ICDS, Integrated Child Development Services) and for foundation work through MGNREGA. The Government has granted a total fund of Rs.30 Lakhs for 7 homestays. Around 1.5 -2 Lakhs will be leveraged from MNREGA for levelling of the lands and foundation work. A sum of 12 Lakhs will be pumped from Livelihood Skills Program (USRLM + Himmotthan Project) for providing furnishings and fittings for the homestays. The homestays have been designed keeping the local material and architecture in consideration. Site selection, layout and basic ground levelling has been completed.



Survey training of 5 Community Representatives by Mr. Dinesh Negi (Team Lead – MIS, Himmotthan)



Ground Work under MNREGA undertaken at Makku Math Homestay sites

### **On boarding of Consultants and way forward**

#### **A) Capacity Building of Local Human Resource:**

As detailed above that one of the results that were derived from the baseline survey was to identify potential local human resource that can be associated with other tourism development activities and another was to have an understanding of the clusters/regions cultural, natural, built assets along with local folk lore, etc. The results of both these observations is aimed to be further developed as an experiential tourism product. Towards this a Dehradun based organisation “Been there Done That” has been on boarded. Their major role will include

- a) Designing of interpretational experience / story telling specific to the two clusters
- b) Social contextualization, Training and capacity building of various stake-holders
- c) Training of the community to deliver high-quality, inspired interpretative experiences

B) In order to maintain a regular and sustained presence on the different electronic platform related to market connect, customer connect, local resource pool has to be nurtured. The identified local pool of resources will be trained on different digital documentation and dissemination methods. For this a Dehradun based media organisation has been on boarded. Their major contribution will be towards -

- a) Support in setting up a digital documentation team in each cluster village that will be able to create high-quality videos / stills / audio-recordings / photo-essays.
- b) Support in setting up a mediatheque in each location with the aim to increase the digital footprints in medias that will be helpful in furthering the promotion of the destination.