

QUARTERLY REPORT

JULY – SEPT, 2022-23



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Background:

Make my Trip Foundation and Tata Trusts are jointly supporting the promotion of rural tourism in Uttarakhand. The project is being implemented in Tehri Garhwal and Rudraprayag districts of Uttarakhand.

The project is supporting in developing quality rural tourism products, that can be locally managed by the community institutions. The rural tourism products are being developed taking into consideration the cultural, environmental, heritage, bio-diversity of the region. Experts in the field of interpretation of local resources are being taken on board along with experts in the field of digital documentation and interpretation. The project is being implemented two clusters, that is Jadipani cluster in Tehri Garhwal and Makkumath & its environs in district Rudraprayag.



Progress against AWP 2022-23:

During this period the main activities were aimed towards grounding the project. Major activities were towards setting up the field units, spreading awareness about the capacity building programs among the communities, identification of the Khojis from the villages, setting up the base for the development of physical setups, like media center, homestays, & training programs and initiate the same.

Key Highlights:

1. Media Training was carried out in Jadipani cluster. Seven trainees were shortlisted out of 15 participants in the beginning. And only 3 made it till the end. These trainees were trained on aspects of operating camera, sound, and light equipment in both indoor and outdoor environments; preparing scripts for the shoots, while covering from the most fundamental to top aspects, like community institutions, local bodies, individual stories, cultural heritage, architecture, community figures, local events, community works, etc. across the region with various age groups; pre and post production processes, conducting and hosting interviews, scripting story designing and B-rolls, etc. They trained and participated in the entire shoot sessions and even produced 40% of the deliverables with the media team.
2. In order to keep the Media Group functioning and sustainably produce the results in long term, a Media Centre has been established in the cluster office for editing and composing works, where these trained persons will be processing their assignments. And as per the response from the community in future this center will also serve as a training point for future prospects.
3. Recces have been conducted, identifying, short-listing and documenting one Birding and sunrise trail, two cycling trails, two jungle walks, and couple of village tours.

4. A site for setting up the purposed community café is also finalized and its agreement work is in progress with the owner. Meanwhile, the work on its designing and functioning module is also in progress, in which the involvement of community members is of utmost priority.
5. Guiding Training is also in progress, which started with 30 interested members. Out of which 10 has been selected as the core members and rest are being prepared for backup and supportive roles. The trainees are being introduced to and trained in aspects of Guiding principles, guiding etiquettes, fundamental roles in various types of guiding, duties and powers of a Guide, role of a Guide in promoting community or regional goodwill and facilitating and promoting conservation. Moreover, this core group is also assisting in aesthetically designing the community café and the culinary experiences.
6. Homestay prospects has been shortlisted and finalized. So far 24 interested households have nominated themselves for the development. They are being proceeded with for further discussions on terms and conditions of running the Homestay business. Talks with the district authorities is also in gradual progress for legal support in permits and clearances.
7. Development of Women Tour and Travel Agency is in the budding stage. The proposal is being drafted to present with the Federation for discussion on their willingness, feasibility and volunteership for the management roles.

KPI OF THE PROJECT FOR THE QUARTER:

S.N.	Indicators (KPIs)	Measuring Unit	Overall Project Target	Cumulative Achievement till March 2022	Target 2022-23	Achievement 2022-23	Cumulative Achievement
						Q2 (JUL-SEPT 22)	
1	Cumulative Tourism Trainers and Experience Anchors Created/Trained	Num	24	0	10	03 + 10 under progress	13
2	Cumulative number of local community members enrolled in Khoji groups tasked with documentation of tangible and intangible culture	Num	30	0	12	4	4

3	Cumulative number of architectural design guide based on traditional heritage	Num	1	0	1	0	0
4	Cumulative number of tourist accommodation rooms added	Num	22	0	4	0	0
5	Cumulative number of tourism experiences offered	Num	16	0	4	1	1
6	Cumulative number of community institutions including "all women's travel & tourism agency"	Num	3	0	2	0	0
7	Cumulative Number of House-holds earning incremental tourism income of Rs. 24,000 during the project duration Job Opportunities/Livelihoods Generated	HH	300	0	85	0	0
8	Cumulative Rs. Lakhs of Tourism and allied online income/ spend at destination through community / institutions	Rs.	100	0	6	0	0
9	Cumulative No. of Destination level Tourism Plans enumerating the Business model	Num	2	0	2	1	1

World Tourism Day: UNWTO has recognized 27th of September every year as the World Tourism Day. On the occasion a meet was organized by the CBT Project team in Jadipani cluster, intending to ice break between the community and the operators regarding the concerns and prospects of sustainable tourism practices in the region.



As this year's theme was "RETHINKING TOURISM", so was the meet. Aimed as providing a platform for inclusive dialogue for better understanding of host culture's demands, concerns and to identify solutions to realize a broader potential of the region along with thinking what sort of tourism the region wants.

Operators from range of segments in the region were called out for the meet, like owners of high-end properties, standard range stays, adventure park owners, camping & safari operators, and homestay owners, along with the community members from the CBT project villages. Also, the Guide trainees and the Media group also participated in it.

The meet derived a lot of deep insights from both the parties, i.e., operators and community, on regional prospects, concerns, happening shift in tourist mindset & demands, community & operator's moral duties, and scope for collaborative practices from both ends.

Both the sides seemed quite driven towards creating a regional identity and sustaining the resources for more promising future. The inputs of the interaction meet were noted and are being considered for feasibility and implementation suitability in the growing stages of the project.
