

QUARTERLY REPORT

JAN – MAR, 2022-23



HIMMOTTHAN SOCIETY DEHRADUN
193, Vasant Vihar, Phase – 2, Dehradun
Uttarakhand, India – 248006
Phone No. – (0135) -- 2760728, 2761796



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 experiences and products pertaining to cultural, natural, and ethnic heritage, 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 implemented in two clusters, that is Jadipani cluster in Tehri Garhwal and Makkumath & its environs in district Rudraprayag.



Progress against AWP 2022-23:

The project activities have started to gain elevation and ground hold. In this period, the major activities were aimed at building bases for setting up the physical developments, like homestays and the community café, polishing the curated experiences for commercial projections, like guiding trails and media teams, and setting up the ties with the local authorities.

Key Highlights:

1. The digital documentation and media training was carried out for total 75 days in the Makkumath cluster and completed successfully. In this training program, out of 20 volunteers 7 candidates were shortlisted for the full training and four completed it. During the procedure, the media team also identified, shortlisted and interviewed the community resources persons as the *Khaji* members from the community for digital documentation of the regional heritage. The two media trained girls from the Jadipani cluster were relocated to Makkumath cluster as assistant instructors on Internship, providing them professional exposure and earning opportunity.
2. The Guides in the Jadipani cluster practiced demo runs on the curated trails frequently. Detailed assessments were taken of each Guide during the mock trials and were guided to improve on the skillsets. Also, some associations were also tapped to attract the commercial groups on these trails, as a result of which a group of 50+ people was bagged for Manjyadgaon - Chhetrapal trail along with community lunch on March 19, but was postponed due to bad weather conditions. It shall be catered in the month of April now.

The Guides has been equipped with basic guiding essentials like uniform, name plates, and first-aid kits.

The trails have been documented and the designing of the pamphlets and brochures is under process.

3. The homestays in the Jadipani cluster were shortlisted earlier. Now total of 10 homestays has been selected for development, contributing 16 rooms. The basic procedure of proposals and obtaining NOCs from the house owners and *Gram Pradhans*, was completed earlier. The basic mapping was done of all the homestay. In order to initiate the modification work, an Architect has been on-boarded and the first draft of the designs and estimates is also received. The first meeting for discussion on homestay agreement proposal is also done with the community, and the common consensus is drawn. The agreement with each individual is also signed towards the investments in the development and further engagement.
4. The 7 homestay units in Makku village, are in progress. The six units are now fully ready for the roofing work, after the completion of the plaster. One unit has reached at the plinth level. The homestay owner (Smt. Swari Devi w/o Late Sh. Veer Singh) allotted another plot for the construction as the previous one was improper for the construction. For the roofing work a contractor-fabricator has been on-boarded, and the work has also been initiated. The wooden planks shall be provided by the community members. The completion of roofing work for the seven homestay units is estimated for 2 months.
5. The development plan and estimate of the community cafe / museum / shop / demonstration space / nature trails, was put to halt and processed for revising. Now the whole plan is under the revision of cost estimate and business plan. Though the site will remain same but the proposed building structure is to go through some major changes. The process of the “All Women Travel and Tourism Agency” is gaining a clearer ground. The institutional structure and business plan is in formation. A screening event was organized in Ushara (Makkumth cluster) office to screen the films made by the local youth under the media training program. The response and feedbacks from the community was more than expected. It enhanced the goodwill of the project and organization in the cluster. A Graphic Designer has been on-boarded for the development of web and print media out of the immense raw data collected by the media teams during the documentation and trainings in both the clusters. The introductory field visit of the Graphic Designer is also done with orientation and basic research.

KPI OF THE PROJECT FOR THE QUARTER:

Indicators (KPIs)	Overall Project Target	Achievement till March 2022	Annual Target 2022-23	Achievement				Cumulative Achievement
				2022-23				
				Q1	Q2	Q3	Q4	
Cumulative Tourism Trainers and Experience Anchors Created/Trained (No.s)	24	0	10	0	3	9	4	16

Cumulative number of local community members enrolled in Khoji groups tasked with documentation of tangible and intangible culture (No.s)	30	0	12	0	4	20	23	43
Cumulative number of architectural design guide based on traditional heritage (No.s)	1	0	1	0	0	0	0	0
Cumulative number of tourist accommodation rooms added (No.s)	22	0	4	0	0	0	0	0
Cumulative number of tourism experiences offered (No.s)	16	0	4	0	1	4	0	5
Cumulative number of community institutions including "all women's travel & tourism agency" (No.s)	3	0	2	0	0	0	0	0
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	16	20	36
Cumulative Rs. Lakhs of Tourism and allied online income/ spend at destination through community / institutions (Rs.)	100	0	6	0	0	0	0	0
Cumulative No. of Destination level Tourism Plans enumerating the Business model (No.s)	2	0	2	0	1	0	0	1

PICTURES OF THE QUARTER:



Digital documentation & Media training



Editing and Data Sorting



Demo runs of the Guides



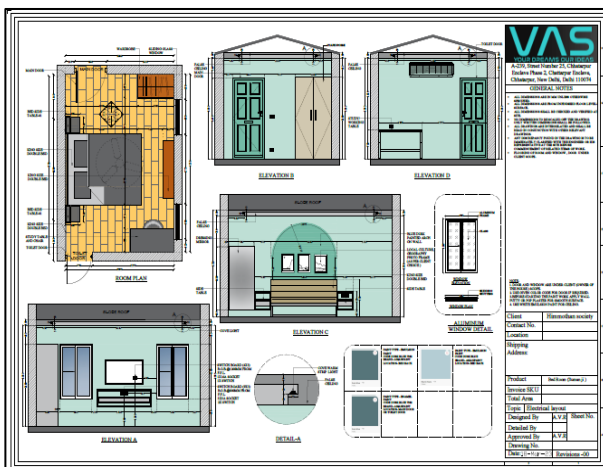
Trial run of Kunjachali Trail



Basic mapping of Homestays by Architect



Plaster completed in Makku Homestays



Designing & Mapping of Homestays



Screening event in Ushara Office

*****OVER*****