

QUARTERLY PROGRESS REPORT, Apr-Jun 2023-24

APRIL – JUNE 2023-24

HIMMOTTHAN SOCIETY DEHRADUN

Authored by: Nitesh Ramola



TATA TRUSTS

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BACKGROUND:

The Himmatthan Society Dehradun is running a Community Based Tourism (CBT) Project with the financial support of Make My Trip Foundation (MMTF) and TATA TRUSTS (TEDT), in Uttarakhand. The project is being implemented in two clusters named Jadipani cluster and Ukhimath cluster, in Tehri Garhwal and Rudraprayag districts respectively. The project is termed from November 2021 to June 2024. The CBT project is aimed at creating some sustainable community-based tourism products which shall be organized, run and managed by the communities and their institutions with complete ownership.

The major components of the project aligned towards its aim, in order to curate some authentic experiences are, development of traditional homestays in the villages, training the villagers as community guides, and establishment of a mediatheque, and developing a community run café cum museum and studio, in each cluster towards generation of sustainable employment opportunities.

In the past year, the project has completed the work on the Base line surveys, establishment of field offices, hiring of staffs, mobilization of the communities, grounding the project activities, completed the media trainings setting mediatheques in both clusters, and completed guiding training in the Jadipani cluster, and initiated the development of the homestays in both the clusters.

Under the project, the seven homestays in Makkumath village of the Ukhimath cluster, are being built freshly in collaboration with the ICDS project of NRLM.



HIGHLIGHTS:

In the first quarter of FY 2023-24, Apr-Jun, the major activities were centered around development of homestays, opening up the same for the business, setting off the media teams and guiding groups for the commercial projects after offering adequate internship programs as handholding exercises. Marketing tie ups with the regional tourism players and kickstarting the incorporation of the 'tourism agency'.

PROGRESS IN THE QUARTER:

1. **Jadipani Cluster – Development of Homestays:** Total of 12 homestays are to be developed in the Jadipani cluster. An interior designer architect consultant was on boarded in the last quarter for developing the concept designs and estimates. As per the approved designs three homestay rooms have been fully completed in the cluster, and three others are in the modification stage.

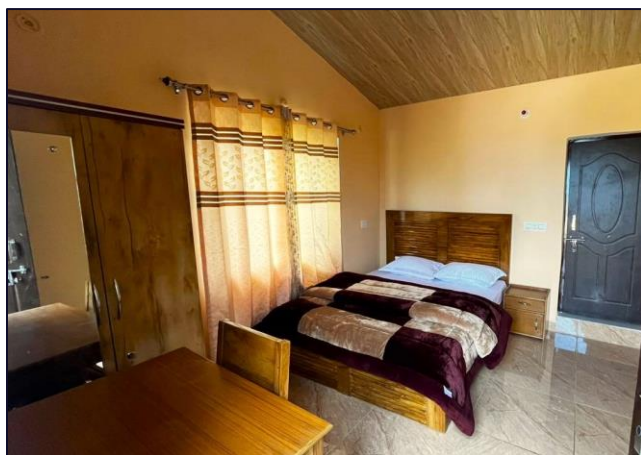
The homestays have been opened for the commercial business in this quarter. And the collective business of 17D/16N in total has been already catered by the end of the quarter, generating ₹16k in revenue.

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2. **Guiding Group:** The guiding group has started its commercial business in the quarter. The trained Guides were equipped with uniform and basic essentials like first-aid kits, trekking pole, water bottles, nameplates, etc. to enhance their professional appearance. Other than initiating tie-ups with the regional tourist accommodation businesses, external sources are being explored for bringing in the business. As a result of the same the FPO has bagged couple of groups, catering total of 50 clients by the end of the quarter.
 3. **Media Teams of both the clusters:** The set up of the mediatheque was completed with conclusion of trainings and documentations in the both the cluster, in the last quarter. Total of 4 youths came for full time commitment, 2 from each cluster, who were offered internship in the clusters of Tehri Garhwal with the Himmotthan Society only, as a handholding exercise for professional exposure and polish their skills. During the internship they completed couple of internal projects documenting the cluster activities. After internship program, the media team has done an external project of property photoshoot in the Chakrata region, and two independent contracts of producing document films for the Honey Value Chain Project and the Agriculture project, of the Himmotthan Society. Couple of other projects are in negotiation and consideration stage with the HMS and the MMTF separately.
 4. **Ukhimath Cluster – Guide Training:** The Guiding training has started in the Ukhimath cluster with extension of the consultant, Been There ; Doon That (BTDT). The age category of the training volunteers is across the age groups (from 21years to 46years) and from all the villages of the tourism project. A range of experiences is being curated in the cluster, particularly focused for the long weekend activities. Total of 15 experiences have been shortlisted for final curation, out of which three have been finalized, naming Syelmi high-meadow trail, Sari view-points, and Bhairavanth-Van Devta trail, while others are under process.
 5. **Homestays Development:** The structure construction of the six out of seven homestays, being built in collaboration with ICDS project of NRLM, in Makkumath village was completed in the last quarter of 2022-23. In this quarter a separate Fabricator-contractor was on-boarded for the construction of the roofs and the construction of four roofs have been completed with part community contribution (wooden planks provided by the HS owners). The construction is being delayed due to early rainfall and unavailability of the community members in the peak season of the char-dham yatra. Also, the payment of the construction contractor is delayed from the District Administration. Moreover, the development of the three other homestays units in the cluster is to be commenced now. The selection of the beneficiaries has been done and the community contribution is being awaited, which is delayed due to the busyness of the community members in the chardham yatra season.
 6. **Travel Agency:** An 'All Women Travel & Tourism Agency' is to be formed under the project to bring and manage the business for both the clusters, with an FPO in each cluster. The branding and conceptualization of the Travel Agency has been completed and formation of an FPO in the Ukhimath cluster is under process. The concept has been formed with the brand name of "InBetween Travels", and the registration process shall be completed once the internal formalities are fulfilled.
 7. **Other Activities:** The tourism team hosted a week-long training program of the Education project from TATA TRUSTS in the Jadipani cluster. The event was driven by community-based hosting, with zero-waste production and traditional experiences.

KPI OF THE PROJECT FOR THE QUARTER:

Indicators (KPIs)	Overall Project Target	Achievement till March 2023	Annual Target 2023-24	Achievement 2022-23				Cumulative Achievement
				2022-23				
				Q1	Q2	Q3	Q4	
Cumulative Tourism Trainers and Experience Anchors Created/Trained (No.s)	24	16	14	0	-	-	-	16
Cumulative number of local community members enrolled in Khoji groups tasked with documentation of tangible and intangible culture (No.s)	30	43	18	0	-	-	-	43
Cumulative number of architectural design guide based on traditional heritage (No.s)	1	0	0	1	-	-	-	1
Cumulative number of tourist accommodation rooms added (No.s)	22	0	18	3	-	-	-	3
Cumulative number of tourism experiences offered (No.s)	16	5	12	3	-	-	-	8
Cumulative number of community institutions including "All Women's Travel & Tourism Agency" (No.s)	3	0	1	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	36	170	27	-	-	-	63
Cumulative Rs. Lakhs of Tourism and allied online income/ spend at destination through community / institutions (Rs.)	100	0	70	7.83	-	-	-	7.83
Cumulative No. of Destination level Tourism Plans enumerating the Business model (No.s)	2	1	2	1	-	-	-	2

PROJECT PICTURES:



HOMESTAY DEVELOPED IN JADIPANI CLUSTER



GUIDED TRAIL BY GUIDES IN JADIPANI CLUSTER



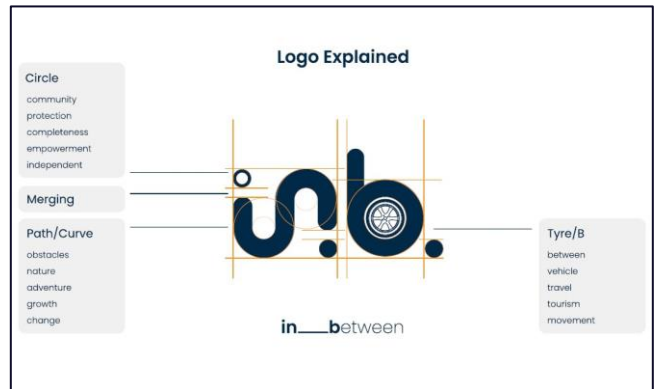
COMMUNITY LUNCH EXPERIENCE TO CLIENTS



EXTERNAL PROJECTS BY MEDIA TEAM



GUIDING TRAINING IN UKHIMATH CLUSTER



CONCEPTUALIZATION OF TRAVEL AGENCY



HOMESTAY ROOF IN MAKKUMATH



'EDUCATION TRAINING' HOSTED IN JADIPANI

*****OVER*****