

# Ladakh

## Community-based Tourism

Partner: World Wide Fund

		July 2021 update			
Objectives	Action	UPDATE	LAG	CHALLENGES	WAYFORWARD
1) Setup of home-stays under the Community-based Sustainable Tourism Program with basic amenities to create alternate source of livelihood. Total no# of homestays: 5	Setup 5 homestays in Kargil	Set up for all homestays has been completed and operations have been initiated. Drass homestay has already done business worth Rs.30K. Other homestays are picking up	Activity on track		Provide support for enhancing establishment USP and for creating contacts with travel agents etc
	Conduct 5 homestay owners training workshops				
	Conduct 3 cooking and hygiene workshops in Kargil				
	Conduct 1 homestay owners nature guide workshops	Trainings scheduled between Aug 20th to 5th September			

Objectives	Action	UPDATE	LAG	CHALLENGES	WAYFORWARD
2) Setup of Eco-cafes under the Community-based Sustainable Tourism Program with basic amenities to create alternate source of livelihood. Total no# of homestays: 6	Set up 6 eco cafes	Matayen(Bashir): Operational. Daily business of more than Rs.2000/- Drass (Women SHG): Conflicts resolved. Core construction of building underway. Mulbekh 1 (Lobzang) :Construction in last stage. Interior finishing underway. Mulbekh 2 (Eshay) : Set up in finishing phase.Building work complete, preparation of garden & grounds underway. Alchi (Sonam) : Construction in finishing stage, interiors underway. Tangse: Things replanned after an hurdle caused by a road widening plan. Procurement of materials underway.			
	Conduct 4 cooking and hygiene wokshops	Will be conducted right after the set up for all eco cafes is complted. Trainers are already onboarded			
	Conduct 2 nature guide workshops for eco cafes	Trainings scheduled between Aug 20th to 5th September			
3) Engaging with local tour operators such as taxi drivers and travel agents to support responsible and sustainable tourism	Conduct 2 tour operators training workshop	Physical event and material handover (Bags, collats) scheduled between 15th to 22nd August.			

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	Conduct 2 stakeholder engagement workshops	Physical event scheduled between 20th to 30th Aug			
	Conduct 2 nature guide training workshop	Trainings scheduled between Aug 20th to 5th September			
Collaterals and marketing material	Develop awareness material, co-branded bags for use at locations and workshops	Design for most materials completed and sent for printing. Will be sent to the landscape from Delhi by August 1st week.			