Ladakh

Community-based Tourism

Partner: World Wide Fund

		June 2022 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	All homestays are set up and functional Sadiq Homestay: Rs. 20,000 per month Khatija Homestay: April: Rs. 30,000 per month May - June : 25000 per month Nargis Homestay: March-June: 40-60k per month Askari Homestay: March-June: 20k per month M. Ali Homestay: March-June: 15k per month	Activity on track		Providing support for enhancing establishment USP and for creating contacts with travel agents etc
	Conduct 5 homestay owners training workshops	Completed	Activity on track		

Objectives	Action	UPDATE	LAG	CHALLENGES	WAYFORWARD
	Conduct 3 cooking and hygiene workshops in Kargil	Completed	Activity on track		
	Conduct 1 homestay owners nature guide workshops	Completed	Activity on track		
2) Setup of Eco-cafes under the Community-based Sustainable Tourism Program with basic amenities to create alternate sources 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): Opertional, Daily business of more than Rs. 4000 Mulbekh 1 (Lobzang) :Opertional, Daily business of more than Rs. 3000 Mulbekh 2 (Eshay) : Opertional, Daily business of Rs. 1000 Alchi (Sonam) : Operated temporarily, but at pause right now for some Tangse: Operational, Daily business of more than Rs. 10000			Support for enhancing visibility at all the cafes
	Conduct 4 cooking and hygiene workshops	Completed			
	Conduct 2 nature guide workshops for eco cafes	Completed			

Objectives	Action	UPDATE	LAG	CHALLENGES	WAYFORWARD
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	Completed			
	Conduct 2 stakeholder engagement workshops	Completed			
	Conduct 2 nature guide training workshop	Completed			
Collaterals and marketing material	Conduct 2 nature guide training workshop	Completed			