

HIMMOTTHAN SOCIETY, DEHRADUN

COMMUNITY BASED TOURISM PROJECT

QUARTERLY PROGRESS REPORT

July – September, 2023-24



TATA TRUSTS



## QUARTERLY PROGRESS REPORT, July-Sept 2023-24:

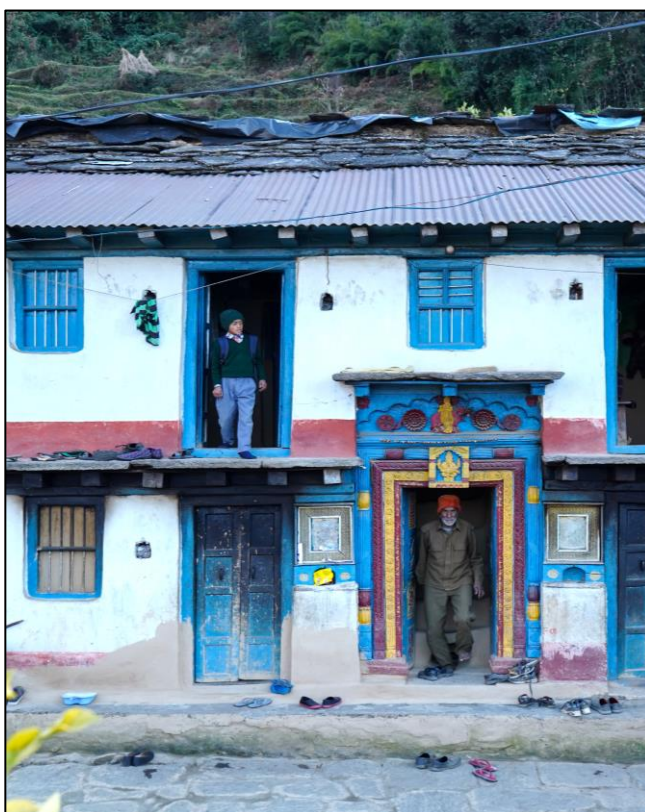
### BACKGROUND:

The Himmotthan 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 the cluster towards generation of sustainable employment opportunities.

In the past quarter i.e., April to June, 2023-24, the project has completed and operationalized three units of homestays in the Jadipani cluster ; Guiding group started their commercial activities on the curated trails ; Media teams completed their internship projects, bagged three external projects, along with two freelance projects for agriculture and honey value chain project documentation.

In the Ukhimath cluster, four homestays roofing was completed out of six units being built freshly in collaboration with the ICDS project of NRLM.



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### QUARTER HIGHLIGHTS:

In the second quarter of FY 2023-24, July-Sept, the major activities were centered around enhancing the development of homestays in both the clusters, operationalizing the developed units for the business, training of the Ukhimath cluster guiding team, pushing the processing of funds in District Administration for homestays completion in the Makkumath village, and also addressing the community concerns regarding the same.

Though, it was a slow quarter due to the monsoon season which hampered the physical developments, but other internal tasks were managed to be progressed, like on-boarding of the carpenter contractor for the making of doors and windows in the homestays, selection of the other

three homestay beneficiaries, on-boarding of the interior designer & developer consultant contractor for the Makkumath homestays.

### PROGRESS IN THE QUARTER:

1. **Jadipani Cluster – Development of Homestays:** In the last quarter, an interior designer was on-boarded for the designing of the homestay interiors and subsequently three units were completed and opened for the commercial business as well.

In this quarter (Jul-Sept), rest of the seven homestays have been developed and modified to completion. And now the units are ready for the commercial launch. Due to the monsoon season not much of business was generated during the quarter in earlier developed homestays. Also, the documentation procedures have been initiated in the quarter. As most beneficiaries did not have the PAN Cards, hence, it was processed by the cluster team which will be required in the registration process.

The list of all the homestays completed is as below, with community contribution figures and other details:

<u>S.NO.</u>	<u>OWNER</u>	<u>VILLAGE</u>	<u>ESTIMATED AMOUNT</u>	<u>PROJECT CONTRIBUTION</u>	<u>COMMUNITY CONTRIBUTION</u>	<u>DISTANCE FROM THE ROAD</u>	<u>USP</u>
1	Smt. Sarita Pundir w/o Kunwar S. Pundir	Manjyad gaon	Rs. 1,60,210	Rs. 1,28,168	Rs. 32,042	500 mts downhill	Himalayan Range, Tehri lake, solitude.
2	Smt. Rajeshwari Devi w/o Parshuram Dabral	Chopdiyal gaon	Rs. 1,19,155	Rs. 95,324	Rs. 23,831	Near the road	Sunset view, Surkunda range.
3	Smt. Suman Pundir w/o Rajendra Singh	Chaukhal	Rs. 91,965	Rs. 73,572	Rs. 18,393	100 mtr	Sunset view & Himalayan range.
4	Smt. Sushma Pundir w/o Dharmendra Singh	Silkoti	Rs. 1,48,051	Rs. 1,18,951	Rs. 29,100	150 mtr	Himalayan Range, Tehri lake, in-village.
5	Smt. Vimla Devi w/o Uppendra Singh	Silkoti	Rs. 1,32,797	Rs. 1,07,547	Rs. 25,250	100 mtr	Himalayan range, Tehri lake, in-village.
6	Smt. Priyanka Ramola w/o Anil Chand	Jadipani	Rs. 1,47,806	Rs. 1,18,850	Rs. 28,956	500 mtr downhill	Surkunda range, Sunset view, farms.
7	Smt. Makani Devi w/o Abbal Singh	Silkoti	Rs. 1,37,846	Rs. 1,11,466	Rs. 26,380	Near the road	Open environs, forest around.
8	Smt. Laxmi Devi w/o Ameer Chand	Jadipani	Rs. 1,61,737	Rs. 1,29,405	Rs. 32,332	400 mtr walk	Sunset & valley view, Surkunda hills, farms.
9	Smt. Seema Devi w/o Khushpal Singh	Jadipani	Rs. 1,63,359	Rs. 1,32,908	Rs. 30,451	450 mtr walk	Sunset & valley view, Surkunda hills.
10	Smt. Mamta Devi w/o Girveer C. Ramola	Jadipani	Rs. 1,56,165	Rs. 1,24,860	Rs. 31,305	Near the road	Sunset view, Surkunda hills, orchards

2. **Guiding Group and Trails:** The guiding group had started its commercial business in the last quarter only. In the current quarter i.e., July to August, the Guiding group prepared for the post-monsoon season, and approached the local tourist operators with the cluster tourism team, for the B2B tie-ups.

The detailed list of curated trails in the Jadipani cluster is as below:



S.NO.	TRAIL / EXPERIENCE	LOCATION	DETAILS	START/END POINTS	MAJOR ATTRACTION / SPECIALITY
1	Kunjachali Forest Trail	Chopdiyalgaon	Short Hike – Easy Grade – 2.5km – 3hrs	SP: Chureddhar Rest points:2 (Kunjachali forest, Kunja devi dhar) EP: Chopdiyalgaon	<ul style="list-style-type: none"> <li>Community fodder forest,</li> <li>Serene forest walk, and</li> <li>Greater Himalayan Ranges view with Tehri lake, and</li> <li>Community high tea.</li> </ul>
2	Solar Water Pump Trail	Chureddhar	Moderate Hike – 3.5 km – 4hrs	SP: Chureddhar Rest points: - EP: Chureddhar	<ul style="list-style-type: none"> <li>Walk though village,</li> <li>Community water conservation project,</li> <li>Forest walk, and outdoor lunch/ tea-snacks.</li> </ul>
3	Baddhar-Manjyar Gaon Trail	Manjyargaon	Moderate Hike – 3km – 4hrs	SP: Baddhar Rest points: 4 EP: Manjyargaon	<ul style="list-style-type: none"> <li>Gangotri Himalayan Range,</li> <li>Village water source, fodder forest, Tehri Lake view,</li> <li>Village temple, and</li> <li>Community lunch/BF</li> </ul>
4	Kaudiya Jungle Trail	Thangdhar	Short Hike – Easy Grade – 3.5km – 3hrs	SP: Kaudiya Forest Gate Rest points: 3 EP: Kaudiya Forest Gate	<ul style="list-style-type: none"> <li>Serene Deodar Forest walk,</li> <li>Himalayan peaks’ view, Jungle safari, cycling and</li> <li>Jungle high tea.</li> </ul>
5	Silkoti Birding Trail	Silkoti	Short Hike – Easy Grade – 3km – 2hrs	SP: Silkoti Rest points: - EP: Silkoti	<ul style="list-style-type: none"> <li>Birding,</li> <li>Himalayan Ranges Panoramic view with Tehri Lake.</li> </ul>

3. **Makkumath Cluster – Guide Training:** The Guiding training in the Ukihmth cluster with the consultant, Been There ; Doon That (BTDT) was almost completed in the last quarter, but it has not been closed yet due to the heavy monsoon season in the region and the consultant is yet to complete some assessment sessions with the trained Guides on the curated trails, which has been delayed due to the travel restrictions in the monsoon. It shall be completed early in the next quarter.

The list of Guides who participated in the training session is as below:

S. No.	GUIDES NAME	VILLAGE	AGE	SPECIALIZED TRAILS
1	Dilbar Singh	Sari	46	Sari Village Walk & View Points, Star Gazing Experience
2	Prema Devi	Sari	32	Apple Orchard / High Altitude Lake Trip, Star Gazing Experience
3	Aarti Devi	Sari	33	Apple Orchard / High Altitude Lake Trip
4	Rakesh Singh	Sari	41	Shiva’s Winter Abodes, Sari Village Walk & View Points, Bird Watching Tour
5	Anusuya Devi	Paab	23	Ushada-Paab Trail Hike
6	Geeta Devi	Paab	30	Ushada-Paab Trail Hike
7	Kavita Devi	Paab	33	Rakeshwari Dham Trail
8	Sanjay Singh	Paab	25	Ushada-Paab Trail Hike, Shiva’s Winter Abodes, Bird Watching
9	Ashok Singh	Paab	26	Star Gazing Experience, Rakeshwari Dham Trail
10	Mamta Bajwal	Usada	28	Ushada-Paab Trail Hike, Van Devta Trail
11	Vandna Devi	Usada	26	Van Devta Trail
12	Pooja Devi	Usada	23	Selmi Bugyal
13	Monika Bajwal	Usada	19	Selmi Bugyal, Himalayan Handicrafts
14	Yogendra	Usada	41	Rudraprayag High-Altitude Trails
15	Pradeep Singh	Usada	40	Ushada-Paab Trail Hike, Shiva’s Winter Abodes
16	Yashveer Singh	Usada	47	Bird Watching Tour, Rudraprayag High-Altitude Trails
17	Amita Devi	Jagpuda	29	Ushada-Paab Trail Hike, Apple Orchard / High Altitude Lake Trip

18	Sumanlata Devi	Jagpuda	33	Apple Orchard / High Altitude Lake Trip
19	Anshika Devi	Paab	29	Ushada-Paab Trail Hike, Rakeshwari Dham Trail
20	Anjali	Dilana Gwar	21	Shiva's Winter Abodes, Himalayan Handicrafts, Rudraprayag High-Altitude Trails

4. **Homestays Development – Makkumath Cluster:** Seven homestays to be built in collaboration with ICDS project of NRLM, in Makkumath village. In the past quarter (Apr-Jun), a separate Fabricator-contractor was on-boarded for the construction of the roofs, who has completed five roofs. The construction work which was delayed largely due to monsoon, has resumed by the end of this quarter. And the payment of the construction contractor which was delayed from the District Administration, has also been cleared in the quarter. The interior tiling and door-windows work have been started in the six units. All six homestays shall be ready by the end of October. The seventh homestay site was ruined by the landslide in the monsoon, breaking the support wall & covering its foundation with debris. The reports shared and the plea have been filed with the concerned authorities in the Block and District. Moreover, the development of the three homestays has been extended in geography around the cluster, after the discussion and due permission with the concerned parties. Thence, the selection of the beneficiaries is in completion with due documentation, and the development shall start subsequently.
5. **Community Café & Travel Agency:** The construction of Community Café cum museum in the Jadipani cluster has started and the foundation work has been completed. The construction work was slowed down due to heavy rains. The work has paced up now and shall be ready by early winters. The component of 'Travel Agency' might be incorporated under the company name 'TRISHULI', which was created by the Himmotthan Society for marketing the produces of all the SRCs at the state level and beyond, and the service branding might be given as per the designed concept of the 'inBetween Travel Agency'.

### KPI OF THE PROJECT FOR THE QUARTER:

Indicators (KPIs)	Overall Project Target	Achievement till March 2023	Annual Target 2023-24	Achievement				Cumulative Achievement
				2022-23				
				Q1	Q2	Q3	Q4	
Cumulative Tourism Trainers and Experience Anchors Created/Trained (No.s)	24	16	14	0	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	0	-	-	43
Cumulative number of architectural design guide based on traditional heritage (No.s)	1	0	0	1	0	-	-	1

Cumulative number of tourist accommodation rooms added (No.s)	22	0	18	3	7	-	-	10
Cumulative number of tourism experiences offered (No.s)	16	5	12	3	4	-	-	12
Cumulative number of community institutions including "All Women's Travel & Tourism Agency" (No.s)	3	0	1	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	36	170	27	13	-	-	76
Cumulative Rs. Lakhs of Tourism and allied online income/ spend at destination through community / institutions (Rs.)	100	0	70	7.83	0.55	-	-	8.38
Cumulative No. of Destination level Tourism Plans enumerating the Business model (No.s)	2	1	2	1	0	-	-	2

**PICTURES OF THE PROJECT PROGRESS IN THE QUARTER:**



**HOMESTAY READIED IN JADIPANI**



**MEETING FOR BENEFICIARIES' CONTRIBUTION**



**TRADITIONAL HOMESTAY DEVELOPED IN THE JADIPANI CLUSTER**



**NEW SITES EXPLORATION FOR HOMESTAYS AROUND THE MAKKUMATH CLUSTER**





**HOMESTAYS' ROOFS COMPLETED IN THE MAKKUMATH CLUSTER**



**TILING WORK RESUMED IN THE HOMESTAYS COMPLETED IN THE MAKKUMATH CLUSTER**



**GUIDING GROUP ASSESSMENT RUN IN THE JADIPANI CLUSTER**



**GUIDING TRAINING WORKSHOP IN THE MAKKUMATH CLUSTER**



**FOUNDATION WORK OF COMMUNITY CAFÉ IN THE JADIPANI CLUSTER**



**WORLD TOURISM DAY CELEBRATION WITH LOCAL SCHOOL & OPERATORS IN JADIPANI**



**ON-BOARDING OF INTERIOR DEVELOPER FOR THE  
MAKKUMATH HOMESTAYS**



**SPECIALIZED BIRDWATCHING TRAINING IN  
MAKKUMATH CLUSTER**

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