

HIMMOTTHAN SOCIETY, DEHRADUN

COMMUNITY BASED TOURISM PROJECT

III – QUARTERLY PROGRESS REPORT

October – December, 2023-24



TATA TRUSTS



QUARTERLY PROGRESS REPORT, Oct-Dec 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.

Till the past quarter i.e., July to September, 2023-24, the project has completed and operationalized ten units of homestays in the Jadipani cluster ; Guiding group started their commercial activities on the curated trails ; Media teams of both the clusters 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, five homestays roofing was completed out of six units being built freshly in collaboration with the ICDS project of NRLM. Four more homestays were shortlisted for development in the cluster villages and its extensions.



QUARTER HIGHLIGHTS:

In the third quarter of FY 2023-24, Oct-Dec, the major activities were focused on completing the infrastructural developments of homestays and the community cafe in the clusters, operationalizing the developed units for the business, winding up the training of the Ukhimath cluster guiding team, organizing and initializing the homestay owners towards starting the commercial activities, and also addressing the community concerns regarding the same.

Though, it was a slow quarter in starting the commercial activities, but other preparatory tasks were managed to be set forth for the action, like re-organizing the cooperative 'Nayi Kiran' and assembling the homestay owners under due format of SHGs/PGs for systematic operations in the cluster.

PROGRESS IN THE QUARTER:

1. **Jadipani Cluster – Development of Homestays:** In the last quarter, ten homestay units were developed and opened for the business in the Jadipani cluster.

In this third quarter (Oct-Dec) of 2023, the B2B tie-ups of the homestay units were done locally which generated a good initial revenue for the homestay owners in terms of the finances and experiences. Two other homestays are in the selection procedure.

The list of all the homestays completed is as below, with contribution figures and revenues by the end of the quarter:

| <u>S.NO.</u> | <u>OWNERS</u> | <u>VILLAGE</u> | <u>ESTIM. AMT.</u> | <u>PROJECT CONTRI.</u> | <u>COMMUNITY CONTRI.</u> | <u>DISTANCE FROM THE ROAD</u> | <u>USP</u> | <u>REVENUE TILL DATE</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. | 4,800 |
| 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. | 45,700 |
| 3 | Smt. Suman Pundir w/o Rajendra Singh | Chaukhal | Rs. 91,965 | Rs. 73,572 | Rs. 18,393 | 100 mtr | Sunset view & Himalayan range. | 32,000 |
| 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. | 2,400 |
| 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. | 6,100 |
| 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. | 0 |
| 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. | 2,400 |
| 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. | 1,400 |
| 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. | 0 |
| 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 | 0 |

2. **Homestays Development – Makkumath Cluster:** Seven homestays were being built in collaboration with ICDS project of NRLM, in Makkumath village. The homestays had been facing delays on multiple levels, but now the development has been progressed aggressively in the end of the third quarter. The roof construction work of the pending sixth unit has completed and the interior work in the four units has completed with the construction of the false-ceiling in all and acquiring of the furniture for all. Another two units shall be completed by the mid of January.

The tiling work in the bathrooms of four units has also been completed and another two units be done within fortnight.

The seventh homestay site which was ruined by the landslide in the monsoon, and the reported to the concerned authorities in the Block and District, has also been resumed for the development and is expected to be completed by the end of the February 2024.

Moreover, the other three homestays been selected in the villages of Ushada, Jagpuda, and Sari. An architect engineer was hired for designing the homestays. It has completed the work of estimation and designing of the homestays. The development work shall also be completed by the end of the January 2024.

The agreement was also drafted and signed between the homestay owners, Cooperative and the Himmotthan Society towards the contribution, ownership, and the operations of the homestays.

| <u>S.NO.</u> | <u>OWNERS</u> | <u>VILLAGE</u> | <u>ESTIM. AMT.</u> | <u>PROJECT CONTRI.</u> | <u>COMMUNITY CONTRI.</u> | <u>DISTANCE FROM THE ROAD</u> | <u>REVENUE TILL DATE</u> |
|--------------|---|----------------|--------------------|------------------------|--------------------------|-------------------------------|--------------------------|
| 1 | Smt. Sarla Devi w/o Sh. Lambodar Prasad | Makkumath | Rs. 8,00,000 | Rs. 1,59,700 | Rs. 52,000 | 70 mtr | – |
| 2 | Smt. Beena Devi w/o Sh. Chandraballabh | Makkumath | Rs. 8,00,000 | Rs. 1,59,700 | Rs. 52,000 | Next to road | – |
| 3 | Smt. Geeta Devi w/o Sh. Jagdeesh Singh | Makkumath | Rs. 8,00,000 | Rs. 1,59,700 | Rs. 52,000 | Next to road | – |
| 4 | Smt. Lakshmi Devi w/o Sh. Nagendra Singh | Makkumath | Rs. 8,00,000 | Rs. 1,59,700 | Rs. 52,000 | Next to road | – |
| 5 | Smt. Arti Devi w/o Sh. Amit Singh | Makkumath | Rs. 8,00,000 | Rs. 1,59,700 | Rs. 52,000 | 50 mtr | – |
| 6 | Smt. Sunita Devi w/o Sh. Bhuvan Chandra | Makkumath | Rs. 8,00,000 | Rs. 1,59,700 | Rs. 52,000 | 150 mtr | – |
| 7 | Smt. Swari Devi w/o Late Sh. Veer Singh | Makkumath | Rs. 8,00,000 | Rs. 1,59,700 | Rs. 52,000 | Next to road | – |
| 8 | Smt. Mamta Devi w/o Sh. Satendra S. Bajwal | Ushada | Rs. 1,20,500 | – | – | 100 mtr | – |
| 9 | Smt. Manju Devi w/o Sh. Sunil Singh | Jagpuda | Rs. 1,05,500 | – | – | 100 mtr | – |
| 10 | Smt. Ruchi Devi w/o Sh. Dharmendra Singh | Sari | Rs. 1,12,800 | – | – | 100 mtr | – |

3. **Makkumath Cluster – Guide Training:** The Guiding training in the Ukhimath cluster with the consultant, Been There ; Doon That (BTDT) was to be closed in the beginning of this quarter, but was later extended for the need of reinforcing the deliverables. The training of the guides was completed after the final assessment and the culinary training was also given to the guides and the couple of homestay owners. The consultancy of the BTDT has been closed with due report submission and the payments made.

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

| <u>S. No.</u> | <u>GUIDES NAME</u> | <u>VILLAGE</u> | <u>AGE</u> | <u>SPECIALIZED TRAILS</u> |
|---------------|--------------------|----------------|------------|---|
| 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 | Sanjay Singh | Paab | 25 | Ushada-Paab Trail Hike, Shiva's Winter Abodes, Bird Watching |
| 8 | Ashok Singh | Paab | 26 | Star Gazing Experience, Rakeshwari Dham Trail |
| 9 | Mamta Bajwal | Usada | 28 | Ushada-Paab Trail Hike, Van Devta Trail |
| 10 | Vandna Devi | Usada | 26 | Van Devta Trail |
| 11 | Monika Bajwal | Usada | 19 | Selmi Bugyal, Himalayan Handicrafts |
| 12 | Yogendra Singh | Usada | 41 | Rudraprayag High-Altitude Trails |
| 13 | Pradeep Singh | Usada | 40 | Ushada-Paab Trail Hike, Shiva's Winter Abodes |
| 14 | Yashveer Singh | Usada | 47 | Bird Watching Tour, Rudraprayag High-Altitude Trails |
| 15 | Sumanlata Devi | Jagpuda | 33 | Apple Orchard / High Altitude Lake Trip |
| 16 | Km. Sulekha | Dilna Gwar | 22 | Ushada-Paab Trail Hike, Apple Orchard / High Altitude Lake Trip |
| 17 | Km. Anjali | Dilana Gwar | 21 | Shiva's Winter Abodes, Himalayan Handicrafts, Rudraprayag High-Altitude Trails |

The list of Trails and Experiences curated in the Makkumath cluster:

| S.NO. | TRAIL / EXPERIENCE | LOCATION | DETAILS | EXPERT GUIDES | START/END POINTS | MAJOR ATTRACTION / SPECIALITY |
|-------|-------------------------------------|----------------|--|--|---|--|
| 1 | Ushada-Paab Trail Hike (Vice-versa) | Ushada / Paab | Day Hike – Moderate Grade – 10km – 7 hrs | Pradeep ji, Mamta ji, Anshika ji, Geeta ji, & Sanjay Singh | SP: Ushada Rest points: 5 (Huddu, Dilna, Bankun Dhar, Bantoli, Gwar Ghat) EP: Paab | <ul style="list-style-type: none"> Old non-motorable commute route, and Traditional cuisine cook-out experience in outdoors. |
| 2 | Van Devta Trail | Ushada | Medium Trail – Easy Grade – 4km – 4 hrs | Vandana ji & Mamta ji | SP: Ushada Rest points: 4 (Ganedi, Kokhal Dhar, Pothi Gadera, Herbal Garden) EP: Pothibasa | <ul style="list-style-type: none"> Easy Jungle walk, Perennial rivulet, and Herbal Garden. |
| 3 | Shiva's Winter Abodes | Ukhimath Block | Full Day Tour – Easy Grade – Road Trip | Rakesh ji, Anjali ji, Pradeep ji, & Sanjay ji | SP: Ushada/Makku Rest points: 4 (Ushada/Makkumath, Ukhimath, Bholeshawar, Kalpeshawar) EP: Hotel/HS | <ul style="list-style-type: none"> Winter seats of Bhagwan Shiv, Serene drive through reserved forest area. |
| 4 | Selmi Bugyal | Tala Ushada | Half-day Hike – Moderate Grade – 3.5km – 5 hrs | Pooja ji, & Monika ji | SP: Tala Rest points: Ramchanda Bugyal, Selmi EP: Tala | <ul style="list-style-type: none"> Scenic meadow, Shepherd huts, & Community forest. |
| 5 | Sari Village Walk & View Points | Sari village | Half-day trip – Easy Grade | Prema ji, Rakesh ji, Dilbar ji | SP: Sari village Rest points: Kourth, Patali Gadera, Chakhul Dhar. EP: Sari village | <ul style="list-style-type: none"> Village walk, Bhim shila and boulder ground, & Sunset view point. |
| 6 | Himalayan Handicrafts | Ukhimath Block | Full Day Tour – Easy Grade – Road Trip | Monika ji, Anjali ji, & Sulekha ji | SP: HS/Hotel pickup Rest points: Sari, Paabm Jagpuda, Makkumath, Mansuna, Chunni. EP: HS/Hotel Drop | <ul style="list-style-type: none"> Himalayan Handicrafts like, Bamboo craftsmen, Char dham replica makers, Himalayn wool weavers, |

| | | | | | | | | |
|--|-----|----|-----|----------|----------|----------|---|------|
| Cumulative Tourism Trainers and Experience Anchors Created/Trained (No.s) | 24 | 16 | 14 | 0 | 0 | 17 | - | 33 |
| 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 | 0 | - | 10 |
| Cumulative number of tourism experiences offered (No.s) | 16 | 5 | 12 | 3 | 4 | 4 | - | 16 |
| Cumulative number of community institutions including "All Women's Travel & Tourism Agency" (No.s) | 3 | 0 | 1 | 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 | 36 | 170 | 27 | 13 | 24 | - | 100 |
| Cumulative Rs. Lakhs of Tourism and allied online income/ spend at destination through community / institutions (Rs.) | 100 | 0 | 70 | 7.8 3 | 0.5 5 | 0.4 1 | - | 8.79 |
| 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:



Architect completed the estimation and designing of homestays in the Makkumath cluster



Building work of the community café in the Jadipani Cluster



Traditional homestay developed in the Jadipani cluster



Roof construction of the community café building in Jadipani



Culinary and Guding training completed in the Makkumath cluster



Interior development work of homestays started in the Makkumath cluster



Work of false ceilings and interiors completed in the six homestays of Makkumath



Bath and electric fittings work completed in six homestays in Makkumath



Construction work of seventh homestay restarted in Makkumath village



Roofing work of all six homestay completed in Makkumath



Furnitures procured for the six homestays in Makkumath cluster



Community café construction work done, interior work to start in Jadipani
