

COMMUNITY BASED TOURISM PROJECT

QUARTERLY PROGRESS REPORT

PERIOD: JULY – SEPTEMBER, 2024-25

BACKGROUND:

The Himmotthan Society, Dehradun, has been working on a Community Based Tourism (CBT) Project with the financial support of Make My Trip Foundation (MMTF) and TATA TRUSTS (TEDT), in Uttarakhand, as a pilot project. The project is now being implemented in three clusters named Jadipani cluster, Makkumath cluster, and Ransi Cluster, former being in Tehri Garhwal and the latter two in Rudraprayag district respectively. The project was termed from November, 2021 to June, 2024. Aimed at creating a replicable, scalable and sustainable tourism business model in the rural settings of Uttarakhand, offering authentic cultural, natural and architectural heritage experiences as experiential tourism products, with complete management and ownership of the local communities and their institutions.

The major components of the project aligned towards its aim, in order to curate authentic experiences are, development of traditional homestays in the selected villages, training the villagers as the community guides, especially women, and establishment of media units (local youth trained in photography and film-making), and developing a community run café cum museum and studio, in the cluster towards generation of sustainable employment opportunities.

In the last quarter of FY 2024-25 (April – June), the activities were concentrated on leveraging the project developments towards revenue generation for the communities. As the quarter housed the summer season in its later half, the Homestays and Community Guides were promoted for business activities, and systems were introduced for smooth and quality operations. Pending homestays were developed in the Makkumath cluster. Ransi cluster was incorporated in the project as the third cluster. Baseline survey was initiated in the cluster villages to draw accurate tourism related conclusions.

QUARTER HIGHLIGHTS:

The Project reached its timeline in the last quarter, that is June, 2024, subsequently, the No-Cost Extension was pursued with the stake holders for further completion of the remaining project activities. Hence, the development activities and field operations were paused during the being reported quarter. Also, the business generation by the homestay owners and Community Guides remained negligible due to the monsoon season.

Therefore, during the period, the project obtained the NCE approval after thorough assessment of the project progress and further planning. And the cluster teams were engaged in the maintenance of the homestays, and completing the necessary formalities for the registration of the developed homestays with the State Tourism Board as per the guidelines.

ACTIVITIES:

Jadipani cluster:

In the cluster, the business for the Homestays and Community Guides remained nil for the monsoon season and the development activities were also negligible due to the same reason along side the hold on project expenses till the extension of the project obtained. Hence, in this quarter the project teams were engaged in maintenance of the project developments like homestays, trails, developing SOPs at the community institution level, and approaching new market connects to forge the business partnerships towards attracting relevant tourists and generating tourism revenues. The Community Café acquired minor business with the help of Cooperative's connect and walk-in guests in the season.

At the end of the quarter, on receiving the extension letter of the Project, the agreements were renewed and developments activities are being resumed. The signboards are in process of implementation with the help of MMTF. Moreover, an open one-day training on hospitality management was organized, on the occasion of the World Tourism Day, on 27th September in the Jadipani cluster. In which 31 community members from all the villages in the cluster participated and learnt the skills of hospitality from an industry specialist (Manager of a premium resort on the Chamba-Mussorie road).

Makkumath Cluster:

As in Jadipani cluster, Makkumath cluster team was also engaged in maintenance of the homestays and consulting the tourism trainers and homestays owners, alongside the completion of ancillary activities in lieu of the Tourism Board registration formalities. One of the tourism villages in the cluster, Ushada, was also hit badly by the landslide in the month of August. Fortunately, no casualties or much of project development areas were affected. The village population is being relocated to the other side in the valley.

Moreover, the SOPs for the community institution level tourism operations were made at the cluster level and, regular meetings on community mobilization were held at the Block level towards forming in strategies on integrating more aspects of the region to the tourism products so that a wholesome experience can be curated in the region which in turn shall support the local households economically.

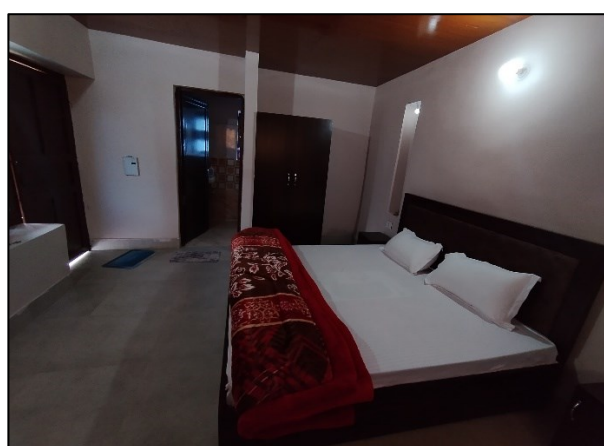
KPIs OF THE PROJECT:

Following is the Key Indicators of the Project for the financial year 2024-25, being bifurcated on quarterly basis.

Indicators (KPIs)			Overall Project Target	Achievement till March 2024	Annual Target 2024-25	Achievement				Cumulative Achievement
						2024-25				
						Q1	Q2	Q3	Q4	
Cumulative Experience (No.s)	Tourism Anchors	Trainers and Created/Trained	24	33	0	16	0	-	-	49

Cumulative number of local community members enrolled in Khoji groups tasked with documentation of tangible and intangible culture (No.s)	30	43	0	0	0	-	-	43
Cumulative number of architectural design guide based on traditional heritage (No.s)	1	1	0	0	0	-	-	1
Cumulative number of tourist accommodation rooms added (No.s)	22	16	4	4	0	-	-	20
Cumulative number of tourism experiences offered (No.s)	16	16	0	0	0	-	-	16
Cumulative number of community institutions including "All Women's Travel & Tourism Agency" (No.s)	3	2	2	0	0	-	-	2
Cumulative Number of House-holds earning incremental tourism income of Rs. 24,000 during the project duration Job Opportunities/Livelihoods Generated (HH)	300	107	130	43	0	-	-	150
Cumulative Rs. Lakhs of Tourism and allied online income/ spend at destination through community / institutions (Rs.)	100	9.96	30	11.88	1.4	-	-	23.24
Cumulative No. of Destination level Tourism Plans enumerating the Business model (No.s)	2	2	0	0	0	-	-	2

PROJECT PICTURES:



Homestays maintenance in Makkumath



Gardening in Homestays



Hospitality Training in Jadipani



Hospitality Management training session



Homestay owners meetings in Ukhimath



Plantation Drive in Makkumath cluster



Documents made for Homestay registration



Monthly meetings with the Homestay owners



Tourists hosted in Ushada Homestay



Sinking village of Tala Ushada



Monthly meeting with Homestay owners and Community Guides in Jadipani



Training on Mushroom cultivation in Makku

FURTHER ACTION PLAN:

The plan of action unchanged and shall be resumed as shared in the last quarter, which goes as follows:

Under the project, following activities will be of key focus while maintaining the timeline granted under the No-Cost Extension to the project and as per the viability of the local community:

Training of Community Resources: Skill building & nurturing the interpretational skills of identified community resources, for Guiding and Photography-Filmmaking, and training them as custodian guides and hosts, towards creating tourism-based livelihood plans. Capacity building of the community members and the existing tourism work force, enabling their effectiveness and efficiency for better utilization of resources at hand.

Curating Experiential Tourism Activities: Mapping of landscape, heritage and culture, towards development of regional level tourism products. Curating the local trails, seasonal activities, and traditional lifestyle into the interpretational tourism experiences. Development of the regional level tourism products pertaining to traditional cuisines, regional fairs & festivals, lifestyle places & events, trails, refining the folklores, etc. Curating the identified activities into experiential tourism products for a typical city dweller.

Support to Homestays: Capacity building through training, support, and upgradation of existing struggling/low grade homestays by infrastructure, registration, and marketing. Encouraging natives to create a sustainable eco-system of tourism activities, by adapting the hosting culture as an alternate and respectful livelihood measure.

Additional Trainings and Exposure Visits: Existing homestays, Guides, and Tourism workers to be given trainings of first-aid, and social-media marketing, with exposure visits to other community setup tourism destinations & models.

With the above-mentioned plan, the project is aiming to be the guiding force in redefining the local tourism industry in the clusters, ensuring a sustainable future while retaining the symbiotic relationship of local communities with the nature.
