

COMMUNITY LIAISON AND SUPPORT

“Harnessing tourism’s potential will be critical to achieving the sustainable development goals”
– UN Secretary General, Ban Ki-Moon, World Tourism Day 2014

Photo: Evolve Back Resorts

WHY IT’S IMPORTANT

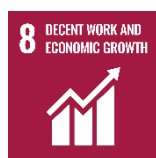
Engaging with local communities and ensuring tourism brings them benefits lies at the heart of responsible tourism practice. Tourism can make a decisive, multi-faceted contribution towards achieving the 2030 Sustainable Development Goals from poverty alleviation, health and nutrition to inclusive education, gender equality and access to water and clean energy.¹

India’s scheduled tribes are amongst the poorest people in the country.² 37% of India’s rural communities are multidimensionally poor across at least a third of issues linked to health and nourishment, education and living standards such as lack of clean cooking fuel, sanitation, drinking water, electricity and housing standards according to the Global Multidimensional Poverty Index.³ 47% of Nepal’s rural poor are identified as multidimensionally poor.⁴

Independent research commissioned by TOFTigers in Madhya Pradesh⁵ and Ranthambhore,⁶ demonstrates the positive impact tourism can have on lives in rural villages with tourism infrastructure: improved education, social upliftment as well as significantly higher employment and local business income (see also Local Economy profile).

Establishing good communication with your local community and providing support beyond employment is good for business as well as helping to achieve the SDG goals for inclusive prosperity in a sustainable world. It mitigates business risk through sharing the benefits of tourism, generates goodwill and positive attitudes to tiger and wildlife conservation amongst the community, and provides opportunities for your clients to experience and make a positive contribution to local life.

SUSTAINABLE DEVELOPMENT GOALS



WHAT YOU CAN DO

Easy Wins

- Establish good relationships and communication with your local community and Panchayat.
- Provide opportunities for income and employment (see [Local Economy profile](#)).
- Support your local school and initiatives such as Diwali celebrations, sports days and marriages.
- Provide financial or in-kind help such as medical support or warm clothing to those who need it.
- Donate used items such as furniture, linen, soap and toiletries to your local community or school.
- Encourage your guests to support local projects or provide gifts.



Photo: Tiger Tops Tharu Lodge

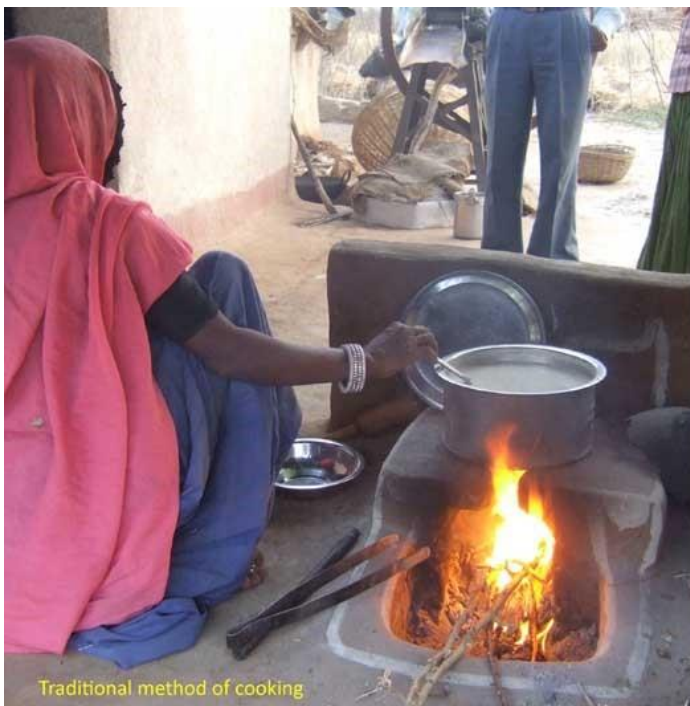
Going for Gold

- Assess local needs working in partnership with your local Panchayat, Forest Department and/or local NGOs as appropriate.
- Tailor and expand your support accordingly across areas such as education; skills development; healthcare, wellbeing and nutrition; women's empowerment; access to clean water; renewable energy; cleaner cooking fuel; agriculture and forestry.
- Set a policy for financial giving and record financial and in-kind support (guests and your own).
- Donate a percentage of your profits annually for community and conservation support; the best practitioners have set up trusts to manage the flow of benefits to the community.



Photo: Barahi Jungle Lodge

See [further tips and examples of what to support](#) in Resources.



The Prakratik Society, set up by the owner of Khem Villas, transforming lives with biogas, a renewable energy made from cow dung, bringing health benefits and reducing dependency on forests - a win, win situation.

EXAMPLES OF GOOD PRACTICE

SCHOOLS AND EDUCATION



Khem Villas offers free education for one family member for each of its staff at Fateh High School, a mid-year's school set up by the lodge owner's foundation, the Prakratik Society. The school provides a multi subject curriculum for 600 pupils. The initiative is part of a broader, visionary approach to community support. [Read case study.](#)



A pre-school founded and funded by Tiger Tops Tharu Lodge and Swissair staff is providing a free start for children from disadvantaged families – part of a broader programme of social support. Healthcare, two meals a day, uniforms, supplies and bursaries for further education are also provided. [Read case study.](#)



Singinawa Conservation Foundation, set up by Singinawa Jungle Lodge, is providing multi-layered support to its local school. Pictured here a school bus donated to combat irregular attendance and ensure safe travel. [Read case study.](#)



WaterWoods Lodge & Resorts has spent INR 15 lakhs in CSR funding over the past three years to set up digital learning tools in seven rural schools in the Kabini area working in partnership with the Meghshala Trust and local gram Panchayats. [Read case study.](#)



With the help of guests, Forsyth Lodge has supported its local school over the years with furniture, electricity, clothing and books. Children are taken annually to the park. A guide employed by the lodge teaches English; one of their naturalists teaches about nature and the environment.



Reni Pani Jungle Lodge works closely with its local school. Over the past two years it has contributed furniture, cooking facilities, bio-fencing, a toy library, solar lighting and access to clean drinking water. Pictured here, guests visiting the school.



Aahana The Corbett Wilderness funds two schools and organises regular book distribution campaigns in Savaldeh. The lodge owner, Mrs Tripathi runs a leading school in the region that provides scholarships worth INR 1.2 lakhs annually to meritorious students.



A range of lodges are providing support for nature awareness camps for visually and hearing impaired and mentally challenged children working in partnership with Forest Departments. Pictured here Taj Safaris Banjaar Tola's camp for visually impaired children.



The Fern Gir Forest Resort celebrates World Disability Day to raise awareness whilst distributing clothes. It also celebrates National Girl Child Day and Diwali and donates clothing to the wider community.

SPECIAL NEEDS / DIFFERENTLY ABLED

HEALTH



The Prakratik Society, set up by Khem Villas' owner, has built and runs a state-of-the-art hospital in Ranthambhore. Outreach medical camps also organised by the Society, treated 1,588 people in 2019-20 covering 200 villages adjacent to Ranthambhore Tiger Reserve. [Read case study.](#)



All students and staff are given annual eye check-ups at Tiger Tops Tharu Lodge's Swissair School. The lodge also has an on-site health clinic and provides free medicine and treatment by trained Community Medical Assistance when guest or partnership funds are available. [Read case study.](#)



Pench Jungle Camp runs free medical camps at its premises for local villagers with five local doctors attending to care for 170 patients from nearby villages in the last camp. The camps are held twice a year on World Environment Day and World Wildlife Day.



Mahua Kothi – Taj Safaris provides nutritional supplements to approximately 120 children attending Anganwadi schools in the villages of Dobha and Rancha twice a month. Regular school and home meals using nutritious ingredients such as groundnuts, chickpeas, moong beans and jaggery about which there is low awareness amongst the community, are also provided to boost child health. [Read case study.](#)



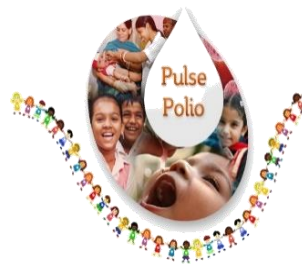
Flame of the Forest has run medical and healthcare camps for seven villages in collaboration with the Corbett Foundation and has distributed free medical mosquito nets.



The Singinawa Conservation Foundation provides support for a Snakebite Awareness programme and supplies anti-venom vials, part of a broader programmes of support for local health.



Mahua Kothi – Taj Safaris has provided approximately 180 smokeless chulhas to local communities improving lifestyles, shortening cooking time and reducing fuelwood consumption by 40-45%.



Evolve Back Kabini supports the local government's Pulse Polio campaigns in the surrounding area and organises periodic health check camps for school children and villagers alongside its other support for local communities. [Read case study.](#)



Red Earth Kabini supports a twelve-bed hospital and a mobile clinic through local NGO NWTWS. It also runs medical camps in partnership with Swami Vivekannanda Youth Movement, part of its broader programme of community support. [Read case study.](#)

WOMEN'S EMPOWERMENT (SEE ALSO LOCAL EMPLOYMENT)



Flame of the Forest is employing women on a monthly salary to make and distribute reusable sanitary pads, previously a taboo subject. [Read case study.](#)



A range of lodges are developing new skills for women and sustainable livelihood opportunities. Pictured here, Flame of the Forest providing stitching training; the embroidered fabrics are sold overseas.



Driving classes for local village women are being given by Banjar Tola's naturalist Sangeeta. A local women's self-help group has been provided with bakery training.

AGRICULTURE & FORESTRY



Barahi Jungle Lodge has funded the building of Machans (watch towers) in Madi village, donated wire for proper fencing of the community forest and provided the funds for a community forest office. [Read case study.](#)



The Prakratik Society is helping to improve cattle breeds and milk yields for local villagers. It has also provided farmers with seedlings to grow their own wood plantations rather than cutting down the existing forest.



Dhole's Den is one of several lodges providing training in beekeeping for local farmers to open up a new income stream.

WATER



Aahana The Corbett Wilderness and other lodges provide access to water for local residents. Pictured here, a path inside Aahana's property created to give villagers access to a flowing channel of water. The lodge has also donated 2,000 sq ft of their land to install a tube well for the village's use.



Singinawa Conservation Foundation, has provided water purifiers to households in its local village.



The Foundation has also provided rainwater harvesting for a primary school in Pench to secure their water supply.

RENEWABLE ENERGY



The Prakratik Society, set up by the owner of Khem Villas, has provided more than 600 biogas digesters to local villages around Ranthambhore providing clean cooking fuel for villagers and reducing dependence on wood.



Pashan Garh has distributed 200 solar lamps to approximately 60 homes without electricity as part of a broader programme of community support. [Read case study.](#)



Singinawa Conservation Foundation, has donated solar units in two anti-poaching camps to improve living conditions. It is also amongst a range of other lodges or their associated foundations, providing solar powered lighting and lamps to local communities.

BROADER SUPPORT AND GUEST INVOLVEMENT



Belinda Wright owner of Kipling Camp and founder of WPSI has spearheaded a relief campaign to provide food to Baiga communities struggling during the COVID-19 epidemic, part of her on-going work in combining responsible tourism with conservation and care for local communities. [Read case study.](#)



An online sale of art by local Gond artists to provide them with an income during the COVID-19 lockdown was also organised by Kipling Camp owner Belinda Wright. All proceeds went to the artists.



Mela Kothi – Chambal Safari Lodge volunteers boats and personnel to help villages marooned during monsoon floods and donates relief materials.



A range of lodges donate warm clothing and blankets to local communities. Pictured here, Kipling Camp distributing blankets, children's sweaters and cooking utensils to Baiga communities with funds raised from visitors and friends. [Read case study](#) on this and other support.



Pugdundee Safaris' lodges support their local schools and encourage their guests to donate to local causes through notices. Other lodges put envelopes in guest rooms encouraging local support.



Barahi Jungle Lodge encourages guests to support the local community and provides tangible improvements rather than cash. Guests have donated school bags, notebooks, uniform, dental kit, bicycles and sewing machines for local projects identified by the lodge. [Read case study.](#)



Mahua Kothi – Taj Safaris encourages active giving by visitors for local projects. Stationery and school bags are stocked in the shop for distribution to local schools. Donations are encouraged and a record maintained.

DATE	GUEST NAME	CASH	KIND	USED FOR
23/01/14	Mr. Andrew Bentley	Rs. 5000	---	Second installment of...
23/01/14	Mr. B. G. Saha	---	Food for school	...
23/01/14	Mr. David Patel	Rs. 100	---	...
23/01/14	Mr. David Bentley	---	old clothes	...
23/01/14	Mr. Michael Newman	Rs. 100	---	...
23/01/14	Mr. Michael Grant	Rs. 1000	---	...
23/01/14	Mr. Michael Grant	---	old clothes	...
23/01/14	Mr. James Mann	Rs. 300	---	...
23/01/14	Mr. Taylor	---
10/01/15	Mr. Morrison	Rs. 100	---	...
11/01/15	Dr. Harish	---
22/01/15	Mr. Andrew Bentley	Rs. 480	---	...

Pench Jungle Camp is amongst lodges recording cash and in-kind donations and what they are used for, good practice to enable contributions to be monitored.



Guests at Singinawa Jungle Lodge are offered the opportunity to let local children accompany them to the park, giving them access to their natural heritage. Volunteering and voluntourism are also catered for with guests able to lend a hand with some of the projects supported by the lodge's foundation.



Tigergarh Wildlife Resort's CAT Foundation training local women to make colourful bags from recycled clothes. Read case study in the [Local Economy](#) profile.



Photo: Kipling Camp

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Khem Villas and The Prakratik Society, Ranthambhore

Enriching Lives and Saving Tigers



Cutting edge Ranthambhore Sevika hospital established by the Prakratik Society, an NGO initiated by the founder of Khem Villas.

Dr Goverdhan Singh Rathore, son of Ranthambhore Tiger Reserve's most-celebrated Director and tiger conservationist Fateh Singh Rathore, realised early on that the reserve's tigers can be saved only if local people benefit from its thriving presence. The Prakratik Society, an NGO he founded in 1994, winner of TOFTigers 2012 Community Related Tourism Award, has made impressive strides in transforming lives amongst the large and growing population of poor people around Ranthambhore Tiger Reserve to enable people and wild animals to co-exist peacefully. A proportion of the profits generated by Khem Villas, the eco-lodge

set up by Dr Rathore and his wife in 2006, are fed into their philanthropic work each year. Guests are also encouraged to contribute.

Healthcare



Founder Dr Goverdhan Singh Rathore at the Ranthambhore Sevika Hospital with a new infant in a warming bed.

Before the Prakratik Society set up the Ranthambhore Sevika Hospital in 1997, villagers had to travel 200 kms to reach the nearest hospital. Today this multi-specialty hospital provides quality healthcare for the region's poor with free support given where possible to help reform communities previously engaged in poaching. More than 53,000 patients received outpatient healthcare in 2019/20. Services range from General Medicine, Neurology, Gynaecology, Cardiology, Dentistry and Paediatrics to an around the clock Emergency Room and an Intensive Care Unit.

Outreach medical camps are also organised to reach economically marginalized, rural families. 1,588 people were treated in 2019-20 in 38 health camps covering 200 villages adjacent to Ranthambhore.



Outreach medical camp.

Education



Fateh Public School set up and run by the Prakratik Society.

More than 600 students from nearby towns and villages attend the Fateh Public School, an English language High School established by the Prakratik Society in 2001 to bring quality education to the region and to develop understanding and pride in the children's natural heritage. Amongst the subjects taught are history, maths, science, literature, business and computers. Art, music and sports are also part of the curriculum.

Approximately 25% of children study free - mostly those from poor backgrounds in local villages and also including one child for each member of staff at Khem Villas. Fees are approximately 15% less for girls to address lower than average literacy rates amongst girls in the area with scholarships favoured for girls where possible.



A broad curriculum is provided at Fateh Public School set up by the Prakratik Society.

Renewable Energy and Wood Resources



Traditional method of cooking (left) and biogas (right) provided free, to more than 600 local households.

More than 600 biogas digesters have been provided to local villagers since 1999 winning Dr Rathore an Ashden Award for sustainable energy in 2004. Cow dung, available in abundant supply, is used to produce methane piped into homes for cooking fuel, reducing dependency on forest resources.

Seedlings for farmers are also provided to provide them with their own renewable supply of timber and wood fuel.



Villagers and forests benefitting from dairy development initiative.

Artificial Insemination and Dairy Development

An artificial insemination centre and sustainable stall feeding has been established by the Prakratik Society to help improve cattle breeds and milk yields and reduce pressure on grazing land

Sustainable Livelihoods

Khem Villas provides a hub for local employment with 90% of its staff drawn from local communities. Local procurement - food, maintenance and locally sourced goods for its shop - contributes further to sustainable livelihoods for the rural community.

The lodge's foundation, the Prakratik Society, works closely with NGO Tiger Watch to find alternative employment for the Moghiya, a tribe historically involved in poaching. The lodge encourages its guests to visit Dhonk, a crafts enterprise run for local Moghiya women and other handicrafts outlets.



Seedling nursery for local farmers.

Tiger Tops Tharu Lodge, Chitwan, Nepal Supporting and Empowering Local Communities

Tiger Tops in Nepal has played a leading role in supporting and empowering local communities since its inception in the 1960s with its Tharu Lodge bringing significant benefits in health, education and social development.



Free head-start at the Tiger Tops Swiss Air Pre School for local disadvantaged families.

The pupils' parents donate their time in the school's organic vegetable garden growing vegetables for school meals giving them a sense of involvement and a new skill they can use at home to improve family nutrition. The school buffalo provides milk for the children and dung to power the school's biogas unit for cooking.



Mothers working in the school organic garden and improving family nutrition.



School biogas unit.

The school's 'Snowball' goat-breeding project provides an income source for children's families. Pupils' mothers pass on a kid to another family when their goat breeds to spread the benefits.

Tiger Tops Swiss Air School

Tiger Tops Swiss Air (TTSA) Pre School founded in 1996 gives a free head-start to children from local disadvantaged families with funding provided for their continuing education at government schools. The project provides two meals a day, uniforms, books, school supplies, immunisations and healthcare with a doctor keeping a close check on the students' health and nutritional needs. The school library is kept open to all village children over the weekends for reading, art, music and drama programmes.



School library open at weekends for the children to enjoy.

Funding from the International Trust for Nature Conservation has enabled students to start a tree nursery, an income stream for the school and a positive conservation experience for the children.



Income generation and nature conservation awareness through the school tree nursery.

Guests are invited to visit the school and often bring in-kind donations for the children such as books, pencils or t-shirts. Since 1999, Tharu Lodge has also secured teachers' salaries in community schools thanks to the generosity of guests and donors. Their Duff Kennedy Scholarship programme has funded Government school education for more than 200 children from poor families.



Guests enjoy visiting the school and help to support it.



A free eye check-up organised by Team Tiger Tops.

Health Clinic

The lodge's on-site Village Clinic supports the surrounding villages. Free medicine and treatment sessions by trained Community Medical Assistance (CMA) who are available 24/7 for medical emergencies is provided. The lodge also provides an ambulance service and administers a medical fund for villagers who can't afford expensive surgery or hospitalisation when guest or partnership funds are available.



On-site village health clinic.



Children's health check up.

Broader Support

The lodge has also provided support for local women's self-help groups and youth clubs, training and traditional handicraft revival programmes and the installation of hand-pumps to supply clean drinking water to villagers.

Kipling Camp, Kanha Tourism and Philanthropy Combined



Since the time Kipling Camp was established in 1982, its approach has been to actively support local community welfare alongside its wildlife conservation work. Operating as a not-for-profit since 2005, it distributes winter clothing and blankets to the local Baiga tribals, supports individuals with specific needs and medical emergencies and helps to fund marriages and funerals.

During the cold winter months in 2019, funds were raised by the lodge through visitors and friends to distribute 440 blankets, 52 children's sweater and 55 stainless steel *thali* and *katori* utensils among the Baiga communities around Kanha Tiger Reserve.



Supporting the local Baiga community with blankets, warm clothes and cooking utensils.



Renovated a Baiga school.

Guests are encouraged to bring school supplies and clothes to give to the poorer children and adults in the area.

Local schools have been supported with furniture, mats, cooking utensils, stationery for the children and other supplies. A village school has been renovated and a football ground has been built for the school in Mocha.



Children at the school.

Kipling Camp employs six paid local trainees in addition to its predominantly local staff. If trainees are unable to find jobs, they are invited back and trained in another skill. A local tribal cooperative that Belinda Wright, the lodge's owner helped set up, performs tribal dances for guests at the Camp and at other lodges. Gond tribal artists are assisted with art supplies and encouraged to exhibit their paintings to sell to guests.



Local tribal dance cooperative.



Local artist showing his work at the lodge.

An appeal launched by Belinda Wright, founder of the NGO, the Wildlife Protection Society of India, provided one month of food supplies to 500 local Baiga families around Kanha in September 2020 as a result of the COVID-19 shutdown and lack of income. Funds were donated by two tour operators, All For Nature in the Netherlands and Wilderness Travel in the US and match-funded by TOFTigers.



Responding to the COVID-19 crisis – humanitarian aid and support for local artists.
Photo 1: WPSI; photo 2: Kipling Camp.

An online sale of Gond art was also organised over the summer months of lockdown to help the local Gond artists.



Food supplies distributed around Kanha Tiger Reserve during COVID-19. Photo: WPSI

Singinawa Conservation Foundation, Kanha

Providing Multi-Faceted Support for Local Communities

Singinawa Conservation Foundation, established by Singinawa Jungle Lodge, is providing a raft of support for local people alongside its work raising awareness about the natural habitat and the cultural wealth of Kanha's indigenous communities.

Schools and Education



Multi-level support for local Bhoor Singh School from stationery to musical instrument and a school bus.

Items such as school bags, lunch boxes, uniforms, stationery, books and water bottles are supplied to the local Bhoor Singh School and other government schools.

Musical instruments, furniture, water purifiers, solar panels and funds for renovating Bhoor Singh School have also been supplied. A bus donated by the Foundation to the Bhoor Singh School has helped to boost attendance and ensure safe travel.



Schools visit hosted by lodge naturalists.

The lodge hosts visits by local students of the Kohka Village School. Naturalists engage with the children on biodiversity and conservation issues and take classes in local schools. The Foundation's coordinator, Ms Ashu Sharma, regularly interacts with children in government schools on health and hygiene issues.

The Foundation is supporting nature awareness camps held for differently abled children organised by the Forest Department covering the cost of travel and stay.



Supporting nature awareness for differently abled children.



Support for school rainwater harvesting.

A self-sufficient rainwater harvesting system for the Prathamik Shala, Awarghani primary School in Pench has been set up with the Foundation's support in partnership with Earth Brigade Foundation and Nature Safari India. The system will recharge the borewell and help to secure the school's water supply.

Clean Water, Renewable Energy and IT for Local Communities

Eighteen households in Baiga Tola village have been provided with water purifiers, the first in a series of initiatives planned to provide local people with access to clean water.



Provision of water purifiers to the local community.



Solar lamps donated to villagers.

Fifty solar lamps donated annually by the Foundation are helping to improve the living conditions of local village residents.

The Kohka village Panchayat office has benefitted from the gift of a computer, printer and a power inverter set-up.



IT support to village panchayat.

Health and Well-being

More than 500 people in Kanha and Bankiguna have benefitted from an eye care camp in partnership with the Johari Medical & Research Foundation with transport and additional funding provided for further treatment needed. Health check-up camps are held every two years and medicines provided to the government dispensary in Mukki.



Eye care camp.

Warm clothing has been donated to approximately 500 children.

The Foundation is providing continuing support for a Snakebite Awareness programme and supplies the Anjali Health Centre at Pithora district in Chattisgarh with anti-venom vials, support initiated in 2016.



Snake awareness campaign.

Women's Empowerment

A 'Ladies Personal Hygiene Awareness Camp' for female naturalist-guides and other forest staff was run in 2019 and free 100% reusable and biodegradable cotton sanitary pads distributed, part of the Foundation's support for women's empowerment.

The female team for a canteen set up by the Forest Department was trained by the lodge's kitchen staff. A pizza oven for the canteen was donated by the Foundation.



Ladies Personal Hygiene Awareness camp.



Cooking training for local women and donation of a pizza oven for a canteen.



Support for the Forest Department and Local Guides



Solar power for forest guards.

The anti-poaching camps at Bhaisan Ghat and Sukhadi have each been given a 1 kw solar unit by the Foundation to improve living conditions. The Foundation has distributed 800 pairs of woollen socks and gloves to forest department personnel.



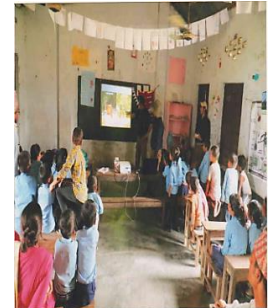
Giving warm clothing for forest guards.

Barahi Jungle Lodge, Chitwan, Nepal Using a Percentage of its Turnover for Community Projects



Water tank and second school building provided at the local school.

Barahi Jungle Lodge utilises 1.5% of its annual turnover for corporate social responsibility projects to benefit its local communities. Projects have included support for its local school where the lodge has constructed a water tank, a second school building for classes and contributed sports items and stationery. Lodge staff also support the school through teaching lessons on health, sanitation and the importance of education, wildlife conservation and how to mitigate human wildlife conflict.



Lodge staff teaching at the local school.

Support for health includes a blood donation camp organised every six months. More than 1,000 pints of blood have been collected to date with technical support from Nepal Red Cross Society. The lodge has donated five wheelchairs to physically challenged children. Most recently it has distributed 1,000 packs of face masks, hand sanitiser and hand soap for local people in surrounding villages to cope with the COVID-19 pandemic.



Blood donation camp organised every six months.

The lodge has supplied 70 water pumps to nine villages falling under the Meghauri Village Development Committee. An office for the community's forest has also been built with the lodge's contribution of one million Nepalese rupees. Machans (watch towers) have been built in Madi village with the lodge's support and blankets distributed to the local community. Guests are encouraged to support local projects and have helped to provide school bags, notebooks, uniform and dental kits. Sewing machines and 65 bicycles have also been provided with guest support.



One of 70 village water pumps funded.



Clothes given by guests at Barahi Jungle



Community forest office built with lodge funds.



Local school girls benefitting from donated bicycles.

Flame of The Forest Safari Lodge, Kanha Award Winning Women's Empowerment and Broader Support



Supporting and empowering women on menstruation, previously a taboo subject.

After three years working to break the ice with tribal ladies in the villages around Flame of the Forest Safari Lodge on the subject of menstruation, a taboo subject, patient persistence paid off. The lodge now has sixteen women working for a monthly salary making and distributing reusable sanitary pads to more than 42 villages around Kanha National Park. This empowering initiative has enabled these women to become less dependent on the financial contribution of the men in their families and is also providing dignity and relief to the women. The materials are sustainably sourced and can be reused up to 70 times without requiring hot water. The initiative won Flame of the Forest the TOFTigers Wildlife Tourism Related Community Initiative Award in 2016.



Social enterprise, Hathi, run the lodge providing stitching training to village women juggling other responsibilities.

The lodge also runs stitching training for local women. The resulting embroidered fabrics made at the lodge's workshop are exported to Switzerland for sale in Zurich and online at [Hathi](#) providing new income streams to these rural women. Work opportunities are provided on a part-time basis to enable mothers to juggle several responsibilities.

Broader community support by the lodge has included the installation of solar-powered emergency lighting, medical camps for seven villages run in collaboration with the Corbett Foundation, distribution of medicated mosquito nets and blankets and sweaters for cold winter nights. The village school benefits from stationery and English-speaking classes run by lodge staff. The lodge has also provided financial support for the development of a school kitchen.

An area in the grounds is allocated for use by village farmers to grow crops such as sweet potatoes and watermelon. The lodge buys seeds and plants for the farmers; produce is shared between them and the lodge. A waterhole constructed by the lodge has made a dramatic contribution to recharging ground water levels and the village's open wells.

ALL UNDER ONE SKY

HOW CAN WE MAKE A DIFFERENCE

We are all being, thinking, feeling, reacting and learning under the very same sky. Some times our decisions can help the world, but sometimes we wonder how to make it all add. Some times when we stand at the crossroads, all we need is some one going in a direction.

Life in rural India is harsh and the women do struggle to meet the needs of their families. Living in Kanha, we not only see the power of a Lodge but as a part of the local community, it is essential to us to help and support local needs.

Working since 8 years with women in rural India we realize, these ladies are empowered being. They are their own force. Under this, to build their own future, starting by making the best, they began to build their future. They started the generations of Sanjivni, enlightening, empowering, saving skills, the ladies took the lead and changed the "Status" of the entire village.

We are all under the very same sky, we all need help some times and we can make a difference in the life of your one else. For us and the "Team of Flame of the Forest this has manifested through HATHI 2016.

WHAT ARE WE PROVIDING

1. Stitching skill training
2. Work opportunities on part time basis designed for mothers with several responsibilities.
3. Workshops on local villages for health and hygiene during the menstrual cycle.
4. Production and distribution Sanitary pads.
5. The issue of villages with waterless and Sanjivni pads.

WHAT IS OUR AIM

1. Empower through skill training
2. Create awareness of the importance menstrual hygiene
3. Provide functional and eco sensitive sanitary pads as an available and practical solution.

Raising awareness for the need to support local women.

Evolve Back Kabini, Nagarhole

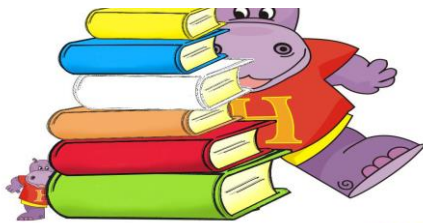
Communicating, Engaging and Supporting Local Communities

Enhancing the well-being of host communities is a core strand of Evolve Back Kabini's responsible tourism policy and their actions match their words.

Improving Education



Local school adopted by Evolve Back Kabini.



GROW BY READING

A Hippocampus Reading Foundation Initiative

A Hippocampus Library has been set up by the resort to improve literacy.

Trained teachers have been appointed by the resort to teach English and computer studies and are on their payroll. Other resort staff teach IT.

The resort has adopted its local school providing materials, infrastructure support, nutritional supplements, teaching support and scholarships.



Furniture provided to the school.



Children using the Hippocampus Library.



School staff on the resort payroll.



Resort member of staff teaching computing.

Contributing Towards Better Health

The resort provides support to the local government's pulse polio campaigns in surrounding areas. Periodic health check-up camps are held for school children and villagers.



Health camps for children



... and adults.

The resort and Swamy Vivekananda Youth Movement Palliative care project organised an income generation camp to support people in the district suffering from chronic ailments. During the camp, patients and their family members were given training on making greeting cards using natural and locally available material for a buy back scheme.



Workshop making cards for a palliative care project.



Taj Safaris (Mahua Kothi, Pashan Garh, Banjar Tola, Baghvan) Social Responsibility Alongside Luxury Tourism

Taj Safaris lodges' philanthropic activities fall within the Taj Group's corporate social responsibility policy with a focus on four areas: vocational skills development programmes, income-generation and livelihood enhancement, disaster relief and rehabilitation and partnerships to promote indigenous heritage, culture, arts and handicrafts.



Installation of smokeless chulahs by a lodge associate with the help of a villager.

Mahua Kothi – Taj Safaris has installed around 180 smokeless chulhas (cooking stoves) in nearby villages helping to reduce the adverse effect of smoke from cooking on health. The smokeless chulhas also use 50% less firewood, a further benefit whilst retaining traditional cooking methods.

A library project has provided books for use by approximately 150-180 children in three village schools. Most are photographic books on flora and fauna to build awareness about wildlife and conservation. The books are complemented by talks by the lodge naturalists to help create local wildlife custodians for the future.



Libraries have been created in three schools.



Anganwadi School food nutrition distribution.

Nutritional supplements are provided to approximately 120 children attending Aaganbadi schools in the villages of Dobha and Rancha twice a month. Regular school and home meals using nutritious ingredients such as groundnuts, chickpeas, moong beans and jaggery about which there is low awareness amongst the community are also provided to boost child health.

Both Pashan Garh and Banjar Tola worked from 2016 to 2018 with NGO Pratham in training and certifying over 300 young people in housekeeping and front and backhouse services leading to jobs in other hotels and improved livelihoods. Pashan Garh, Banjar Tola and Baghvan have also provided culinary training to local women's Self Help Groups to open up new employment opportunities. Pashan Garh has distributed 200 solar lamps to 60 homes without electricity. The lodge paramedic conducts medical camps for village children along with deworming and awareness on health and hygiene. Nutritional supplements for the mid-day meal are contributed to the primary school. Support is also provided to Asha Bhavan, a home for disabled destitute girls.



Mahua Kothi guest distributing stationery at the local school.

Banjar Tola extends its support for nature awareness camps for visually and hearing impaired and mentally challenged children



Solar lanterns distributed to local homes by Pashan Garh.

working in partnership with Forest Departments. Guests at all Taj Safaris lodges are encouraged to donate to local projects. Mahua Kothi stocks stationery and school bags in its shop and keeps a record of donations. See also [Cultural Heritage](#) profile.

Red Earth Kabini, Nagarhole

Extending an Arm of Support Locally and More Widely



Mobile clinic supported by Red Earth through local NGO, the Nilgiris Wynaad Tribal Society.

Red Earth has adopted its five surrounding villages bringing benefits through support for community welfare in addition to local employment and procurement. The lodge provides financial support for a twelve-bed hospital and a mobile clinic for tribes who have no access to medical care through local NGO, Nilgiris Wynaad Tribal Welfare Society (NWTWS). Medical camps are also conducted regularly in partnership with Swami Vivekananda Youth movement.



Bringing medical support out into the community.

Stationery, umbrellas, and school bags are regularly supplied to the children of Badannekuppe and Hosmalla village. Lodge staff teach Hindi at the local schools and at the request of the community, the lodge also employs two English teachers to assist the government school. Support for a residential school for 200 tribal children run by NWTWS is also provided. Forest visits and briefings by lodge naturalists are helping to make these children future custodians of the forest.

The lodge is also extending its support to training young students in sustainable tourism from across India. It has worked with the Government Ayurveda College in Mysore conducting de-addiction camps with over 1,000 medicinal plant saplings planted. Guests are encouraged to support local causes and get involved in volunteering at NWTWS.



Staff teach Hindi at local schools; support to learn English is also provided.

Waterwoods Lodge & Resorts, Nagarhole

Providing E-Learning and Nature-Based Education for Seven Schools



E-learning in the classroom.

WaterWoods Lodge & Resorts launched an initiative with the Meghshala Trust in 2017 in association with local gram Panchayats to bring the benefits of digital education to seven local schools. The resort has provided INR15 lakhs in CSR funding over the past three years covering the cost of projectors, tablets and the digital license for the state curriculum. On-site support is provided by Meghshala to introduce the e-based curriculum to teaching staff and back-up support provided. Teaching materials are downloaded and made accessible from the I-cloud as the schools do not have internet access.

The materials which are available on the National Teachers platform, DIKSHA, aim to encourage students to go beyond memorising facts and to understand processes, analyse data and envision creation solutions to real-life problems in their environment and beyond. Curriculum subjects covered include maths, English, science and environmental and social studies. Around 600 children are benefiting from this technology driven education. WaterWoods interacts with its local school teachers every two months on average and conducts wildlife awareness programmes every quarter educating children about the benefits of tree planting, organic farming, forests, wildlife and freshwater conservation. The resort has planted over 2,500 trees over the past ten years in the surrounding area.



Learning about environmental subjects out in nature.



Putting words into action: planting trees in the local area.

TIPS FOR GOOD PRACTICE

COMMUNITY LIAISON

- Establish a co-operative structure
 - Establish clear communication with your local Panchayat, community and Forest Department taking into account cultural protocols and existing systems of local governance.
 - Consult on issues which impact the community such as safety and security, use of natural resources, and issues relating to cultural heritage (see [Cultural Heritage](#) profile).
 - Develop an informal or formal system of communication and interaction eg:
 - involvement of local stakeholders on a management committee
 - a forum for tackling issues of joint concern
 - a system enabling grievances to be aired and resolved promptly
 - a trust to manage the flow of benefits to the community.
 - Maintain regular and transparent communication.
- Support local rights and development
 - Ensure as an absolute minimum your operations do not infringe on any legal or customary rights of local people.
 - Work through pre-existing community structures where the process of transparency is there for everyone in the community to see.
 - Reach written agreements on type, level of involvement and benefit-sharing.
 - Offer to help the community develop a system of monitoring and control of impacts to their lives and environment caused by tourism.
 - Respond immediately to negative feedback and grievances and act promptly and in consultation with the community to plan a course of action.
 - Respect the community's right to say NO at any time of their involvement.
- Prioritise local employment and help to catalyse enterprise (see [Local Economy](#) profile).
- Respect local culture (see [Cultural Heritage](#) profile).

COMMUNITY SUPPORT

- Set a policy for providing support to your local community and review it annually.
- Assess local needs working in partnership with your local Panchayat, Forest Department and/or local NGOs as appropriate and tailor your support accordingly.
- Encourage your guests to support local projects or provide gifts through briefing, donation boxes, envelopes in guest room and opportunities to visit local projects. Some lodges offer voluntourism giving their guests a unique insight into local life and an opportunity to contribute.
- Record financial and in-kind support (guests and your own).
- Consider donating a percentage of your profits to community projects; the best practitioners have set up trusts to manage the flow of benefits to the community.

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EXAMPLES OF WHAT TO SUPPORT

• EDUCATION & TRAINING

- Local schools – support one or more of your local schools
 - Help with materials and equipment such as stationery, furniture, computers and musical instruments.
 - Provision of libraries and books.
 - Help with uniforms, school bags and water bottles.
 - Equipment for clean water.
 - Infrastructure support eg building repairs, sports facilities.
 - Hygiene training, nutritional support and meals.
 - Teaching support (eg English, nature, environment and conservation, computers).
 - Access to new curriculum materials through e-learning (see [Meghshala Trust](#)).
 - Teacher training, support with salaries and covering new posts.
 - Bursaries for students to support further education.
- Organise visits to the park for local children.
- Support initiatives involving differently-abled children
 - Provide access to the parks and nature for blind, deaf and other children with special needs, for example, working in partnership with the Forest Department and NGOs.
- Skills development
 - Provide skills training for youth, women's self-help groups or other sections of the community in areas such as guiding, hospitality, handicrafts, arts and performing arts, organic horticulture, beekeeping and rainwater harvesting.



Photo: Pugdundee Safaris

• WATER

- Provide local villagers with access to water.
- Develop rainwater harvesting initiatives to benefit the local community.
- Provide water treatment equipment.



Photo: Red Earth

• HEALTH

- Run health check-up camps in the community and/or schools.
- Run eye check-up camps in the community and/or schools.
- Support with medical emergencies.
- Support local government campaigns (eg polio).
- Provide items which can impact health in your area such as mosquito nets.
- Offer support with snake bites (eg provision of anti-venom, and training workshops and awareness raising on snake bite management).

• RENEWABLE ENERGY

- Provide renewable energy for your local community eg solar lamps and biogas for cooking.
- Some lodges have provided biogas units or high efficiency, smoke-free chulhas as an alternative to cooking with wood, beneficial for health and reducing the use of wood.



Photo: Singinawa Conservation Foundation

- **WOMEN'S EMPOWERMENT**

- Support or help to catalyse women's Self-Help Groups to develop skills and enterprise (see also [Local Economy](#) profile).
- Support women's hygiene (eg sanitary towels).

- **AGRICULTURE AND FORESTRY**

- Catalyse opportunities for producing food for community use or for sale (eg training in beekeeping, plots of land to grow food).
- Provide compensation for loss of livestock.
- Provide veterinary support.
- Provide support with tree-planting for community food and wood supplies.
- Provide appropriately treated sewage sludge and/or compost for use on agricultural land to enhance soil fertility (see [Water conservation and treatment](#)).



Photo: Flame of the Forest

- **OTHER SUPPORT**

- Provide items of support for your local Panchayat's office.
- Provide practical or financial support for accidents, emergencies, marriages and bereavements.
- Provide warm clothing to the local community, schools or forest guards.
- Mark national days such as Diwali and support local events such as local weddings.

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Pintu, a local farmer helped by Kipling Camp to establish a native plant nursery near Kanha. He now has saplings for 83 indigenous tree species, distributes plants throughout India and lectures on the use of native trees and planting techniques. Read further examples of training and enterprise help in [Local Economy](#) profile .

USEFUL ORGANISATIONS AND LINKS

- **The Code**

The Code (short for The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism) is a multi-stakeholder initiative with the mission to provide awareness, tools and support to the tourism industry to prevent the sexual exploitation of children.
<http://www.thecode.org/about/>

NGOs MENTIONED IN THE PROFILE

- **The Corbett Foundation**

The Corbett Foundation is a charitable trust dedicated to the conservation of wildlife with active involvement of local communities focusing on interventions around tiger conservation landscapes. Its activities include sustainable livelihood initiatives and sustainable rural development alongside support for conservation, human and veterinary health and renewable energy solutions. Winner of TOFTigers Wildlife Tourism Related Community Initiative Award in 2014.
<http://www.corbettfoundation.org/who-we-are.php>

- **The Earth Brigade Foundation**

The Earth Brigade Foundation is an NGO established by two dental surgeons in Mumbai in 2017 to bring benefits to wildlife in India through wellbeing initiatives for local communities living in remote areas around forests. Support has included the provision of solar-operated water pumps and solar lamps. The Foundation also works with underprivileged women in remote areas.
<http://www.earthbrigadefoundation.org/en/ebf/>

- **Hippocampus Reading Foundation**

The Hippocampus Reading Foundation is an NGO in India promoting reading among children, helping to make early years education a reality for all children and to make affordable private schools in rural India.
<http://foundation.hippocampus.in/>

- **International Trust for Nature Conservation (ITNC)**

ITNC is a British registered charity founded in 1980 by the late AV Jim Edwards, former Chairman of the Tiger Mountain Group of Companies, and a group of likeminded people united in a determination to try and protect parts of the world where wildlife is threatened by human activities.
<http://itnc.org/>

- **Johari Medical & Research Foundation (JMRF)**

JMRF is a registered Indian charity working towards the alleviation of patient suffering and handicap, better patient care, enhancing the knowledge and training of doctors and contributing to science through medical research.
<https://jmrf.in/>

- **Meghshala Trust**

An NGO with a goal to transform the education system in India by providing access to high quality e-lessons.
<http://meghshala.online/>

- **Nepal Red Cross Society**

Nepal Red Cross Society, affiliated to the International Federation of Red Cross and Red Crescent Societies, is the largest humanitarian organisation in Nepal. Its wide-ranging activities include blood transfusions; community development (including water resource management, sanitation and hygiene, gender and inclusion, climate change and menstrual health); disasters and emergencies; health services (such as eye health, ambulance services and first aid; vaccination and insecticidal nets to prevent mosquito-borne diseases).
<https://nrscs.org/>

- **[Nilgiris Wynaad Tribal Welfare Society \(NWTWS\)](http://www.nwtws.org/)**
NWTWS is an NGO providing free medical and other support to the Hill Tribe communities living in the Nilgiri and Wynaad districts of Tamil Nadu and Kerala in South India.
<http://www.nwtws.org/>
- **[Pratham](https://www.pratham.org/programs/vocational-training/)**
An NGO improving the quality of education at all stages in India including vocational training through the Pratham Institute. The Institute focuses on training young people (aged 18-25) from disadvantaged backgrounds and providing them with employable skills coupled with access to employment and entrepreneurship.
<https://www.pratham.org/programs/vocational-training/>
- **[Swami Vivekananda Youth Movement \(SVYM\)](https://svym.org/)**
SVYM is a not for profit organisation founded by Dr Balasubramaniam and a group of like-minded medical professionals to make a positive difference to the lives of the poor and marginalised. The organisation works on policy and practical action across health, education, community development and training sectors. SVYM's network covers 30 districts in Karnataka.
<https://svym.org/>

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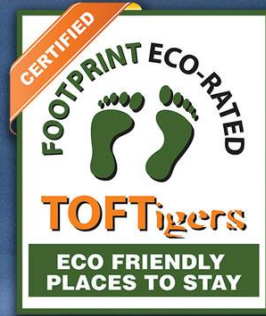
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Photo: Dhole's Den
Supporting local schools with educational materials.

HELP US DRIVE THE CHANGE

Your corporate commitment
to sustainability



TOFTigers is a global business-to-business nature travel charity with a mission to improve the ecological and economic sustainability of wildlands and wildlife across Asia. Well-planned and well-managed responsible tourism is a force for good bringing economic benefits to rural areas, restoring habitat, supporting conservation and local communities, changing poachers into protectors and giving visitors inspiring experiences of nature. We work with the travel trade, destinations, accommodation providers, governmental and conservation organisations to make this happen through training, advocacy, certification, promoting best practice and partnership working.

Our **certification programmes** place local communities, nature and environmental sustainability at the heart of business operations. They are a symbol of assurance for travellers and the travel trade that the places they select to stay at have been reviewed by environmental experts and exceed a minimum standard on a journey towards best practice. The PUG certification is recognised by the United Nation's Global Sustainable Tourism Council (GSTC) and is aimed solely at nature focused accommodation. The Footprint certification has a broader client base that is not wholly nature focused and encompasses accommodation providers in rural, natural or more urban landscapes.

[Sign up for certification](#), [get involved in our campaign](#) or view sustainable travel options [on our website](#) and download the [Great Wildlife Travel Guide](#).

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