

LOCAL ECONOMY – EMPLOYMENT, SKILLS AND ENTERPRISE

Vaibhav Mehta / Forsyth Lodge

WHY IT'S IMPORTANT

Responsible tourism places local employment and economic benefits for local communities at the heart of its operations and minimises revenue leaking out of the local area. Tourism generates 10% of world GDP, 1 in 10 jobs and 7% of global exports and has a decisive contribution to make towards achieving the Sustainable Development Goals according to the [United Nation's World Tourism Organisation](#).¹

Protected Areas in India and Nepal are mostly in remote areas with poor economic status and gender inequality. Nature tourism is a key non extractive industry for providing new sustainable livelihoods and skills, helping to empower women, reduce inequalities, and boost local economies through catalysing enterprise. Independent research commissioned by TOFTigers in [Madhya Pradesh](#)² and [Ranthambhore](#),³ backs this up showing employment levels four times higher in areas with tourism infrastructure compared to those without and revenue for small business enterprises four to eight times greater.

A thriving local economy through well planned responsible tourism is good for your business, uplifting local communities, creating wildlife-friendly perceptions and providing a stable environment for your operations, a win-win situation. Fair pay, good working conditions and skills development create a positive, motivated workforce. Catalysing new enterprises can enhance the range of goods and services offered to your guests. (See also Community Support and Cultural Heritage profiles).



WHAT YOU CAN DO

Easy Wins

- Establish and maintain positive communications with your local community.
- Employ a minimum of 50% of your staff from the local community; the majority of PUG-rated lodges employ between 70% to 100%.
- Ensure you pay the minimum statutory wage or more; the best practitioners pay staff above average wages throughout the season.
- Develop fair business relationships with local farmers and traders, set a minimum target for local procurement and increase over time.
- Encourage your guests to visit local markets, shops and handicraft outlets.



Photo: Evolve Back Kabini

Going for Gold

- Provide additional benefits such as medical insurance, good working conditions and maintain a common tipping system for equal distribution between staff.
- Provide equal opportunities for staff (eg gender, caste, religion and social) whilst respecting local customs and beliefs.
- Provide hospitality, team building and other skills training to enable your employees to benefit from professional development and progress up the employment ladder.
- Set up a shop in your accommodation and stock local artefacts, goods and handicrafts.
- Discuss skills training and development with local representatives.
- Employ staff year round rather than seasonally.
- Develop new experiences for your guests which bring economic benefits to local communities.
- Support or catalyse local enterprises and provide broader training opportunities for the community.



Photo: Spice Village Thekkady

See further tips in Resources.



Pashan Garh - Taj Safaris trained local Pardhi guide showing a guest his skills in what was formerly his hunting ground.

EXAMPLES OF GOOD PRACTICE

LOCAL EMPLOYMENT, FAIRNESS AND PROFESSIONAL DEVELOPMENT



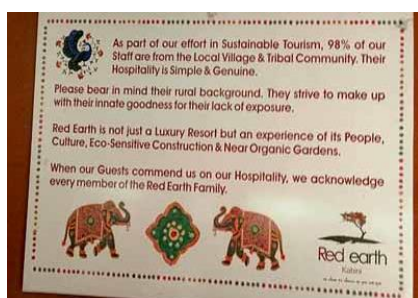
About 90% of the 80 staff at Tiger Tops Tharu Lodge are recruited from the local areas; the company has a philosophy of developing home-grown leaders through active training. Pictured here - Dhan Bahadur Tamang, expert tracker and naturalist, recipient of a TOFTigers Wildlife Tourism Award, who has been provided with continuous employment by the company for more than 50 years.



Mittal Gala, one of the naturalists at Khem Vilas - joint runner up of TOFTigers Naturalist of the Year Award 2016 - is the only female naturalist in Ranthambhore; women's empowerment in action.



Pugdundee Safaris has an active approach to local recruitment and training enabling local residents to develop new skills and opportunities. Pictured here Rohit Patle at Kanha Earth Lodge – a resident from a neighbouring tribal village who has progressed from errand boy to Assistant Lodge Manager. [Read case study.](#)



98% of staff at Red Earth Kabini are from the local community. The lodge organises regular hospitality training and professional development. Salaries are paid off season when the lodge is not operational.



Over 90% of the staff at Barahi Jungle Lodge are local; a fifth are female.



Multi-faceted training in action at Pugdundee Safari lodges. Between 70-80% of their employees are from the local community.



Kipling Camp employs six paid local trainees in addition to its regular staff. If trainees are unable to find jobs, they are invited back and trained in another skill. All the members of staff, apart from one, are from the local community.



90% of Forsyth Lodge's staff are employed from neighbouring villages. The lodge also has an active policy of bringing economic benefits to local women despite local conservatism. [Read case study.](#)



Started by three entrepreneurs, Camp Hornbill is 100% owned and run by locals. With help and guidance, the camp is inspiring other local enterprises. [Read case study.](#)

LOCAL PROCUREMENT AND CATALYSING LOCAL ENTERPRISE



Ensuring that a substantial proportion of procurement is local is good practice. Forsyth Lodge buys its fruit, vegetables and meat 15 kms away and has a model organic vegetable plot in its grounds to show locals closer to home that produce can be grown more locally with existing water resources, a previous barrier in perception. [Read case study.](#)



Svasara Jungle Lodge's aim is to serve 100% local produce for its cuisine with its team encouraging female family members to supply home-made regional savouries to provide them with an additional income stream.



In-house shops provide an opportunity to sell wares which reflect local culture alongside supporting livelihoods. Pictured here, the shop at Barahi Lodge, Nepal.



Performances by local artists provide a further income opportunity whilst giving guests an insight into local culture. Barahi Jungle Lodge organises dance performances on alternate days. Dancers are paid a monthly salary – one of a series of the lodge's initiatives providing income opportunities to local communities. [Read case study.](#)



Dhonk, a local crafts cooperative, sell their wares every two weeks at Oberoi Vanyavilas.



Oberoi Vanyavilas also provides opportunities twice a week for local wildlife artists to demonstrate their soot painting and sell their work to guests.



Kipling Camp supports local artists with art supplies and provides opportunities for selling directly to visitors. The lodge's owner has also helped to create a tribal cooperative for tribal dance performances. Read Community Liaison and Support profile case study.



The art of pottery is promoted by Woods at Sasan, Gir, one of the oldest earning sources for the nearby local village. Classes for guests are arranged and the products made by villagers promoted for sale. The lodge also presents traditional Goma dance and drumming performances by the Siddi community.



A heritage walk through the medieval village of Holipura conducted by local villagers, has been organised by Mela Kothi The Chambal Safari Lodge, one of a series of local enterprises catalysed by the lodge, enhancing visitor experience and providing new livelihood opportunities. [Read case study.](#)



Handbags and plant hangers made by local women trained in the lost traditional technique of macramé by Forsyth Lodge are on sale at the lodge and in city retail outlets.



Numerous lodges use local labour for maintenance work, pictured here Spice Village Thekkady employing local labour and also keeping local building traditions alive and thriving.



Local transport provides a further opportunity for local business. Pictured here, local cab service catalysed by Forsyth Lodge.



The star bed at Jamtara Wilderness Camp provides visitors with a unique opportunity to spend a night on a farmer's land with the revenue generated given back to the farmer. 95% of the staff at the camp are from the local community bringing benefits to local people and the local economy.



Kipling Camp has helped local farmer Pintu 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.



Kanha Earth Lodge runs a Baadi Project, a small cooperative farming venture, with four families and what they grow is purchased by the lodge. Seeds, technical assistance and supervision are provided by the lodge.

EMPOWERING WOMEN



Local women are hired by Woods at Sasan, Gir for making mud wall art, drawing inspiration from the tribes of Sasan-Maldhari and Siddi. The resort also promotes other local art forms such as nail and thread art by women.



A village kitchen serves traditional cuisine at Forsyth Lodge, Satpura, a community enterprise run by women. Photo credit: Vaibhav Mehta.



Women's positions span a range of different roles at Spice Village Thekkady including Front Office, Food & Beverage and Chefs. Twenty women are also employed in their organic garden and produce handmade paper from recycled materials. [Read case study.](#)



Forsyth Lodge's naturalist, Sae Gundayar inspiring confidence and teaching new enterprise skills – [see case study.](#)

DEVELOPING SKILLS IN THE WIDER COMMUNITY



Singinawa Jungle Lodge has provided cooking training for local women with support provided by their Foundation for a pizza oven at a canteen set up by the Forest Department in Kanha. The lodge, with its Kanha Museum of Life and Art, has also created a hub for promoting a contemporary school of art grounded in local culture. Read Cultural Heritage section case study.



Hand crafted cards and other products are made by tribal welfare groups in collaboration with Evolve Back, Kabini which operates a buy back scheme. [Read case study.](#)



Taj Safaris lodges Banjaar Tola and Pashan Garh have worked with NGO Pratham in training young people in hospitality skills. They have also provided training in culinary skills to local women's Self Help Groups to help catalyse local employment. [Read case study.](#)



A beekeeping programme for local farmers within a three km radius of the lodge is run by Reni Pani Jungle Lodge, Satpura in association with Under the Mango Tree, an NGO, one of a number of lodges helping to provide new beekeeping skills to local communities.



Social enterprise, Hathi, run by Flame of the Forest Safari Lodge, Kanha provides stitching training to village women to make items for sale in their shop and online. Read Community Support profile case study.



Tiger Garh Wildlife Resort has trained fifteen local women to make bags from old clothes, one of a series of new enterprises being catalysed by the lodge. [Read case study.](#)



Training at Tiger Garh Wildlife Resort has also included how to knit strips of old saris into vibrant floor mats.



Pashan Garh – Taj Safaris working with Last Wilderness Foundation and the Forest Department have helped to train eighteen young Pardhi men and women as guides.

EXTENDING BENEFITS FOR STAFF



Tip boxes for sharing tips are good practice. Pictured here, tip box at Thekkady Spice Village.

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Case Studies

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Forsyth Lodge, Satpura

Bringing Economic Benefits to Local Women and Communities



Village kitchen serving traditional cuisine at the lodge, a local women's enterprise. Photo credit: Vaibhav Mehta



Model organic farm to encourage villagers to grow and supply produce.

Local women also benefit from the lodge's model organic garden, an initiative to teach organic farming techniques, demonstrate that vegetables can be grown with existing water resources, a previous barrier in perception, and create a revenue stream from sales to the lodge community and forest department. A further project is teaching local women the lost traditional technique of macramé knotting with new products - plant hangers and handbags - now on sale to guests and through city retail outlets.

A broader spectrum of the local community is sharing in the benefits of the multiplier effects of tourism. All fresh fruit, vegetables, poultry, meat and fruits are purchased within 15 kms. Milk is purchased from a local farmer in the neighbouring villages of Sarangpur. A local villager encouraged by the lodge to start a cab service for guest transfer to Bhopal is given first refusal for business.



Training in bee keeping.

Forsyth Lodge is also one of a range of lodges working in partnership with Under The Mango Tree, a Mumbai NGO, to improve the cultivation of sustainable crops and in the process, is creating another revenue stream through the sale of honey.

Forsyth Lodge has a strong ethos of local procurement and employment with 90% of its staff employed from neighbouring villages. An active policy of bringing economic benefits to local women forms part of the equation, too, despite local conservatism.

Between six to eight local women are employed each year after the monsoon rains to maintain the lodge's cottages built from mud, hay and cow dung, traditional local materials, and the wildlife-friendly thicket fence.

Given confidence by Sae Gundawar, the lodge's female naturalist from Pune, local women are also learning new skills and involved in enterprises to earn revenue. One such initiative, the lodge's village lunch serving local cuisine on a traditional wood and cow dung fire, is empowering four local women besides giving guests a positive insight into local culture.



Inspiring local women, lodge naturalist Sae Gundawar.



Training local women in macramé knotting and reviving a lost craft skill.



Local cab service catalysed by the lodge.

Spice Village Thekkady, Periyar

Locally Centred Excellence and Empowering Women



Thatching using traditional techniques and labour.

More than 70% of staff are from the local community ensuring that wages are ploughed back into the local economy. Empowerment for women is notable. Several positions in the hotel operations are filled by women across roles including Front Office where they serve as guides with the naturalist during the tour around the property, Food & Beverage, Chefs in the kitchen and making handmade paper from recycled materials on site. A further twenty local women are employed to work on the resort's organic farm.

Spice Village engages with the local community in a myriad of ways from the person who supplies milk and meat, the lady who makes poppadoms, the women's group who make candles, the farmers who supply fresh produce, the local guides who take guests on treks in the forest, the cooperative that supplies honey and members of the native Mannan tribe who thatch the resort's roof in the traditional way.



Women occupy a range of roles at the resort including Chefs and Front Office positions



Women employed for handmade papermaking from recycled materials.

The lodge's restaurant, which serves local recipes, sources its ingredients from within a radius of 50 miles. Natural Harvest – a joint venture of the lodge's parent company, CGH Earth, in partnership with Ecoland and Lacon GmGH, purchases organic pepper grown by 580 tribal farmers at 33% premium over the market price.

The resort supports and promotes a range of local initiatives such as cultural performances, Bullock Cart Discoveries and the Tribal Trekkers Eco Development Committee, set up to bring economic benefits to local communities and turn poachers into protectors.



Tip box for sharing tips between staff.



Mohiniyattam, an indigenous art form of Kerala, performed at the resort.

Pugdundee Safaris

Transforming Local Lives

Kings Lodge, Bandhavgarh
Pench Tree Lodge, Pench
Denwa Backwater Escape, Satpura

Treehouse Hideaway, Bandhavgarh
Ken River Lodge, Panna
Kanha Earth Lodge, Kanha



Training and team building.

Strong local recruitment and training underpinned by good working relationships with local Panchayats ensures that Pugdundee Safari's lodges are delivering economic benefits to local communities. Between 70-80% of their lodge employees are from the local community. Many casual workers who joined them during construction are now an integral part of the team with training enhancing skills and supporting many employees up the ladder.

Employment ensures good salary standards, accommodation, recreational facilities and nutritious food with medical insurance cover included in the package.

DEVELOPING LOCAL SKILLS



Rohit Patle from the neighbouring tribal village of Dhanwar (1 km from the lodge), joined Pugdundee's team in 2008 as an errand boy. With his commitment, hard work, training and experience, he is now Assistant Lodge Manager and part of the management team. Well trained in accounts, supervision, guest relations and front of house, he can just as easily don the hat of a naturalist and has led the company's walking safari taking charge of more than 40 guests and 25 local boys.

DEVELOPING LOCAL SKILLS



Naresh Singh or Gudda as he is popularly known, came from a poor rural background in Tala village in Bandhavgarh and has become a top-rated naturalist thanks to Pugdundee Safaris' in-house training. He is popularly requested by guests and is an icon amongst locals – inspiring others.

More than 70% of lodge supplies are locally sourced from marginal farms and tribal village markets helping to boost the local economy. Kanha Earth Lodge runs a Baadi Project, a small cooperative farming venture with four families and what they grow is purchased by the lodge. Seeds, technical assistance and supervision are provided by the lodge.

Barahi Jungle Lodge, Chitwan, Nepal

Supporting Local Employment, Enterprise and Professional Development



Over 90% of the staff are local; a fifth are female.

Opportunities to stay at WWF sponsored village homes and Tharu cultural dance performances on alternate days at the lodge provide income opportunities. Dancers are paid a monthly salary and visitors encouraged to purchase traditional dresses and ornaments. The shop also stocks other local crafts, artefacts and produce such as honey.



Souvenir shop selling locally made goods.

Most of the lodge's dairy, poultry, eggs and vegetables are purchased from the surrounding village complementing local produce sourced from its own small farm where herbs and seasonable vegetables are grown.

Almost all the staff, over 90%, at Barahi Jungle Lodge are from local communities, a fifth are female. Staff are trained by the head of department and visiting consultants. Training includes areas that help to improve daily life such as hygiene, first aid, English language and team building. Women are encouraged to take more challenging positions than they are traditionally used to such as front of house.



Tharu cultural performances.



Promoting locally made crafts.

Tigergarh Wildlife Resort, Bandhavgarh Catalysing New Enterprises for Local Women



Training workshop to make bags from recycled clothes.



Learning to make mats from recycled saris.

fourteen are from the local community with roles in management and as naturalist.



Mats made from recycled saris.


CAT (Conservation, Art and Training) Foundation, an NGO set up by the owner of Tigergarh Wildlife Resort, is working to catalyse new income opportunities for local women through training and support with materials. Fifteen women were trained over a ten-day period to make bags from old clothes, a colourful lasting alternative to plastic. A second initiative has trained twelve young women to make vibrant mats for the floor from knitting strips of recycled sarees. The workshops took place at the resort with the products on sale in their shop and plans to sell the items more widely in cities.



Colour and creativity combined with eco re-use of materials.

Bamboo mats, lamps, dustbins and baskets have been commissioned for use in-house and for sale. Kasa, a local grass is used for broomstick making. The foundation is now setting its sights on helping to revive and promote a broader range of traditional local handicrafts and to support traditional animal husbandry. Amaari (Leaped Mellow), a local plant with strong fibres is being explored for a new range of products. Developing a market for fabrics made from traditional local loom weaving is also on the cards.

90% of the resort's team of



CATS FOUNDATION
Conservation | Arts | Training | Sustenance

CATS Foundation works to empower local communities with a special focus on women by creating self-sustaining and alternate means of livelihood.


The products and services generated through the activities of the foundation aim at preserving and promoting the highest principles of conservation and sustainability.

Education and participation in nature and resource conservation is imbibed at the grass-roots level, thus amalgamating local arts, resource management, rural tourism and livelihoods.

Your contribution can make a great impact. You may participate personally in our efforts towards a sustainable future, spread the word, share your thoughts, purchase products or even make a donation to assist us in our efforts. We would love to welcome you aboard in any way.

To know more on being a CATS lover kindly contact Mr. Gagan Gahlot on +91 99228 20103 or +91 94075 83050.

or email infotigergarh@gmail.com



www.tigergarh.com

Taj Safaris (Mahua Kothi, Pashan Garh, Banjar Tola, Baghvan) Encouraging Excellence and Developing New Skills



Catalysing Self Help Groups amongst local women through culinary training.

Taj Safaris' training programme reflects their commitment to excellence. Lodge managers hold upskilling training every season. All employees undergo fire and safety training including emergency evacuation, animal attacks, security and use of PPE. First aid training is held three to four times a month to enable staff to assist visitors and local community. In-house paramedics receive periodic training to keep their skills up-to-date. Staff are also given training in ergonomics to enable them to benefit from better posture. In-house naturalists undergo a three phase six-month training course on wildlife and guiding techniques and are also trained in how to deal with snake bites.

Training initiatives are extended to bring benefits to the wider community. Banjar Tola – Taj Safaris, building on the foundation of a Skills Development Centre for young students started by the Forest Department in Kanha and NGO Pratham, provided training for over two hundred young people in restaurant service, housekeeping and cookery under the aegis of Tata Strive. Bakery training which is ongoing has enabled four village ladies to sell snacks outside the park gates where a shop has been provided by the Forest Department.

Pashan Garh is likewise helping women's Self Help Groups with culinary training and up to 2018 worked with Pratham to train local young people in hospitality skills. The lodge is also working in partnership with Last Wilderness Foundation and Panna Tiger Reserve on guide training for Pardhi tribe members to enhance their knowledge and provide a new livelihood opportunity. Eighteen young men and women have been through the training. The lodge has interdepartmental contests and activities such as their Wow Story initiative to encourage and recognise excellence.



Guide training for Pardhi tribe members at Pashan Garh.

Evolve Back, Kabini, Nagarhole Placing Local Employment at The Heart of Responsible Tourism Policy



Manju Admel, Activity Associate, from the local Betta Kuruba tribe, shares his love of the land, local people and culture with guests.

Local economy, employment and fairness is one of four strands in Orange County's responsible tourism policy creating positive opportunities for the local community. 90 locals are employed at Evolve Back Kabini, one of their lodges, (90%); 20-25 staff are female.

Guests are welcomed with traditional music by local tribes. Local performances are the only evening entertainment provided. Further livelihoods opportunities are provided through bullock cart rides and visits to a local tribal house for a fee.

Organic vegetables are purchased from local villagers and thatching, painting, polishing, carpentry and masonry employ local workers.

Hand crafted cards and other products made by tribal welfare groups, in collaboration with the Resort, are made on a buy back scheme.



Buy back scheme with local Tribal welfare groups.

Mela Kothi – The Chambal Safari Lodge, National Chambal Sanctuary Catalysing Local Enterprise



Holipura – declared a heritage village with the lodge's support and involvement

development and residents encouraged to offer tourism-related activities including heritage walks guided by local residents around the previously little visited medieval village.

Mela Kothi has supported small local dhaba – eateries – and is working to set up home stays to provide visitors with alternative options and spread the benefits of tourism more widely. The lodge is developing a further enterprise initiative for the community using local waste products (rags, paper and agricultural waste) to manufacture handmade paper and generate clean power.

An ethos of supporting the local community lies at the heart of Mela Kothi's operations. Most of the lodge's 29 members of staff (approx. 80%) three of them female, are from the local community or regions in and around Chambal. The lodge's produce is sourced from their own farm or procured directly from local farmers. Great care has been taken to use indigenous materials and craftsmen with locally sourced furnishings used to showcase crafts and skills honed over generations.

The lodge has been instrumental in having Holipura, located 8 kms from the lodge, declared a heritage village with funds allocated for its



Heritage walk through the medieval village conducted by local villagers, catalysed by the lodge.

Camp Hornbill A Community-Based Enterprise Success Story



Started in 2010 by three entrepreneurs from a local village, Camp Hornbill is a low impact enterprise 100% owned and run by locals. Material for the camp's construction was largely recycled or discarded natural material with most materials and services bought in from the village of Kyari.

With help and guidance, the camp is inspiring other local enterprises. Staff have been trained in nature guiding participating in a programme organised by the Eco Tourism wing of the Uttarakhand government and the forest department in collaboration with Title Trust. Six

people from the adjacent villages have now become certified nature guides for the Pawalgarh Conservation Reserve. Further examples of associated local enterprises include Hornbill Machaan houses, homestays and party rentals started by a self-help group of ladies. The enterprise has its roots in a traditional sustainable farming. Food is locally sourced and waste composted.

TIPS FOR GOOD PRACTICE

Communication

- Establish and maintain positive communications with your local Gran Panchayat and community.

Local Employment

- Employ a minimum of 50% of your staff from the local community; the majority of PUG-rated lodges employ between 70% to 100%.
- Provide equal opportunities for staff and avoid discrimination on the grounds of gender, caste, religion and social issues whilst respecting local customs and beliefs.
- Ensure you pay the minimum statutory wage or more; the best practitioners pay staff above average wages throughout the year.
- Pay provident fund contributions (in India) if you employ more than fourteen people.
- Provide additional benefits such as medical insurance, good living conditions and social support (see Community profile). Providing a positive working environment will contribute to a happy, motivated workforce.
- Maintain a common tipping system for equal distribution between staff.
- Provide hospitality, team building and other skills training to enable your employees to benefit from professional development and progress up the employment ladder.
- Monitor your local employment (including equality in different job tiers), seasonality, pay levels and professional development, set targets and review annually.

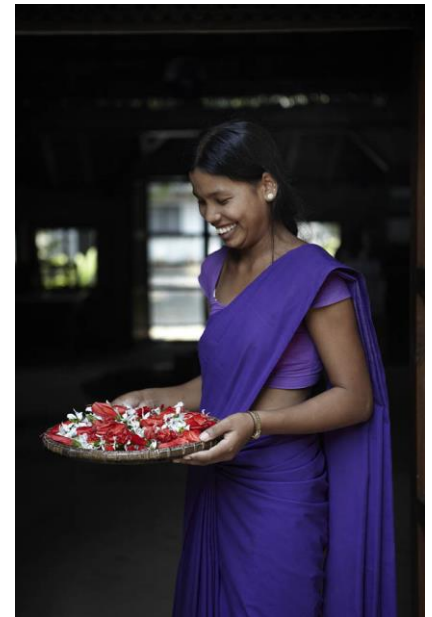


Photo: Tiger Tops



Photo: Banjar Tola - Taj Safaris

Local Purchasing

- Set a minimum target for local procurement and increase over time; the best practitioners buy all their produce within a 50 miles radius or less.
- Pay a fair price for local goods and services.
- Provide opportunities for your guests to buy local goods through visits to local markets and shops.
- Set up a shop in your accommodation selling local handicrafts and goods.
- Provide local artists and craftsmen with opportunities to showcase and sell their work at your accommodation and present cultural performances.

Develop New Experiences and Catalyse New Enterprises

- Develop new opportunities for enhancing your guests' experience and providing new income streams to local communities such as cultural events, guided walks, homestays, home visits and activities around arts, handicrafts and local cuisine.
- Develop equitable relationships and fair pay.
- Respect local culture and present authentic experiences (see Local Heritage and Culture profile).
- Provide guidance and feedback to the local community on who your guests are and what they enjoy.
- Provide assistance in making links to potential partners, investors and advisors.

Community Training

- Assess local needs for training and capacity building with local representatives and NGOs and develop new initiatives and partnerships.
- Provide advice and technical training where appropriate (eg hospitality training for women's self help groups, guide training).
- Organise new training initiatives (eg embroidery training for local women, buy back gift cards).

Information included may not be appropriate to every situation, destination and country and is intended for general guidance only and may be subject to change.

USEFUL ORGANISATIONS AND LINKS

INDIA

- **The India Code on Wages 2019**
- **NGOs mentioned**
 - **Dhonk Craft**

Dhonk is a social enterprise providing skills training in handicrafts to empower village women living around Ranthambhore Tiger Reserve to benefit from sustainable livelihoods linked to tiger tourism and through this, to help protect tigers and avoid man-animal conflict. Other benefits given to the participants and their families include female child education, healthcare, loans, micro-finance for buying livestock and machinery, counselling on issues such as education, domestic violence and raising awareness of conservation.

<https://dhonk.com/>
 - **Under the Mango Tree (UTMT)**

UTMT is a non-profit making organisation with a commercial trading arm which trains and equips smallholding farmers in India to use bees to increase their incomes by as much as threefold. A buy back arrangement increases the farmers' income by a further 40% from the sale of their honey.

<https://www.utmt.in/>
 - **Pratham**

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/>
 - **The Titli Trust**

A not for profit organisation focused on conservation and livelihoods in the Himalayas.

<https://titlitrust.org/>
 - **Last Wilderness Foundation**

An NGO engaging with urban and rural communities and the Forest Department to implement effective conservation measures.

<https://thelastwilderness.org/>
- **Other NGOs**
 - **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>
 - **WWF India**

WWF India is a leading conservation NGO dealing with nature conservation, environmental protection and development-related issues. Its activities include a Sustainable Livelihoods and Governance Programme. Tora Eco Camp on Bali Island in the Sundarbans, West Bengal, a collaboration between WWF's State Director, West Bengal Forest Department and the Bali Nature and Wildlife Conservation Society, won TOFTigers 2016 Wildlife Tourism Related Community Initiative Award in 2016. See case study in the Conservation profile.

<https://www.wwfindia.org/>

NEPAL

- **WWF Nepal**

WWF Nepal's sustainable livelihoods programme includes the promotion of ecotourism and creation of green jobs.

<https://www.wwfnepal.org/>

REFERENCES

¹ *Tourism and the Sustainable Development Goals – Journey to 2030, Highlights*, United Nations World Tourism Organisation, (UNWTO) and United Nations Development Programme (UNDP), 2017

² *The Value of Wildlife Tourism for Conservation & Communities, A study around four Tiger Reserves in Madhya Pradesh*, led by Dr Raghunandan Singh Chundawat, 2017, commissioned by TOFTigers

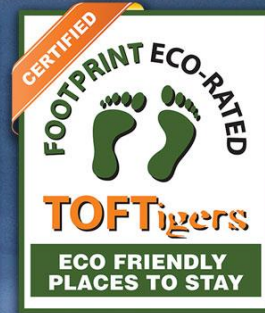
³ *The Value of Wildlife Tourism around Ranthambhore Tiger Reserve in Rajasthan for Wildlife Conservation and Local Communities*, led by Dr Raghu Chundawat, with V Upamanyu Raju and Hemant Rajora, TOFTigers and BAAVAN 2018



Dhok, a social enterprise benefitting from sustainable tourism through the sale of handicrafts made by families around Ranthambhore Tiger Reserve.

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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Correct at time of press. Information included may not be appropriate to every situation, destination and country and is intended for general guidance only and may be subject to change.

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