



AGREEMENT
TO JOIN THE CAMPAIGN
for Destination Management Companies
& Ground Agents
in The Indian Subcontinent



Its Aims are three fold

To advocate and encourage more sustainable wildlife tourism in tiger reserves and national parks, by all those involved in the wildlife tourism equation through applications and adherence to ecotourism best practice guidelines. Look out for TOFTigers signage and PUG Eco ratings for lodges.

To enhance the capacity of local communities to take advantage of existing and future wildlife tourism to help alleviate poverty and support sustainable local development.

To catalyse initiatives through the lodge community that enhance wildlife conservation efforts and community support including waste and water management, trade cooperatives, local employment, fair wages and support for local enterprises and services.

These objectives are best achieved by 'collective' action and partnership with all in the wildlife tourism supply chain.

The Benefits of Membership

Each DMC or Agent joining Travel Operators for Tigers (TOFTigers):

- 1) Can state its support for TOFTigers in literature and brochures and incorporate a TOFTigers 'logo' wherever required.
- 2) Will be linked to the TOFTigers website as a Destination Management or Ground agent contributor.
- 3) Will be acknowledged as a contributor of the TOFTigers campaign in literature and where possible in local and international press releases and potential articles that are undertaken to promote responsible tiger tourism and tiger conservation efforts. Furthermore you can mention your partnership of the campaign in your own press releases or PR activities.
- 4) Will be informed by email or literature of training workshops, local projects and other activities that are carried out by TOFTigers staff and personnel, to support your sales staff, or to relay to your clients.
- 5) Will be given examples of new activities, projects and interesting conservation initiatives that are possible to include on your clients' itineraries or mention as part of a tour dossier.
- 6) Will be provided with an exclusive members only list of TOFTigers key membership contacts, key buyers and suppliers, as well as the PUG certified accommodation providers in India and Nepal's most visited parks to enhance networking opportunities.
- 7) You will be linked by and to any official partnerships (e.g. Sanctuary Asia publications) who are associated with us and any related free benefits agreed.

The Agreement

This document is **HIGHLY CONFIDENTIAL**

This agreement is a legally binding obligation on behalf of TOFTigers, and its associated charities. Please fill in all boxes.

Company Name

agrees, as part of your partnership of TOFTigers, to work on the 7 steps below:

1. Support, endorse, publicise and advocate the relevant Travellers Guidelines for all those involved in the delivery of your service to your clients.
PLEASE NOTE: Partnership includes a large pack of Travellers leaflets, TOFTigers Feedback Forms and TOFTigers Stickers.

This includes sending the guidelines to:

- i) Your agents and partners in different regions of the Indian subcontinent.

I agree to do this (YES / NO)

- ii) Your tour leaders and wildlife guides in each area.

I agree to do this (YES / NO)

- iii) Your accommodation and service providers where protected areas are part of your client's tour itinerary.

I agree to do this (YES / NO)

- iv) Add the Travellers leaflets to your client's ticket wallets.

I agree to do this (YES / NO)

If you would like your own logo brand Travellers leaflets

Need More details (YES / NO)

2. Inform your Tour Operators, your local and international clients of your involvement in the campaign and encourage them to join as well

I agree to do this (YES / NO)

Are you prepared to introduce TOFTigers staff to your agents or international operators clients and encourage them to join

(YES / NO)

3. Publicise your partnership of TOFTigers, as part of your responsible travel credentials, including adding the TOFTigers mission and logo:
- i) on your website
 - ii) your printed literature,
 - iii) on your client itineraries
 - iv) your publicity and PR literature where appropriate.

I agree to do this **(YES / NO)**

4. Agree, wherever possible and appropriate, to offer PUG Eco rated accommodation to clients as the best options to support long term and sustainable wildlife tourism.

I agree to do this **(YES / NO)**

If the accommodation provider is not a TOFTigers contributor, or not undergoing a PUG Eco audit we ask you to encourage actions to start the process, or contact TOFTigers to correspond with the provider.

I agree to do this **(YES / NO)**

5. Inform your leaders and tour guides of the ability to record infringements or bad practice through the TOFTigers comments email info@toftigers.org, or the website www.toftigers.org for appropriate recording and action.

I agree to do this **(YES / NO)**

6. Agree to pay an annual contribution on joining and subsequently annually in April (See below).

I agree to do this **(YES / NO)**

7. Consider contributing to specific projects, training or initiatives put forward by TOFTigers over and above paying the yearly subscription (See Below).

I agree to do this **(YES / NO)**

8. We offer two complimentary online subscriptions to India's best Natural History Magazine, called Sanctuary Asia. This will be sent to the main contact's email ID, but if you want it to be sent to others in your organisation please list in priority order here by giving us their email ID.

Email ID 1)

Email ID 2)

PLEASE COMPLETE IN BLOCK CAPITALS

Key Contact Name Title

Direct Email

Direct Telephone Number

Secondary Name (essential)

(This person you may allocate to become the internal TOFTigers representative within your company)

Job Title

Company Name

Company Address

State

Tel. No.

Website

Are you a member of PATA/ATOAI/ESOI or others?

Please give TOFTigers some indication of how many clients you handle that incorporate wildlife parks in India.

Less than 100, 250 / 500 / 1000 / More than 1000. How many?

When can you start to effect the guidelines and partnership obligations above?

YOUR ANNUAL CONTRIBUTION TO TOFTigers CAMPAIGN

Please send this application with payment by cheque payable to
Travel Operators for Tigers India Wildlife Association.

(Please Highlight)

INR 8,000 per annum for companies who employ 3 or less full time staff

INR 10,000 per annum for companies who employ 6 or less full time staff

INR 20,000 per annum for companies who employ 7 or more full time staff

INR 30,000 per annum for companies who employ 25 or more full time staff

INR 45000 per annum for companies who employ 50 to 100 full time staff

INR 75000 per annum for companies who employ 100 to 250 full time staff

INR 125000 per annum for companies who employ 250 to 500 full time staff

INR 250000 per annum for companies who employ 500 or more full time staff

(This includes sponsorship of a Wildlife Guardian per annum)

NB Companies get Indian tax relief under section *80G for such charitable contribution to TOFTigers India

I hereby, as the person responsible for implementing these guidelines, agree to effect them as soon as possible as laid out.

FULL NAME

DATE

PLACE

BANK ACCOUNT DETAILS

Account Name	Travel Operators for Tigers India Wildlife Association
Account Number	521-0-506139-1
IFSC code	SCBL0036033
PAN NUMBER	AACCT9455D
BANK NAME	STANDARD CHARTERED BANK
BANK ADDRESS	B 68, GREATER KAILASH 1, NEW DELHI – 110 048

NEFT / Online into above Standard Chartered Bank account:

Or pay online through this link [Here](#) using credit/debit card

TOFT India Wildlife Association

A1/76 | 1st Floor | Safdarjung Enclave | New Delhi | 110029 | India

Tel: +91-11-41006608 | Email: admin@toftindia.org

Website: www.toftigers.org

SUPPORT A VILLAGE GUARDIAN



AS PART OF YOUR ANNUAL CONTRIBUTION

TOFTigers, in partnership with wildlife action charity, Tigerwatch, and the Field Director and his staff of Ranthambhore Tiger Reserve in Rajasthan, have a project to support up to 10 Village Wildlife Guardians, especially in those villages prone to wildlife conflicts with the large population of villagers bordering this park.

Tigerwatch recruits and coordinates each individual guardian, trains them and pays them a retainer to report to the local park authorities any suspicious movements or activities on the

fringes of the park near their homes and farmlands, including potential poaching activities for both tigers but crucially for prey species like wild boar, spotted and sambar deer, as well as illegal logging or interference with wildlife den sites of creatures like hyenas, wolves, foxes, sloth bear or leopards, often moving outside the park. A few individuals are also skilled trackers and can be used to track tigers who stray out of the park often for weeks on end as they search for food and new territory.

These Guardian's become invaluable eyes and ears of the park - provide valuable information, and help secure the very porous boundaries of the park. Their cooperation is the difference between life and death for many creatures (and even villagers), and ensures all the parks flora and fauna can survive to live another day.

WHAT YOU GET IN RETURN

You, your company, your visitors or your organization will be introduced to your designated guardian, with photo and profile - and have regular updates from him, via Tigerwatch and TOFTigers, over the coming year. You can tell your clients about him or even meet him or visit his village. You can also motivate him by highlighting your support and their efforts on your website and social media - living proof of your efforts to support responsible travel. TOFTigers will also highlighting your support all through all our media outlets.

HOW YOU CAN SUPPORT THEM

Support for these guardians comes in two ways.

Either support one (or more) guardians at INR 80,000 per guardian per year. OR
Co-support (with one other) a guardian at INR 40,000 per guardian per year.

JUST REMEMBER - Companies and individuals can get Indian tax relief under section *80G for charitable contribution to TOFTigers India.

All support is payable to TOFTigers India Wildlife Association in Delhi, India.

Do you want to be included in this scheme - we will contact you with further details.

(YES / NO)

Please note:

TOFTigers is open to all international, regional and local travel operators, DMC's, agents, services and accommodation providers in India's wilderness regions who wish to participate and adhere to the appropriate guidelines.

TOFTigers' strength is in its collective partnership and common goal for a better and more enriching experience for our clients and their hosts in a pristine wilderness today, tomorrow and forever.

TOFTigers in no way aims to be an endorsement of 'good practice' of any DMC's or agent member, because no independent monitoring of activities is possible at this stage.

For further information please contact

TOFT India Wildlife Association India Admin Office
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