Evaluation cum Impact Study of Rural Tourism Projects



Final Report

Ministry of Tourism

Government of India



ACNielsen ORG-MARG Pvt. Ltd.

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EXECUTIVE SUMMARY

E.0 Introduction to the Study

The Ministry of Tourism, Government of India started the scheme to promote Rural Tourism in order to popularize not only another form of tourism that will attract both domestic and foreign visitors alike, but also to provide opportunities to rural populace to improve their socio-economic condition through the projects. Out of the many rural tourism projects that have been sanctioned, Ministry of Tourism wished to evaluate selected 107 rural tourism projects spread across all the states in India, to understand the effect that the rural tourism projects has made in the lives of the locals in the villages and whether the tourists have been attracted by the distinctive features of rural tourism.

E.1 Methodology Followed

ACNielsen ORG-MARG Pvt. Ltd. Conducted the evaluation exercise of all the rural tourism projects and some interesting finding emerged from the exercise. The rural tourism projects were evaluated on a scale of 1 to 5 where:

- 1 represented **Failure**
- 2 represented **Not Successful**
- 3 represented **Average**
- 4 represented Moderately Successful
- 5 represented **Highly Successful**

These scores were awarded on the basis of performance of the rural tourism project on the following parameters:

- Status of completion of hardware (infrastructure, construction work, etc.)
 components
- Status of completion of software (trainings, workshops, skill development exercise, promotional support, marketing support, etc.) components
- Quality of hardware component that has been implemented

- Quality of software component that has been implemented
- Maintenance of hardware components that have already been implemented
- Tourist arrivals to the rural tourism destination after the project had been implemented
- Improvement in the socio-economic condition of villagers and beneficiaries of the rural tourism project

Scores were awarded based on the above parameters for each of the rural tourism projects and the findings from the study are presented in the following section.

E.2 Study Findings - State-Wise Evaluation of Rural Tourism Projects

The evaluation of the rural tourism projects has brought to the fore the exact picture of the scheme and also the projects which are successful in intertwining the interest of rural craftsmen and beneficiaries with that of tourism and has helped in improvement of conditions in the lives of the rural populace. The study has also brought to the fore the projects which has not been successful in the same and also the roadblocks and challenges that the projects face.



Out of the total 107 projects, 41 projects have been successful, 33 projects have performed averagely and the rest 33 projects have been unsuccessful in attaining the objectives. The following chart depicts the share of successful, average and unsuccessful projects out of the total 107 rural tourism projects evaluated. Please note that moderately

successful and highly successful projects have been merged and labeled as "successful", failure and not successful projects have been merged and labeled as "unsuccessful".

Following table depicts the state wise performance of the rural tourism projects.

State	No. of Projects covered	No. of Successful Projects	No. of Average Projects	No. of Unsuccessful Projects
Total	107	41	33	33
Andhra Pradesh	5	2	3	
Arunachal Pradesh	3	3		
Assam	4		3	1
Bihar	1		1	
Chhattisgarh	5			5
Delhi	2	1	1	
Gujarat	4		2	2
Haryana	1		1	
Himachal Pradesh	3	1	2	
Jammu & Kashmir	8	7	1	
Karnataka	5	3	2	
Kerala	5	5		
Madhya Pradesh	4	1		3
Maharashtra	2	2		
Manipur	3	1		2
Meghalaya	2		1	1
Nagaland	5	3	2	
Orissa	7	1	1	5
Punjab	5	1	3	1
Rajasthan	3		1	2
Sikkim	1	1		
Tamil Nadu	8	4	2	2
Tripura	2	2		
Uttar Pradesh	3			3
Uttarakhand	11	3	5	3
West Bengal	5	1	2	3

Note: Ratings 4 & 5 are successful projects, 3 are average projects, and 1 & 2 are unsuccessful projects. 1 represented Failure, 2 represented Not Successful, 3 represented Average, 4 represented Moderately Successful, and 5 represented Highly Successful

Jammu and Kashmir had the maximum number of successful projects and a few examples of projects where components have been properly implemented are Surinsar village and Dori Degair village.





Lake side development – Surinsar, J & K

Tourist Dormitory – Dori Degair, J & K

Other states which also house successful rural tourism projects are listed in the following table.

State	No. of Projects covered	No. of Successful Projects
Total	107	41
Jammu & Kashmir	8	7
Kerala	5	5
Tamil Nadu	8	4
Arunachal Pradesh	3	3
Karnataka	5	3
Nagaland	5	3
Uttarakhand	11	3
Andhra Pradesh	5	2
Maharashtra	2	2
Tripura	2	2
Delhi	2	1
Himachal Pradesh	3	1
Madhya Pradesh	4	1
Manipur	3	1
Orissa	7	1
Punjab	5	1
Sikkim	1	1
Assam	4	0
Bihar	1	0
Chhattisgarh	5	0
Gujarat	4	0
Haryana	1	0
Meghalaya	2	0
Rajasthan	3	0
Uttar Pradesh	3	0
West Bengal	5	0

Chhattisgarh and Orissa are the two states that have the highest number of unsuccessful projects. The following two snaps depict the condition of implementation in one of the unsuccessful rural tourism projects in Orissa. The open air theatre has been left unfinished and the drinking water facility doesn't work at all.





Open area theatre under construction

Drinking water

Other states which have unsuccessful rural tourism projects are given in the following table.

State	No. of Projects covered	No. of Unsuccessful Projects
Total	107	33
Chhattisgarh	5	5
Orissa	7	5
Madhya Pradesh	4	3
Uttar Pradesh	3	3
Uttarakhand	11	3
West Bengal	5	3
Gujarat	4	2
Manipur	3	2
Rajasthan	3	2
Tamil Nadu	8	2
Assam	4	1
Meghalaya	2	1
Punjab	5	1
Andhra Pradesh	5	0
Arunachal Pradesh	3	0
Bihar	1	0
Delhi	2	0
Haryana	1	0
Himachal Pradesh	3	0
Jammu & Kashmir	8	0
Karnataka	5	0
Kerala	5	0
Maharashtra	2	0
Nagaland	5	0

Sikkim	1	0
Tripura	2	0

Following table depicts the projects across different states which have been successful on an average.

State	No. of Projects covered	No. of Average Projects
Uttarakhand	11	5
Andhra Pradesh	5	3
Assam	4	3
Punjab	5	3
Gujarat	4	2
Himachal Pradesh	3	2
Karnataka	5	2
Nagaland	5	2
Tamil Nadu	8	2
West Bengal	5	2
Bihar	1	1
Delhi	2	1
Haryana	1	1
Jammu & Kashmir	8	1
Meghalaya	2	1
Orissa	7	1
Rajasthan	3	1
Arunachal Pradesh	3	0
Chhattisgarh	5	0
Kerala	5	0
Madhya Pradesh	4	0
Maharashtra	2	0
Manipur	3	0
Sikkim	1	0
Tripura	2	0
Uttar Pradesh	3	0

E.3 Study Findings – Reason behind Success / Failure of Projects

The following table gives the major reason behind success or failure of projects for each of the states.

State	No. of Projects covered	No. of Successful plus average Projects	Reasons for Success	No. of Unsuccessful Projects	Reason for Failure	Important Learning
Andhra Pradesh	5	5	 Tourists flow has been good. Puttaparthi - famous for religious purposes is very successful in attracting tourists to the rural tourism destination. 		Many components have not been implemented	Rural tourism destinations should be specific and near to places where people usually visit.
Arunachal Pradesh	3	3	 Proper implementation of all the components. Tourist arrivals are satisfactory but need to be improved upon. 			Accessibility to destinations should be the first criteria for selection of destination to be developed for rural tourism.
Assam	4	3	Projects were successful as tourists inflow had increased.	1	 Basic amenities are not present at the tourist rest house. Incomplete hardware and software work 	 Training, skill development and marketing is required. Maintenance should be handled directly by the State tourism.
Bihar	1	1	Infrastructure has been properly maintained			
Chhattisgarh	5			5	 Incomplete hardware and software work. In Kondagaon, crafts of the region have been ignored. 	 Accessibility is a prime concern. Advertising the destinations will help artisans in selling their products better.
Delhi	2	2	Lack of knowledge is the reason for the average success of the project.			Proper advertising of the project is required to generate interest.
Gujarat	4	2		2	Incomplete work of software components due to lack of funds	Implementation of software as well as hardware components need to be revamped and re structured.
Haryana	1	1	All the components were properly implemented and maintained.			Proper advertising of the project is required to generate interest.
Himachal Pradesh	3	3	Most of the projects have been completed.			 Tourist rest houses or centers should be made. Proper advertising of the project is

						required to generate interest.
Jammu & Kashmir	8	8	 Proper implementation of all the components. Tourist arrivals need to be improved upon to make it a complete success. 			Proper marketing of the project is required to increase tourists.
Karnataka	5	5	 Proper implementation of all the components. Working for UNESCO in Anegundi, District Koppal has increased tourist traffic. 			Tariff needs to be reduced.
Kerala	5	5	Proper implementation of all the components, however flow of tourists need to be increased.			Revamp of components along with proper marketing of the projects will catapult them to success.
Madhya Pradesh	4	1	All the components were properly implemented and maintained.	3	Incomplete implementation / non-implementation of hardware components.	 Artisans should be more active in expanding their craft work. Proper marketing of the project is required to increase tourists.
Maharashtra	2	2	Proper implementation of the components has resulted in the success of the projects.			Proper maintenance work should be carried out to make the project successful.
Manipur	3	1	All the components were properly implemented and maintained.	2	Hardware work has not yet been started in the projects.	The components need to be properly thought out and executed.
Meghalaya	2	1	The reason for success of one of the project is that all the hardware components were implemented.	1	Hardware work is in a dilapidated condition and software work has not been implemented.	Restructuring of the components is required.
Nagaland	5	5	Proper completion of all the components.		Lack of maintenance of components and no marked increase in tourist flow	Proper marketing of the project is required to increase tourists.

Orissa	7	2		5	 Tourist flow non-existent. At many destinations component work has not even started 	Projects should be re-strategized in terms of proximity to popular sightseeing destinations.
Punjab	5	4	Most of the destinations in Punjab have good tourists flow.	1	Disinterest of locals.Delay in fund dispersal.	Private entities are interested in investing in the implementation of the project. PPP model may be considered.
Rajasthan	3	1	Hardware components were developed and maintained.	2	 Incomplete implementation. Poor standard of infrastructure. Inadequacy of funds. 	Development of infrastructure required.Fund dispersal should be smooth.
Sikkim	1	1	Proper implementation of all the components.			The project needs to be advertised to generate interest among tourists.
Tamil Nadu	8	6	Proper maintenance of software and hardware work.	2	Hardware components implementation has yet to be started.	 All the components need to be completed. Proper advertising is required.
Tripura	2	2	 Proper implementation of all components. Proximity to religious destination is reason for tourist flow. 			Projects need to be restructured. More religious places should be included.
Uttar Pradesh	3			3	Non-maintenance of infrastructure.Incomplete implementation.	Proper implementation and maintenance of hardware and software components is required.
Uttarakhand	11	8	 Selected destinations have been able to attract tourists. Most of the hardware and software components implementation have been completed. 	3	 No involvement of local people. Partial completion of components. Lack of awareness among people about resorts. 	 Scope of work needs to be broadened. Introduction of projects to public is required.
West Bengal	5	2	Primary reason for the success of the project here is that the village Kamarpukar, District Hoogly is of religious significance to Bengalis.	3	 Accessibility is an issue Naxal presence in Mukutmonipur, District Bankura is another reason for driving away of tourists. 	 Maintenance of the projects is required to keep up the momentum. Proper advertising is required.

E.4 Summary of the Evaluation

The basic trend that can be observed amongst the unsuccessful projects is that the implementation of hardware and software components has been incomplete or not started at all. The most intrinsic reason for most projects being categorized as unsuccessful or average is that the tourist flow to the project areas has been nil or very low. This is the primary factor that should be looked into by the Ministry of Tourism, Government of India. An example to prove the case would be the rural tourism project at Puttaparthi. The said project is quite successful due to a constant tourist flow to the project area – this is due to the fact that Puttaparthi is famous for religious purposes and religious tourists visiting Puttaparthi visit the rural tourism project too. The tourist flow has in turn helped the locals to improve their socio-economic condition and has also led to the maintenance and sustainability of the rural tourism project there.

Another important trend that has been noticed in unsuccessful projects is that many of those projects are located at areas which are difficult to reach and medium of commuting is also not developed. An example for the case is that all the rural tourism projects in Arunachal Pradesh is moderately successful but the factor that prevents all the projects from being successful is that tourist arrivals is low and the reason behind tourist arrivals being low is that all the rural tourist destinations are difficult to reach and also takes at least a day to reach from the major airport in the state.

Hence the Ministry of Tourism, Government of India may consider the following three essential factors, on which the success or failure of majority of rural tourism projects depends, for selecting locations for developing as rural tourism destinations.

- Location
- Vicinity to famous tourist spots
- Diligent implementation and maintenance of hardware and software components

In details, the primary reasons for projects being unsuccessful are:

- ➤ The travelers or tourists have no information about these rural tourism projects that has been started by the Ministry of Tourism, Government of India. Since no knowledge exists among the primary target segment, hence, no tourist arrivals can be observed.
- Due to geographical locations and political situations, it is very difficult for an average tourist to visit some of the destinations where rural tourism projects have been implemented. For example, few rural tourism projects in the Chhattisgarh and West Bengal are embroiled in Naxal and Maoist problems, while few rural tourist destinations in the north eastern states are hard to reach.
- ➤ Regular maintenance procedures are not in place for completed projects.
- > State Government involvement is quite less for all the projects and their involvement is essential in the sustainability of the projects.
- > Irregular Fund flow has stalled work on projects.

E.5 Road Ahead for the Ministry of Tourism

- 1. Relook at the project component and project objective alignment same formula for all rural tourism projects is not going to benefit the projects at all. The content of the scheme may vary from project to project and state to state for the success of the rural tourism project. Besides this the allocated amount for hardware and software should be different for each project depending upon the type of activities in terms of infrastructure, training, events etc need to be developed at each project in the respective states.
- 2. Instead of creating many rural tourist destinations for development, Ministry of Tourism may pick few projects which have a popular craft being practiced, or a popular culture being present at the destination, which in turn would be the special attraction for tourists to visit the destination and develop the destination as a whole instead of just creating partial infrastructure and providing few trainings to the artisans/ beneficiaries.

- 3. Ministry of Tourism may pick destinations which are easily accessible for tourists, to develop, since many of the destination amongst the 108 evaluated, are very difficult to reach and some are embroiled in political and regional turmoil.
- 4. For the success of these rural projects an extensive promotional campaign may be considered so that tourists become aware of these destinations and hence visit them. Besides this the tour operators/travel agents selling the destinations to domestic or international market should also be aware of these projects /destinations to market them to the tourists.
- 5. The Ministry of Tourism may consider PPP model for developing rural tourism destinations as that will enable both the developers, investor for boosting the tourism in rural areas but also in development of these areas as a result the socio economic condition of the local population will effectively improve.
- 6. Projects which are not successful, may either be dropped or there may be some amendments in the scheme for the developers to be interested in such areas to come forward and take up the projects, whereas for projects which are failures may be seriously considered before taking further steps in its development process.
- 7. The State Government needs to be involved in the projects and monitor them on regular basis currently involvement is on a very minimum level which needs to be further strengthened amongst the state machinery and the role of the State government is essential in the sustainability of the projects.

E.6 Best Practices

Each and every project is distinct in terms of the attractions it holds for the rural tourism enthusiast, the location and terrain of the destinations and the arts/crafts/culture of the destination. Several parameters (see E.1 – Methodology) were considered for adjudging a project as successful, average and failure. At some projects the reason for failure was improper implementation of either of the hardware or software components, whereas some projects failed because they were not able to increase tourist flow to the village despite all the components being properly implemented. In a nutshell, there are different reasons behind different projects being successful. Some common things that were observed amongst the projects which were classified as successful or the best practices at various successful rural tourism projects are:

Proper implementation of hardware components was one of the most important factors that are requisite to make a projects being deemed as successful. It was observed that in projects like Chinchinada (Andhra Pradesh), Puttaparthi (Andhra Pradesh), Orchha(Madhya Pradesh), Agora-Dodital (Uttarakhand), Padampuri (Uttarakhand), etc. proper implementation of hardware components was one of the reasons for it to be successful.



Puttaparthi (Andhra Pradesh)

Padampuri (Uttarakhand)

Proper implementation of software components was another vital factor for making a project successful. It was observed that in projects like Jyotisar (Haryana), Raja Sansi (Punjab), Jheri (Jammu & Kashmir), Surinsar (Jammu &

Kashmir), Kamarpukur (West Bengal), etc. proper implementation of software components was one of the reasons for it to be successful.



Atisans in Raja Sansi (Punjab)

Artisans in Surinsar (J & K)

It has been observed that in all the successful projects, budgeted amount for all the sanctioned components was adequate. For example in Haldighati (Rajasthan), around 13 components were sanctioned as part of hardware infrastructure work. Due to the budgeted amount for hardware component implementation being far less, none of the hardware components has been implemented till date. Similar observation has also been made in case of Neemrana (Rajasthan), Asharikandi (Assam), Navagaon & Malegaon (Gujarat), Tera (Gujarat), etc. in some cases, the budgeted amount is not sufficient, hence, the work is half done and left.



Tera (Gujarat)

Neemrana (Rajasthan)

Another important reason for the success of some projects is that the fund flow was regular thereby inducing continuous work in the project and hence timely completion. It was observed in projects like Bhaguwala (Uttar Pradesh), Boothgarh (Punjab), etc.

- Active participation of Gram Panchayat, Gram Pradhan or other local authorities also plays a crucial process in implementation of a project, but there were very few projects where active interest and participation of local authorities were observed. In Sualkuchi (Assam) and Bitar, Rae Bareilly (Uttar Pradesh), participation of local authorities was present during the implementation of components. Local authorities and local population should be actively involved in the different phases of a project to make it truly successful.
- → Diligent performance of NGOs also helps a project become successful. In Srikalahasti (Andhra Pradesh), the software components implementation was done very effectively by the NGO which was appointed. The training imparted and the Self Help Groups (SHG) formed, created interest and enthusiasm amongst the beneficiaries. Hence, active involvement of NGOs plays an important role in making a rural tourism project successful.
- It was observed that in projects where State government involvement was present throughout the implementation phase and also after completion (for maintenance work and additional support), those projects were successful than those where State government involvement was minimal. For example projects like Puttaparthi, Konaseema, etc. in Andhra Pradesh were supported by the State Government both during implementation and post implementation.



Konaseema (Andhra Pradesh)

Puttaparthi (Andhra Pradesh)

Despite there being 41 projects which are successful out of the total of 108 surveyed and evaluated, in most projects tourist arrivals has not increased due to the lack of information about the destinations and lack of marketing and advertising. An

advertisement campaign, introducing the rural tourism projects, their attraction and urging tourists to visit them is essential for any rural; tourism project to be successful.

E.7 Check List for Future Rural Tourism Projects

- ✓ It is suggested that Ministry of Tourism, Government of India first conducts a viability study before developing a destination for rural tourism, as it will provide an indication of whether the rural tourism project will be successful or not.
- ✓ State Government involvement should be present from the start of the project.

 State Government involvement is also very essential in the maintenance and sustenance of the project.
- ✓ Adequate funds should be provided for each project component to be properly implemented. Fund flow should be smooth so that the implementation work doesn't get hampered in-between due to inadequacy of funds
- ✓ Connectivity to the rural tourism destination should be adequate for an average rural tourism enthusiast to reach the desired destination
- ✓ Tourist accommodation should be provided or constructed and at such a location in the destination that the tourist doesn't have to travel great distance to reach the rural tourism project
- ✓ Basic amenities like water, sanitation, electricity, restaurants of home kitchens should be an essential part of the project so that the tourist visiting the rural tourism destination doesn't have to travel to the nearby town for lack of such amenities
- ✓ Rural destinations which are not susceptible to breakdown in law and order situations, should be chosen for the project
- ✓ Extensive advertisement through all forms of media should be an integral part of the rural tourism development program. Any project without an advertisement campaign should not be sanctioned unless the rural tourism destination is already very famous amongst tourists
- ✓ Regular checks should be carried out to ensure timely implementation and maintenance of all components sanctioned.

Annexure – Project-Wise Details

State	Location	Overall	Reason for Success/Failure/Average	Way Ahead/Recommendation for the Project
	Pochampally	Average	The reason for failure of this project is mainly the reason that although the infrastructure is good and the trainings have been already done, the main purpose of the project is defeated here. The artisans are not getting benefitted by this project. The problems that face them are humongous compared to the help the project provided.	Support to the artisans are required in the form of marketing their products, raw material support and publicity of the craft is required to make this project a successful one.
Andhro	Konaseema, District of East Godavari	Average	It is an average success as tourist arrivals is continuous and the resort is generating profit. But in general, it has not been able to increase the socio economic condition of the local populace.	The way ahead for this project is expanding the
Andhra Pradesh Chinchinada, Dist of East Godavari	Chinchinada, District of East Godavari	Moderately Successful	The reason for the success of this project is due to the reason that it has achieved the objective of the project - by improving the financial condition of the locals.	This project should be maintained at the current condition and the software components should be implemented again to maintain the momentum.
Puttaparthi, District Anantapur		Moderately Successful	The reason for the success of this project is due to the reason that it has achieved the objective of the project - by improving the financial condition of the locals.	This project should be maintained at the current condition and the software components should be implemented again to maintain the momentum.
	Srikalahasti	Average	All the components have not been implemented yet and the reach of the project in terms of benefitting artisans, has not been great.	This project should be looked into properly as to why it has not helped the artisans. The unfinished components should be completed.
Uttar Pradesh	Bitar Gram Village, District Rai Bareli	Not Successful	The non-maintenance of infrastructure is the reason for failure.	Immediate maintenance is required.

	Mukhrai Village, District Mathura	Failure	The total incompleteness of the implementation of the components is the reason for failure.	Immediate completion of the components is required and evaluation of the reason for delay needs to be made.
	Bhaguwala, District Saharanpur	Failure	Hardware components implementation has not started at all, software components implementation stopped midway due to inadequacy of funds and the locals are not enthusiastic about the project.	Completion of components implementation and broadening scope of software components to help of artisans in terms of marketing support in fairs and exhibitions.
	Haldighati, Rajsamand Not Successful Hardware components implementation is yet to start, software components has been good but the purpose of the project is defeated since there is no infrastructure to help the development of the local artisans. Hardware components implementation is poor as the infrastructure is crumbling.		Infrastructure development to help destination to attract visitors.	
Rajasthan				Hardware components development and maintenance. The nearby Hanuman Temple, if included in the project, will lead to an improvement in the already increasing tourist visits.
	Neemrana	Overall	Inadequacy of funds has stopped the completion of the project.	Completion of hardware and software components.
	Pranpur Village, District Ashok Nagar	Failure	Hardware and software components have not been implemented properly.	Proper implementation of the components is required.
Madhya Pradesh	Orchha Village, District Tikamgarh	Moderately Successful	Proper implemnetation fo hardware components have been done and that has lead to an increase in the tourists.	Maintenance of the components is required to keep up the momentum.
	Amla Village, District Ujjain	Failure	Both hardware and software components have not been implemented.	Implementation of software components and helping the artisans in spreading word about their craft is required.

	Chaugan Village, District Mandla	Failure	The quality of the hardware work is not good and the software components have not yet been started.	Implementation of hardware and software components is required.
Haryana	Jyotisar, Kurukshetra	Average	Proper implementation of components.	Maintenance of the components is required to keep up the momentum.
	Boothgarh, Hoshiarpur	Overall	Delay in fund dispersal has resulted in delay of work.	Advertising of the craft is required to increase tourist flow. Approach road to the village needs to be developed and proper infrastructure needs to be developed.
	Raja Sansi	Not Successful	Hardware components have not been implemented yet. Marketing support for artisans not present.	Complete implementation of components required and broadening the scope of help towards artisans is essential.
Punjab	Chhat Village, Patiala	Average	Incomplete implementation of hardware components.	A PPP model of work should be followed in this project as private entities are interested in the implementation of the project.
	Chamkaur Sahib, Ropar	Average	Incomplete implementation of hardware components.	Free flow of funds to complete the hardware components implementation is required.
	jainti Majri, Mohali	Moderately Successful	Non-inclusion of local people's needs and aspirations from the project. The locals are not interested in the project.	Inclusion of locals in maintenance and development of the area is required to develop the project properly.
	Chitrakote, District Bastar	Failure	Both hardware and software components have not been implemented.	Implementation of the components is required for this project to progress.
Chhatisgarh	Manna-Tuta, District Raipur	Failure	Both hardware and software components implementation have not been started till date.	Implementation of the components is required for this project to progress.

	Nagarnar Village, District Bastar	Not Successful	Although hardware components has been implemented but the project has not resulted in increase in tourists.	Advertising of the project will help in increasing the tourists' interest in the project and thus increase in tourist flow.
	Kondagaon, District Bastar	Not Successful	Only hardware components were envisioned and implemented. Crafts of the region have been ignored and hence locals are not much interested about the project.	Software components should be included for implementation.
	Chilpi Village, District Kabirdham	Failure	Neither software nor hardware components have been implemented.	Implementation of the components is required for this project to progress.
	Chekhoni Bora, District Champawat	Not Successful	Partial completion of hardware components and delay in starting the software component implementation.	Several amenities should be included in the hardware components to make this project a success, apart from complete implementation of software and hardware components.
Uttachkond	Nanakmatta, District Udam Singh Nagar	Average	Lack of public awareness about the resort and incomplete implementation of the software components.	Software components should be implemented and steps should be taken to increase public awareness.
Uttrakhand	Agora-Dodital Village, District Uttarkashi	Moderately Successful	Satisfactory hardware components implementation.	More components should be included in the hardware section of the project and proper maintenance procedure should be set up.
	Jageshwar	Average	Improper maintenance of hardware components and less software components implementation is the primary reason.	Proper implementation of the components is required. More time should be devoted to the software part of the project.

Mana Village, District Chamoli	Average	Partial completion of software components and slow progress in the hardware component implementation.	Broadening of scope of software components is required along with the repair and maintenance of the infrastructure.
Sari Village, District Rudraprayag	Average	Partial completion of hardware components and fewer time frames for software work.	Implementation of both type of components should be done stringently and increase in software components implementation is required.
Triyuginarayan, District Rudraprayag	Average	Hardware component implementation is not properly done. Software component implementation is of short duration.	Broadening of scope of software components is required along with the repair and maintenance of the infrastructure.
Adi Kailash	Not Successful	Partial implementation of hardware and software components is the reason for this project not being successful.	Proper and complete implementation of all the components is required. More effort in broadening the software components is required.
Mottad, Kharsali & Thali-Bhutotra Village, District Uttarkashi	Moderately Successful	Complete implementation of hardware components has been done.	Maintenance of the components is required to keep up the momentum.
Padampuri	Moderately Successful	Both hardware and software components have been implemented.	The way ahead for this project is introducing the project to public and thus advertisement of the project is required since currently the infrastructure is not in use.

	Koti, Indroli & Patyar, District Dehradun	Not Successful	All the hardware components have not been implemented. Involvement of the locals is nil. Most of them are not even aware about the project.	Involvement of the locals is required and proper implementation of the project is essential.
	Baroh Village, District Kangra	Average	Partial completion of components and no maintenance of the components have resulted in the average rating for this project.	Repair, maintenance and development of incomplete components required. A Tourist rest house or center should be included in the purview of the project.
Himachal Pradesh	Naggar Village, District Kullu	Average	No repair and non maintenance has resulted in the disuse of components of the project and has also resulted in low profits.	The project needs to be revamped by repair maintenance and advertising.
	Paragpur Village, District Kangra	Moderately Successful	The project is not yet complete and misplanned.	Proper planning needs to be incorporated. The Tourist's Reception centre 8 km away from Pragpur - that is useless.
Assam	Asharikandi, District Dhubri	Not Successful	Hardware components have not been completely implemented. Software components have not been at all implemented.	Software components need to be strengthened and fully implemented as partial implementation of hardware components has increased tourist flow and financial condition of the terracotta artisans.
	Sualkuchi, District Kamrup	Average	Amenities like water, electricity back up is not present at the tourist rest house. Software components have not been implemented properly.	Maintenance of the project should be handled directly by state tourism department and infrastructural facilities should be provided. Training and skill development of artisans is required.
	Durgapur, District Golaghat	Average	All the hardware and software work has been carried out at a slow pace because of financial problems which need to be addressed.	Funds need to be provided for the completion of the project.

	Dehing-Patakai, District Tinsukia	Average	Lack of maintenance of components.	Repair and maintenance of components needs to be regular. Marketing of the project is required to increase tourists.
	Raghurajpur, District Puri	Average	Lack of sight seeing options do not drive tourists to visit the place so although the components have been properly implemented, it is not improving the socio economic condition of the locals.	The project has to be re-strategized and sight seeing options along with the rural tourism experience need to be advertized properly to generate interest about the project.
	Hirapur Village, District Khurda	Failure	Component implementation is yet to start.	Components implementation should be started and worked on a priority basis.
	Pipli, District Puri	Failure	Component implementation is yet to start.	Components implementation should be started and worked on a priority basis.
Orissa	Barapali Village, District Bargarh	Failure	Component implementation is yet to start.	Components implementation should be started and worked on a priority basis. The project has to be re-strategized and sight seeing options along with the rural tourism experience need to be advertized properly to generate interest about the project.
	Deulajhari-Athamalik, District Angul	Not Successful	Partial completion of components and no maintenance of the components have resulted in the average rating for this project.	Completion of components implementation is required.
	Khiching Village, District Mayurbhanj	Moderately Successful	Majority of the hardware components have been implemented and others are on going.	Completion of implementation and marketing of the destination is required.
	Padmanavpur, District Ganjam	Not Successful	Component implementation has just started.	Components need to be implemented on a fast track.

	Sasatgra, District West Garo Hills	Average	Partial completion of hardware components.	Components need to be implemented on a fast track.
Meghalya	Lalong, Jowal Village, District Jaintia Hills	Not Successful	Hardware work is in a dilapidated condition and software work has been only completed partially.	Components need to be implemented on a fast track. Repair, maintenance and restructuring of the hardware components is required.
	Antpur, District Hoogly	Failure	Incomplete implementation of both hardware and software components. The locals are distrusting of the project - the benefits from the project.	Involvement of the locals is required and proper implementation of the project is essential.
	Ballavpur Danga, District Birbhum	Not Successful	The difficult way of reaching the village is the primary reason for failure.	Hardware components like Approach road and commuting vehicles should be incorporated in this project.
West Bangal	Kamarpukar, District Hoogly	Average	Proper completion of components has been one. The primary reason for the success of the project here is that the village is of religious significance to Bengalis and hence is popularly visited.	Maintenance of the project is required to keep up the momentum.
	Mukutmonipur, District Bankura	Average	Hardware components are ill conceived and hence not generating interest among tourists. Naxal presence is another reason for driving away of tourists.	Hardware components need to be re looked into and properly conceived and implemented. The problem of the Naxals do not have any solution as of now.
	Sonada, District Darjeeling	Not Successful	Hardware component implementation is in progress.	Components need to be completely implemented and advertised since the place is a tourist destination from before, which will leverage the tourist presence, if word is properly spread around.

Bihar	Nepura, District Nalanda	Average	Non-maintenance of infrastructure is resulting in decreasing the success of the project.	Proper maintenance work should be carried out to make the project successful.
	Morachi Chincholi, District Pune	Moderately Successful	Proper implementation of the components has resulted in the success of the project.	Proper maintenance work should be carried out to make the project successful.
Maharashtra	Sulibhanjan- Khultabad, District Aurangabad	Moderately Successful	Proper implementation of the components has resulted in the success of the project.	Proper maintenance work should be carried out to make the project successful.
	Nagali Rajapur, District South Delhi	Average	Lack of knowledge about the project is the reason for the average success of the project.	Proper advertising for the project is required to generate interest among tourists to visit the place.
Delhi	Kotla Mubarakpur, District South Delhi	Moderately Successful	Lack of knowledge about the project is the reason for the average success of the project.	Proper advertising for the project is required to generate interest among tourists to visit the place.
	Dandi, District Navsari	Average	Partial completion of hardware components because of merging of two projects.	The hardware components have to be completed and maintained to increase the success factor of the project.
Gujarat	Hodka, District Kachcha	Average	Incompletion of software components.	Software component implementation needs to be revamped and re structured so as to provide maximum benefit to the artisans.
	Navagaon & Malegaon, District Dang	Not Successful	Incompletion of software components due to lack of funds.	Software component implementation needs to be revamped and re structured and fast tracked to completion.

	Tara, District Kachcha	Not Successful	Incompletion of hardware components due to lack of funds.	Fast tracked completion of hardware components is required.
	Anegundi, District Koppal	Moderately Successful	Proper implementation for both hardware and software components and work of UNESCO in the same place has increased tourist traffic.	More components should be conceived in alignment of the work that is being done by other international bodies; this will increase the tourist arrivals all the more.
	Attivery Bird Sanctuary, District uttara Kannada	Moderately Successful	Proper implementation of components.	Proper advertising for the project is required to generate interest among tourists to visit the place.
Karnataka	Banavasi, District Uttara Kannada	Moderately Successful	Proper implementation of components.	Tariff needs to be lessened and Proper advertising for the project is required to generate interest among tourists to visit the place.
	Coorg, District Coorg	Average	Partial completion of hardware components is the reason for the project being an average success.	Proper completion of hardware work needs to be done.
	Kokkare Bellur, District Mandya	Average	Insufficient infrastructure for tourists and min management of the project is the primary reason for the average success of the project.	Proper conceptual development of hardware components is essential along with advertising for the project is required to generate interest among tourists to visit the place
Tamilnadu	Chettinadu (Karaikudi), District Sivaganga	Moderately Successful	The hardware components implementation needs to be completed and advertising of the project needs to be incorporated in the project components.	Proper advertising for the project is required to generate interest among tourists to visit the place

	Devipattinam (Navabhashnam), District Ramanathapuram)	Average	Partial completion of components and no maintenance of the components have resulted in the average rating for this project.	All the components need to be completed on a fast track mode and Proper advertising for the project is required to generate interest among tourists to visit the place.
	Kombai, District Theni	Failure	Hardware and software components implementation has yet to be started.	All the components need to be completed on a fast track mode.
	Kazhugumalai (Thoothukudi)	Moderately Successful	Proper implementation of all the components has resulted in this project being moderately successful. Tourist arrivals need to be improved upon to make it a complete success.	The project needs to be advertised to generate interest among tourists.
	Kurangini Village, District Theni	Moderately Successful	No public awareness about the project is the main reason for it being a moderately successful one.	Proper advertising for the project is required to generate interest among tourists to visit the place
	Thadiyankudissai, District Dindigul	Not Successful	Hardware components implementation has yet to be started.	Proper completion of hardware work needs to be done.
	Theerthamalai, District Dharmapuri	Moderately Successful	Improper implementation of hardware components have resulted in no improvement of the village surroundings.	Proper conceptual development of the project is required.
	Thirupudaimarthur, District Tirunelveli	Average	Completion of software components and poor maintenance of hardware components.	Complete implementation of software components required and maintenance of hardware components is essential.
Kerala	Balaramapuram, District Thiruvananthapuram	Moderately Successful	The components implementation has been completed quite a long back and revamp of the components is required.	Revamp of project components along with proper marketing of the project will catapult it to success.

	Kumbalangi, District Ernakulam	Moderately Successful	Proper implementation of all the components is the reason for this project to be a moderately successful one; however tourist arrivals need to be increased.	Proper advertising for the project is required to generate interest among tourists to visit the place.
	Aranmula, District Pathanamthitta	Moderately Successful	Proper implementation of all the components is the reason for this project to be a moderately successful one; however tourist arrivals need to be increased all the more.	Proper advertising for the project is required to increase tourist visits to the place.
	Kalady	Moderately Successful	Proper implementation of all the components is the reason for this project to be a moderately successful one; however tourist arrivals need to be increased all the more.	Proper advertising for the project is required to increase tourist visits to the place.
	Anakkara, District Idukki	Moderately Successful	Proper implementation of all the components is the reason for this project to be a moderately successful one; however tourist arrivals need to be increased all the more.	Proper advertising for the project is required to increase tourist visits to the place.
	Andra Village, District East Imphal	Moderately Successful	Although hardware components has been implemented properly but maintenance is required for the project.	Proper maintenance work should be carried out to make the project successful.
Manipur	Khongion Village, District Thonbal	Not Successful	Improper and incomplete implementation of components has taken place.	The components need to be properly thought out and executed to completion to make this project a success.
	Noney Village, District Tamenglong	Failure	Work on hardware components has not yet started.	Work needs to be fast tracked to completion.
Tripura	Jampul Hills, District Vanghmun	Moderately Successful	Proper implementation of components has taken place.	Maintenance work should be undertaken to keep up the momentum of this project.

	Kamalasagar Village, District West Tripura	Moderately Successful	Proper implementation of components has taken place but tourist visit has not increased due to the project.	The project needs to be restructured around the concept that religious tourists visit the destination and there by improving the project success.
	Longsa, District Mokochung	Moderately Successful	Partial completion of hardware components has resulted in this project being moderately successful.	Total completion of work should be undertaken and proper marketing of the project is required to increase the attractiveness to the tourists.
	Mopunchukhet, District Mokuchung	Average	Incomplete implementation of the project components is the reason for it being an average success.	Hardware components need to be completely implemented and marketing of the project is required to increase tourist flow.
Nagaland	Avachekha, District Zunheboto	Average	Lack of maintenance of components and no marked increase of tourist flow is the reason for the project being an average one.	Proper maintenance procedure needs to in place for the project. The scope of the software components needs to be increased so that it caters to the welfare of the artisans and lastly, the project needs to be advertised to generate interest among tourists.
	Chandtongia, District Mokochung	Moderately Successful	All the components have been implemented properly, but tourist flow has not increased immensely.	The project needs to be advertised to generate interest among tourists.
	Leshumi, District Phek	Moderately Successful	Lack of maintenance of components and no marked increase of tourist flow is the reason for the project being moderately successful.	Proper maintenance procedure needs to in place for the project. The project needs to be advertised to generate interest among tourists.

	Jheri Village, District Jammu	Moderately Successful	Proper implementation of all the components has resulted in this project being moderately successful. Tourist arrivals need to be improved upon to make it a complete success.	The project needs to be advertised to generate interest among tourists.
	Surinsar, District Jammu	Moderately Successful	Proper implementation of all the components has resulted in this project being moderately successful. Tourist arrivals need to be improved upon to make it a complete success.	The project needs to be advertised to generate interest among tourists.
	Akingam, District Anantnag	Average	Partial implementation of hardware components is the reason for this project being an average success.	Total completion of work should be undertaken and proper marketing of the project is required to increase the attractiveness to the tourists.
Jammu & Kashmir	Durng, District Baramula	Moderately Successful	Partial implementation of software components is the reason for this project being an average success.	Total completion of work should be undertaken and proper marketing of the project is required to increase the attractiveness to the tourists.
Kasiiiiii	Gagangir, District Srinagar	Moderately Successful	Proper implementation of all the components has resulted in this project being moderately successful. Tourist arrivals need to be improved upon to make it a complete success.	The project needs to be advertised to generate interest among tourists.
	Pahalgam, District Anantnag	Moderately Successful	Proper implementation of all the components has resulted in this project being moderately successful. Tourist arrivals need to be improved upon to make it a complete success.	The project needs to be advertised to generate interest among tourists.
	Vasaknag Village, District Anantnag	Moderately Successful	Partial implementation of software components is the reason for this project being an average success.	Total completion of work should be undertaken and proper marketing of the project is required to increase the attractiveness to the tourists.
	Dori Degair village	Moderately Successful	Proper implementation of all the components has resulted in this project being moderately successful. Tourist arrivals need to be	The project needs to be advertised to generate interest among tourists.

			improved upon to make it a complete success.	
Arunachal Pradesh	Ego-Nikte Village, District West Stang	Moderately Successful	Proper implementation of all the components has resulted in this project being moderately successful. Tourist arrivals need to be improved upon to make it a complete success.	The project needs to be advertised to generate interest among tourists.
	Ligu Village, District Upper Subansiri	Moderately Successful	Proper implementation of all the components has resulted in this project being moderately successful. Tourist arrivals need to be improved upon to make it a complete success and reach ability of the destination needs to be looked into properly.	The reach ability of the destination is quite difficult and needs to work on to attract tourists.
	Rengo Village, District East Siang	Moderately Successful	Improper implementation of hardware components have resulted in the project being a moderately successful one and tourist arrivals to the destination need to be increased.	Proper implementation of work should be undertaken and proper marketing of the project is required to increase the attractiveness to the tourists.
Sikkim	Lachen	Moderately Successful	Proper implementation of all the components has resulted in this project being moderately successful	The project needs to be advertised to generate interest among tourists.

CHAPTER ONE

INTRODUCTION

1.1 Introduction

Rural tourism focuses on participating in a rural lifestyle. It is known that approximately 70% of the Indian population still resides in the rural parts of the country and their livelihood is agriculture. Rural tourism allows the creation of an alternative source of income in the non-agricultural sector for rural dwellers. Rural tourism has gained a sudden prominence in India in the last decade and still much more is left to be explored.

Tourism is one of the major earners of foreign exchange for the country. Rural tourism will definitely add more to what we earn in foreign exchange. Rural tourism will hasten the process of development and give a chance to the village folks to interact with the outside world .the products of rural artisans will find a ready market.

Majority of India resides in village and for the world to know the real spirits of India, it is essential to peep into the rural areas. Rural India has a lot to offer to the world. The Government of India, recognizing the importance of rural tourism in the overall growth of the tourism industry in India, started—the process of development and marketing and promotion for rural tourism. In this process, the government of India funded many projects to uplift the rural tourism industry in the country and now wants to evaluate the condition of the rural tourism projects at 108 of the selected locations.

Ministry of tourism, Government of India, has launched a study to evaluate and understand the Impact of rural tourism projects which has been sanctioned, to understand the progress made in the projects till date and also to understand

the socio-economic change brought in the lives of the artisans involved in the rural tourism projects and also among the local population.

1.2 Research Objective

The objective of the proposed study is to report how the project has fared till now in terms of development of hardware-software components, participation of stakeholders, to assess how the socio-economic standard of people involved in the project been altered by the project and compile a database of artisans and craftsmen including their skills and personal details. Moreover, the study also entails to make recommendations for improvement of the specific project studied, improving the implementation of rural tourism projects in general.

1.3 Scope of Work

Scope of work as per the assignment shall broadly include the following:

- To ascertain if the infrastructural and other project essentials (like hardware and software components) have been implemented adhering to the time frame specified during initiation of the project and the current condition of these
- The impact of the project in the area of implementation, in terms of socio-economic benefits, standards, etcetera. To understand the impact of the project especially on:
 - The increase in tourist inflow to the destination before and after the implementation of the project
 - Any decidedly evident change in the employment condition of the destination, after the project was implemented: whether the local population was being helped due to the project in terms of earning their livelihood, elevating their standard of living and improving

- living conditions and generating employment to sustain the community/ communities involved in the project
- Effect of the project in increasing the income of the local population and finding out whether the project has been beneficial to the local population economically as well as socially and if there are any need gaps present in the project in the socio-economic aspect
- The effect of the project on the environment of the location and the overall health of the population and the environment: if the project has been aligned with environment at the destination or has positively / negatively altered the environmental conditions prevalent
- To assess the current system of maintenance of infrastructure and hardware in the project and also to assess the effectiveness of the present maintenance system
- > To ascertain the level of participation of the local population in the project and their enthusiasm in the continuity of the project
- To assess the participation and involvement of State Government, local bodies of Governance and NGOs in the rural tourism project. Involvement will be assessed in terms of strategic involvement, governance and financial involvement
- To prepare a database which will contain:
 - Personal details of the artisans and craftsmen involved in the rural tourism project
 - Skill levels of the artisans and craftsmen involved
- To provide suggestions and recommendations for the overall improvement of the specific rural tourism project being studied and suggestions on the improvement in the general implementation of the project.

CHAPTER TWO APPROACH AND METHODOLOGY

2.1 Research approach and methodology

The research involved secondary research as well as primary research.

2.1.1 Secondary Research

Secondary research/Desk research helped to get an overview of the rural tourism industry in India and the way it has the capability to enhance the tourism industry as well as the life and livelihood of artisans, craft people and local residents involved in the project along with providing the tourist a thorough glimpse or rural life and some fast disappearing crafts in the world. The secondary / desk research will help in drafting the questionnaire with face-to-face interviews and discussions will be carried out with all the stake holders in the primary phase of the study and also help in incorporating key elements in the questionnaire which will help in making the study useful and essential in evaluating the current condition of rural tourism projects in India.

2.1.2 Primary Research

Primary research will consist of face to face interview using structured questionnaires. The methodology would involve gathering information from all the stakeholders (mentioned below) through detailed questionnaire / discussions and then to collate and analyze the received data to prepare a consolidated report and a database consisting of personal details and skill level of all the artisans involved in the rural tourism projects.

Stakeholders	Information covered	Output	
Officials from Ministry of Tourism, Government of India.	 Details of the project, regarding equipment and set up. Level of participation from state government and other bodies. 	Face to face discussion or telephonic interviewing of this sector of stakeholders will provide us with the information that is required to fulfill the objective of this study.	
Artisans and Craftsmen involved in the project	 Personal details for the database building Skill level and responsibilities in the project Overall condition of the project Socio-economic impact of the project Level of enthusiasm and participation in continuation of the project Need gaps in the project if any Suggestions for improvement of the project 	A structural questionnaire/face to face interview would provide us with all the information that is required for the study.	
The Governing body of the Rural tourism projects	 Development of hardware and software within the timeframe or not Socio economic impact of the project on the local populace System of maintenance involved Involvement of state governments and NGOs in the project 	A structural questionnaire/face to face interview would provide us with all the information that is required for the study.	
Officials from the State Government (Department of Tourism, Government of India and State Governments processing)	 Their intention of involvement in the project Overall opinion regarding how the rural tourism project is faring 	Face to face discussion or telephonic interviewing of this sector of stakeholders will provide us with the information that is required to fulfill the objective of this study.	
Managers and workers involved in the projects	 Overall condition of the project Socio-economic impact of the project Level of enthusiasm and participation in continuation of the project. Need gaps in the project if any Suggestions for improvement of the project 	A structural questionnaire/face to face interview would provide us with all the information that is required for the study	

2.2 Coverage

2.2.1 Segments

- Artisans or crafts people.
- Governing officials
- Local community stakeholders
- Union or state government officials

2.2.2 Geographical

The geographical coverage of the study has been specifies by the Ministry of Tourism, Government of India. The list of all the districts covered in the various states and the products famous there:

2.3 Operational methodology

A thorough secondary research/desk research was conducted to get a comprehensive overview of the rural tourism industry in India and its prospects in future. Also information regarding key elements in the development of rural tourism was known through extensive secondary research. Discussions with officials from Ministry of Tourism regarding the questionnaire format and incorporation of aspects to be studied through the questionnaire to get maximum insight regarding the current scenario in the rural tourism projects was also carried out.

A primary survey is in progress across 26 states (108 Rural Tourism centers as given by the Ministry of Tourism, Government of India) to collect data regarding:

- The adherence to timelines in setting up the rural tourism project
- Evaluation of the hardware and software implementation in the project
- Socio economic impact of the project

- The system of maintenance currently in place
- Need gaps and requirements to improve the maintenance of the project
- Participation of locals in the project and enthusiasm of locals in continuation of the project
- Involvement or intention of involvement of state government, local bodies and NGOs in the project
- Database of artisans and craftsmen working in the rural tourism projects; including their details and skill levels

Data has been collected through

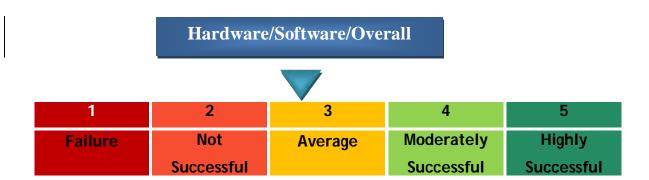
- Face-to-face interviews using structured questionnaires
- Face-to-Face discussions with Officials involved in the project and state government officials
- Face-to-face discussions with other stakeholders like local tour operators and indirect beneficiaries through the rural tourism project

2.4 Research Tools

Based on all the inputs and the various stake holders involved the consultant has developed questionnaires that have been administered to the target segment. 2 types of questionnaires have been developed for attaining the objective of the study. One questionnaire been administered to all the artisans / beneficiaries of all the 108 rural tourism projects for building up the data base of artisans / craftsmen / workers / beneficiaries of the 108 rural tourism projects. The other questionnaire has been administered to the sample of officials and implementing partners associated with the projects, to understand the effect and impact of the project in the livelihood of the local people and also to evaluate the project in terms of completion on time, management, maintenance, etc. The questionnaires are presented in Chapter 4 of this document.

2.5 Methodology for Impact Evaluation of Projects

In some projects only hardware components were to be developed and in most of the projects both hardware and software components had to be developed and implemented. Keeping this in mind, Impact score was awarded to projects separately for hardware components and software component development. To judge the overall impact of the project, the average of hardware and software Impact scores was taken as the Overall Impact score. In case of projects where either of the hardware or software components were not deemed to be developed, only the score of the component present in the project was taken as the Overall Impact score. The definition of the scores awarded is as follows.



CHAPTER THREE SUMMARY OF EVALUATION – RURAL TOURISM PROJECTS

- 3.0 The Government of India till now has sanctioned 167 Rural Tourism Projects and out of these 167 projects, 108 was sanctioned before 30.09.2009 (30th September, 2009). These projects that were sanctioned before September 2009, are not only varied in terms of geographic location, but are also spread in terms of stage of completion and impact on the lives of the rural populace.
- 3.1 In almost one third of the projects there was no software component to be worked on and only hardware components were proposed and sanctioned. Despite variation in terms of components, many projects were found not to be complete in all respects.
- 3.2 Evaluation of hardware component implementation was done separately for all the projects where hardware work was involved. The results of the evaluation are as follows:
 - ♣ Amongst 19% of the rural tourism projects, work is yet to start on hardware components. Since these projects were sanctioned before September 2009 and since almost two years have passed by the time of evaluation of these projects, these incomplete projects were earmarked as failure.
 - ♣ Again in 19% of the projects, work on hardware components has started but have been partly completed and till date is unfinished. Due to this reason, these projects have been rated as not successful.
 - In 37% of projects, work on the hardware components has been finished but are not maintained properly or are in a stage of dilapidation due to poor maintenance. These projects were rated as average. Another reason for these projects to be rated as average is that the infrastructure development has not

resulted in any increase in tourist traffic and has also not improved the socio economic condition of the rural populace.

- ♣ 26% of the projects where hardware component development was involved were rated as moderately successful as work on hardware components was completed and is in proper condition; besides this it has uplifted the socioeconomic condition of the village population in some respect.
- None of the projects with hardware component have been rated as successful due to very less impact on the tourism scenario of the village due to the infrastructure development.

Evaluation of software component implementation was done separately for all the projects where software work was involved. The results of the evaluation are as follows:

- ♣ Amongst projects where software components were involved, in 30% of the projects, no software work had started or has been done. These projects have been marked as failure.
- ♣ In 10% of the projects involving software, work had started but not completed till the evaluation. These projects have been rated as not successful.
- ♣ 30% of projects with software component are average in terms of proper completion of all the software components like training and workshops. Reason for rating these projects as average is that the software component implementation has not resulted in desired upliftment of the beneficiaries involved.
- ♣ 30% of the projects involving software work were moderately successful as work has been completed on all the components and has been proving beneficial to the artisans or beneficiaries involved in the project.
- ♣ None of the projects with software components have been completely successful.

Overall evaluation including both the evaluation of hardware and software components (for projects where both are present, average of the both the scores were taken. For projects with either hardware or software component implementation was involved, only the score of the sanctioned hardware / software component was taken as the overall score) is as follows:

- ♣ Overall, 30% of the projects are failure or not successful due to incompletion of the work sanctioned.
- ♣ 40% of the projects are average, resulting in improving the tourist traffic at the
 rural tourism sites /projects as well as tourism revenue from those villages and
 also in terms of completion of the work sanctioned.
- 30% of the projects are moderately successful since work on all the components sanctioned had been completed and was in a good condition. Moreover, these projects have positively impacted the lives of the beneficiaries involved and the rural population by bettering their living conditions and empowering them.

CHAPTER FOUR STUDY FINDINGS

State: Andhra Pradesh

State : Andhra Pradesh

Location : Pochampally

Project Name: Development of Pochampally as a Rural Tourist Destination.

Activity/Craft: Handloom & Ikkats (Cotton & Silk Saris)

District Portrait

Nalgonda District is situated in the Southern part of the Telangana Region in Andhra Pradesh covering an area of 14,217 Sq. Kms. The District is bordered by Medak and Warangal districts in the North, Guntur and Mahbubnagar districts in the South, Khammam and Krishna districts in the East while the districts of



Mahbubnagar and Ranga Reddy lie in the West. The major industries are on Silk, Leather, Cotton, Sugar, Jaggery and Cement. Handloom is one of the main clusters in Nalgonda.

About Pochampally

Pochampally is a small town in Nalgonda district in Andhra Pradesh, today renowned worldwide for its beautiful weaves; this handloom cluster is known for its very unique Ikkat design for centuries. It has about 5000 weavers who weave the handloom with traditional design called Ikkat. Pochampally is the place where

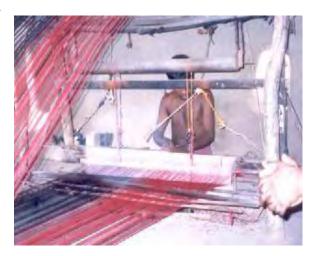


threads and colours find their way into the hands of skillful weavers and head to the market as beautiful saris and dress material. It is the most typical weaving village in Nalgonda District of Andhra Pradesh.

Pochampally weave is popularly known as ikkat or tie and dye weave. The uniqueness lies in the transfer of design and coloring onto warp and weft threads first and then weaves them together. The fabric is cotton, silk and sico - a mix of silk and cotton. Increasingly, the colours themselves are from natural sources and their blends. Pochampally has traditional looms, whose design is more than a century-old. Today this Silk City is home to more than 10000 weaving families in 100 villages.

Crafts/Activities in the District (Handlooms & Ikkat)

Wooden crafts of Bhongir, Brass ware of Chanduru, Textiles of Koyyalagudem, Puttapaka and Pochampalli are the main handicraft of the district. The Pochampalli textiles are made using the tie and dye technique of yarn. Different colored yarns are woven into geometrical designs. Dress materials, saris and home-furnishings are also made in these designs.



HARDWARE

Organization/Implementing Agency for Hardware:

- 1. Directorate of Tourism (Govt. of Andhra Pradesh)
- 2. The Secretary (Tourism), (Govt. of Andhra Pradesh)

Year of Completion of Hardware: 2007

Implementing Agency Details:

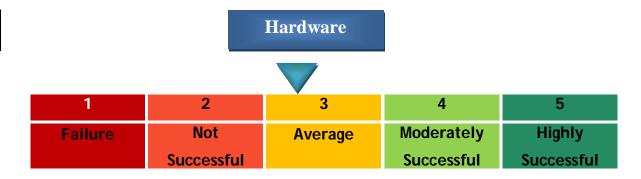
1. Directorate of Tourism (Govt. of Andhra Pradesh, Hyderabad) took care of the Hardware work. Contrucition work was done by local contractor at that time on the basis of tenders.

Hardware Components:

- 1. Construction of Information centre.
- 2. Textile Bazaar
- 3. Weavers' resource center

Status of Implementation:

- 1. Information centre, Open auditorium, Rooms, Restaurant, textile bazaar & weavers resource center have been constructed
- 2. At present all amenities are in good condition
- 3. This place looks like a resort complete with boating facility but it is not in function due to low turnout of tourists
- 4. The facility/hardware part is currently maintained by APTDC
- 5. Textile bazaar has not been opened till now (shops have not been distributed yet)
- 6. Transportation problem exists for reaching Pochampalli, especially for individual tourists
- 7. Only information centre & weavers resource center is functioning currently
- 8. Restaurant has also not been opened till now.
- 9. All handloom related products are available in Hyderabad on competitive prices, therefore tourists are not interested to visit that place
- 10. This complex is being used for marriage/party purpose (rent is paid for the same)



SOFTWARE

Organization/Implementing Agency for Software:

1. Akshara Network for Development support Service (Akshara)

Year of Completion of Software: 2008

Implementing Agency Details:

1. Akshara Network for Development Support service, with their head office in Hyderabad, is a not-for-profit development support organization and is initiated by practicing development management professionals to fulfill the need for affordable and timely professional support to individual organizations in development sector. Akshara's motto is to promote, support, sustain and offer appropriate support services to development organizations /groups / individuals and government organizations for the purpose of contributing to professionalism in the development sector, integrated human development and ecological integrity/security.

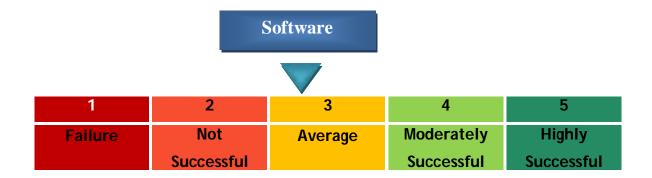
Software Components:

- 1. Mapping the creating reality of livelihoods situation.
- 2. Preparation of business plans.
- 3. Livelihood enhancement.

Status of Implementation:

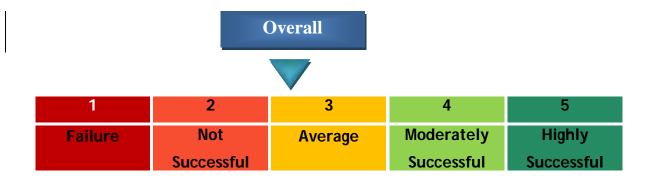
- 1. This is a big handloom cluster. Approximately 192 Self Help Groups are there, as per their statement, it is not possible for them to select few artisans for training purpose. Everyone needs training at the same time. If they select only few artisans, then the other unselected artisans may create problem.
- 2. At the time of training session, the Implementing Agency didn't select the Artisans. Those artisans who required training came and received training;

- therefore they didn't make any list or database of artisans they imparted training to
- 3. From time to time, different departments offer training sessions in Pochampalli, therefore artisans' livelihood has improved and it has increased revenue
- 4. Due to the short duration of training sessions, not all artisans have received proper training, hence the project has benefited the select artisans who had attended the open training sessions held by the implementing agency
- Apart from the rural tourism project, the State Government and Department of Handicraft has organized and implemented a lot of other projects in Pochampally
- 6. Weaver's have received benefits from the rural tourism project initiate and their socio economic condition has improved although this is true for the select few artisans who received training not true for all the artisans present in Pochampalli
- 7. Production has also improved. Local Infrastructure has been improved by the initiative of the state govt.
- 8. Maximum Artisans have also received Health card.
- 9. In future artisan would require more training & financial help from state/central Government to make this project a real success and hence draw tourists in droves



Perception about the Rural Tourism Project: The artisans are not happy with the particular scheme due to very less time, selection of weaver, marketing support; they are facing lot of problem day to day due to increase in raw material cost, Market support. People are getting better products from power looms and a lot of duplicate material is coming into the market so they need more help from Govt. to improve Handloom sector.

Consultant's Gradation of the Rural Tourism Project: With regards to the infrastructure and training perspective, this project is a successful one due to the implementation of the same. But considering the fact that tourist arrivals to Pochampalli has not increased since the implementation of this project, it can be deduced that this project has not generated enough interest to draw the tourists to Pochampalli. Hence more initiatives need to be undertaken to put Pochampalli as a major rural tourism hub.



Snapshots of the Rural Tourism Project:

Hardware work



Entrance Gate-1



Entrance Gate-2



Textile Bazaar



Information centre



Textile Bazaar



Restaurant







Boundary wall

Software



Weaving



Weaving

State : Andhra Pradesh

Location : Konaseema, District East Godavari

Project Name: Development of Konaseema as a Rural Tourism Destination.

District Portrait

East Godavari District is located in the North Coastal part of the state of Andhra Pradesh. The District boundaries are Visakhapatnam, West Godavari, Khammam Districts and Bay of Bengal. The District is known as rice bowl of Andhra Pradesh with lush paddy fields and coconut groves which beckons tourists to have a glimpse of its rich cultural heritage.



About Konaseema

Konaseema village in East Godavari district, Andhra Pradesh, situated in the Godavari delta between rivers Goutami and Vasishta. A beautiful land of coconut gardens magnificent landscape, artistic temples that brings alive the varied charm of Nature INDIA has emerged as the latest hotspot of tourists. Whether you're travelling by train, boat or bus, a glance at the surrounding



countryside is enough to capture the cultural wealth and geographical variety of this paradise on earth.

• Crafts/Activities in the District

The district is not interested in incorporating different kinds of activities.

Artisans covered: No artisans were involved in this district of Andhra Pradesh.

HARDWARE

Organization/Implementing Agency for Hardware:

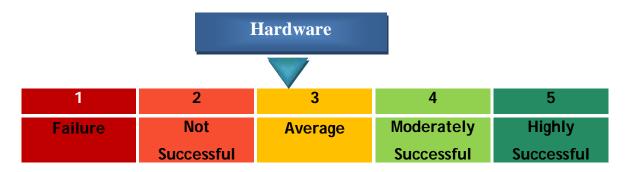
- 1. The Secretary, Department of Tourism, Govt. of Andhra Pradesh,
- 2. Department of Tourism, Govt. of Andhra Pradesh

Year of Completion of Hardware: 2006-2007

Hardware Components:

1. Village Resort

Status of Implementation: As per Survey in Village Konaseema, the people are aware about the work and work has been successfully completed in the village.

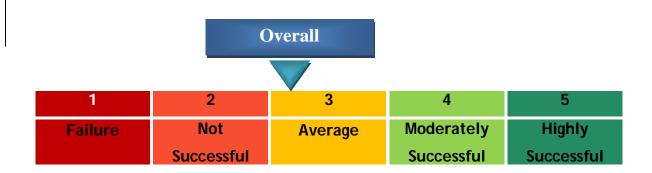


SOFTWARE

No software work was commissioned for this project.

Perception about the Rural Tourism Project: The village Resort now popularly known as Dindi Resort. It is now taken care by Andhra Pradesh Tourism Development Corporation. Resort's condition is good. Tourist flow has also increased.

Consultant's Gradation of the Rural Tourism Project: This project has been successfully completed in the year 2007 and consists of 32 rooms. Particularly, it is having continuous profits and all the components mentioned in the Govt. order have been constructed.



Snapshots of the Rural Tourism Project:





Dindi resort



Swimming pool



From back side resort



Swimming pool



Entrance area



Amenities









Toilets



Outer view

State : Andhra Pradesh

Location : Chinchinada, District East Godavari

Project Name: Development of Chinchinada as a Rural Tourism Destination.

District Portrait

The East Godavari District is located in the North Coastal part of the state of Andhra Pradesh. The District boundaries are Visakhapatnam, West Godavari, Khammam Districts and Bay of Bengal. The District is known as rice bowl of Andhra Pradesh with lush paddy fields and coconut groves which attracts tourists to have a glimpse of its rich cultural heritage.



About Chinchinada

Chinchinada is a Village in Elamanchili Mandal in West Godavari District in Andhra Pradesh State. Chinchinada is 1.5 km far away from Mandal Main Town Elamanchili. The vibrant lifestyle of picturesque coastal Andhra. Chinchinada is a typical rural village having dense coconut groves, fish ponds and prawn culture ponds.

• Crafts/Activities in the District: Eco-tourism and Coastal Development are the main activities of this district which has benefitted the people of the village.

Artisans covered: No Artisans were present in this project.

HARDWARE

Organization/Implementing Agency for Hardware:

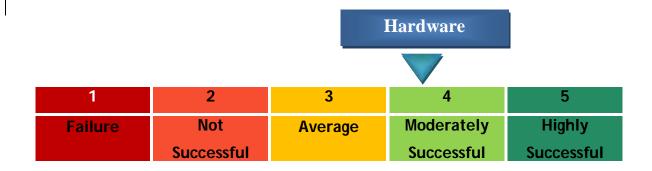
- 1. The Secretary, Govt. of Andhra Pradesh,
- 2. The Secretary, Govt. of Andhra Pradesh

Year of Completion of Hardware: 2006-2007

Hardware Components:

- 1. Reception Lounge and information centre
- 2. Public Amenities
- 3. Restaurant
- 4. Village Haat
- 5. Electrification
- 6. Water Supply

Status of Implementation: Organization has successfully implemented the hardware work and village is completely ready for the tourists to come.



SOFTWARE

No software work was commissioned for this project.

Perception about the Rural Tourism Project: The villagers are happy with the Project and feel that it has benefited for them. They get extra benefits like increase in income due to the development of this project.

Consultant's Gradation of the Rural Tourism Project: This project has been successfully completed in the year 2007. It is completely giving benefits to the villagers.

1	2	3	4	5		
Failure	Not	Average	Moderately	Highly		
	Successful		Successful	Successful		

State : Andhra Pradesh

Location: Puttaparthi District Anantapur

Project Name: Development of Puttaparthi as a Rural Tourism Destination.

District Portrait

Anantapur is the southern-most district of the Rayalseema region of Andhra Pradesh. The District was formed in the year 1882 having been separated from Bellary District. The District has been divided into 3 Revenue Divisions consisting of 63 Revenue Mandals. It is bounded by Bellary, Kurnool District on the North, Cuddapah and Kolar Districts of Karnataka on South East and North respectively.



About Puttaparthi

Puttaparthi is a town situated in the Anantapur district of Andhra Pradesh, It was also the residence of the notable spiritual teacher Sathya Sai Baba. The town's main attraction is Baba's Prasanthi Nilayam ashram, the presence of which has given a huge boost to the local economy, in the form of hotels, lodges, restaurants and shops which are largely frequented by visitors to Prasanthi Nilayam.

Crafts/Activities in the District

District focuses on different cultural programs to attract large tourists. Spiritual life is also given importance and is imparted by the followers of Sathya Sai Baba.

Artisans covered: No Artisans were present in this project.

HARDWARE

Organization/Implementing Agency for Hardware:

- 1. The Secretary, Department. of Tourism,
- 2. Govt. of Andhra Pradesh

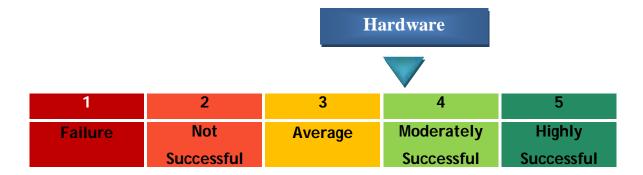
Year of Completion of Hardware: 2006-2007

Hardware Components:

- 1. Cottages 12 nos. (Total area of 4384 sq. ft)
- 2. Toilets 2 nos. (151 sq. ft)
- 3. Shilparamam Craft Centre 9 shops total area of 3104 sq. ft

Status of Implementation:

1. Organization has successfully implemented the hardware work and village is earning huge profits as tourists visit frequently in this area of Anantapur.



SOFTWARE

No software work was commissioned for this project.

Perception about the Rural Tourism Project: The villagers are happy with the Project and feel that it has benefited for them. They get extra benefits like increase in income due to the development of this project.

Consultant's Gradation of the Rural Tourism Project: This project has been successfully completed in the year 2007. It is completely giving benefits to the villagers.

	Overall		Overall		
1	2	3	4	5	
Failure	Not	Average	Moderately	Highly	
	Successful		Successful	Successful	

Snapshots of the Rural Tourism Project:





State : Andhra Pradesh

Location : Srikalahasti

Project Name: Development of Srikalahasti as a Rural Tourism Destination.

Activity /Craft: Kalamkari & Wooden work.

District Portrait

Chittoor district is located in the extreme south of Andhra Pradesh. It is surrounded by Anantapur and Cuddapah districts on the north, by Nellore and Chengai-Anna districts of Tamilnadu on the east, by North Arcot Ambedkar and Dharmapuri district of Tamilnadu on the south and by Kolar District of Karnataka on the west. The various



Industries of Chittoor district generating employment for the people are sugar, ceramics, textile, railway wagon workshop, alcohol, moped, brass and copper.

About Srikalahasti

Srikalahasti is a holy town and a municipality near Tirupati in the Indian state of Andhra Pradesh. It is located on the banks of the river Swarnamukhi. The climatic conditions, availability of dyestuffs and clean flowing water from the river Swarnamukhi makes Srikalahasti an ideal place for Kalamkari production. Today there are 150 craftsmen practicing this ancient craft. The mythology is



the main source of themes. The panels are drawn from the Ramayana, Mahabharata and from Bhagavat Gita. Normally a big story panel is segmented into many smaller sections.

Artisans covered:

30 kalamkari artisans and 30 wood work artisans are the primary beneficiaries of this rural tourism project. These 60 artisans have undergone training ass part of the implementation of the software part of the project.

HARDWARE

Organization/Implementing Agency for Hardware:

- 1. Directorate of Tourism (Govt. of Andhra Pradesh)
- 2. The Secretary (Tourism), (Govt. of Andhra Pradesh)

Year of Completion of Hardware: 2008

Implementing Agency Details:

1. Directorate of Tourism (Govt. of Andhra Pradesh, Hyderabad) took care of Hardware work. Contrucition work was done by local contractor at that time, the contractor being selected on tender basis.

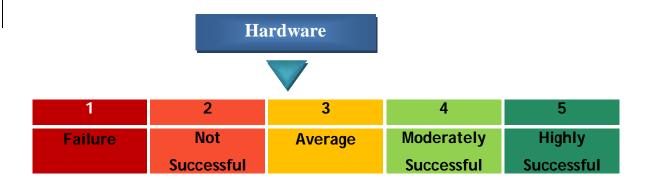
Hardware Components:

- 1. Construction of Information centre.
- 2. Textile Bazaar
- 3. Weavers resource center

Status of Implementation:

- Construction of Craft centre, Training centre, Research & Development centre
 on Kalamakari & wood carving on Tirupati to Srikalahasti Road, 3 k. m before
 from Srikalahasti, is complete.
- 2. Adjoining District Rural Development Agency has also started a training centre for Kalamkari. This building is currently used as handicraft selling emporium.
- 3. All the buildings are currently being maintained by APTDC. They have also started a Restaurant & Resort in same place.

4. The condition of all the buildings is good.



SOFTWARE

Organization/Implementing Agency for Software:

Rural Organization for Poverty Eradication

Year of Completion of Software: 2008

Implementing Agency Details:

 Rural Organization for Poverty Eradication, Tirupati. Mr. V. Munichandra Reddy is the President of the organization.



Software Components:

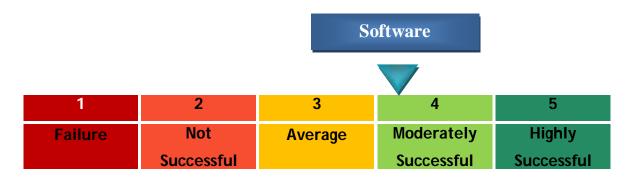
- 1. Baseline survey in the project area and assessment of the needs.
- 2. Socio-economic assessment & benchmarking.
- 3. Community empowerment.
- 4. Skill development of Kalamkari & wood carving for 60 Persons.
- 5. Design & technical development.
- 6. Workshops on sharing implementation process, marketing, designing & development.

- 7. National/State fairs/festivals/melas
- 8. Publicity
- 9. Margin money support to artisans
- 10. Health package insurance for craft persons

- 1. Baseline survey was done in the project area and assessment of the needs was also conducted.
- 2. The implementing agency formed 3 SHG of Wood carving Artisans, federated the groups under the name of Srikalahasthi wood carving artisan network.
- 3. Skill development training given to 30 Kalamkari Artisans & 30 wood carving artisans.
- 4. Made the Artisans to participate in outside exhibitions/melas/fairs by providing travel, accommodation, food to gain their knowledge of marketing & price fixing.
- 5. At that time health fund also provided to the artisans.
- 6. Provided health package insurance for craft persons.
- 7. Developed Community empowerment by publicizing their products in the print media at that time.
- 8. Margin money support to artisans.
- 9. But after that programme completion, DRDA has also done lot of work in this site.
- 10. Particularly for the rural tourism project the artisans have not received any benefit due to short period of programme.
- 11. Due to State govt. policy and initiation the artisans are being benefitted & it has improved socio economic condition.
- 12. Quality of products has improved due to the training programme and exposure to other markets and melas.
- 13. Srikalahasthi is a historical place so day to day tourist flow is increasing, but it cannot be ascertained whether the rural tourism project initiatives has

increased flow of tourists or not. The presence of the handicrafts emporium has indeed increased footfalls of tourists but this emporium itself is not under the purview of the rural tourism project.

14. The artisans or beneficiaries do require Raw material & Marketing help from Govt. insurance is another top requirement.



Perception about the Rural Tourism Project: The artisans are not satisfied with the time frame of the project & selection process & training quality. As per discussion with the concerned implementing agency, they received this work at the last point of time in this project; hence they could complete only 40% of the total work. Overall satisfaction level on part of beneficiaries and also on part of the implementing agency is low. Artisans from the neighboring areas who practice kalamkari and wood work are not aware about this project.

Consultant's Gradation of the Rural Tourism Project: This project lies in the midpoint of success and failure as the implementation of the project has taken place but the reach of the project in terms of benefit of artisans of kalamkari and wood work is quite limited. Also the fact that tourists are visiting the handicrafts emporium implemented by some other scheme and that the tourist inflow has not increased due to this rural tourism project, is a clear indicator that more work need to be done in this project.



Snapshots of the Rural Tourism Project:



Software



Hand dyeing before painting



Hand dyeing before painting



Kalamkari painting



Kalamkari painting



Kalamkari work



Kalamkari work



Taken interview Kalamkari work





Wood carving



Wood carving

State: Arunachal Pradesh

State : Arunachal Pradesh

Location : Ego- Nikte Village (District- West Siang).

Project Name : Development of Ego-Nikte Village as a Rural Tourist

Destination.

Activity/Craft : Culture.

• District Portrait

West Siang District with its HQ at Along, bounded on the North by China, on the East by Upper Siang & East Siang districts, on the South by Assam and on the West by Upper Subansiri & Lower Subansiri districts of Arunachal Pradesh, the homeland of various tribes like Galo, Minyong, Bori, Bokar, Pailibo, Ramos, Membas & Khambas forms a natural abode for very many species of orchids, diverse flora & fauna endowed with a dense vegetation, and a wide range



of climatic and geographical variations, the district enjoys a moderate and comfortable climate.

About Ego-Nikte Village

Ego-Nikte is a small village, located in very remote area in West Siang District.

• Crafts/Activities in the District

Arunachal Pradesh has a rich tradition of Bamboo and Cane Handicrafts and also Wood Carving and Carpet Weaving. The products reflect the rich and varied culture of the tribes inhabiting this enchanting State and the products featured are representative of the wide range of Handicrafts produced in the State. The



traditional Cane Bamboo products are mainly available in the Districts of East Kameng.

HARDWARE

Organization/Implementing Agency for Hardware: Secretary/Director Tourism, Govt. of Arunachal Pradesh/Deputy Commissioner, Itanagar.

Year of Completion of Hardware: 2008.

Hardware Components:

- Entrance gate.
- Amphitheatre.
- Accommodation block (2 rooms)
- Paving & Steps along the village pond.
- Street furniture.
- Development of Pond.
- Steps along the villages.
- Landscaping.
- Development of interpretation Centre.
- Sewerage/Sanitation.

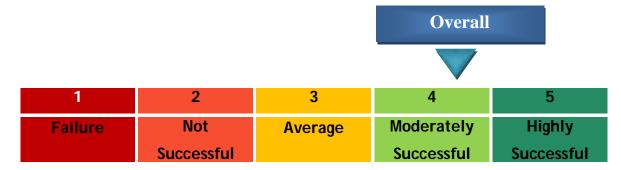
Status of Implementation:

- Entrance gate has been completed.
- Amphitheatre has been completed.
- Accommodation block has been completed.
- Paving & Steps along the village pond has been completed.
- Street furniture has been completed.
- Development of Pond has been completed.
- Steps along the villages have been completed.
- Landscaping has been completed.
- Development of interpretation Centre has been completed.
- Sewerage/Sanitation has been completed.



Perception about the Rural Tourism Project: Hardware work has been done successfully, but till now accommodation block is not in use. Tourists have partially increased after the project has been implemented.

Consultant's Gradation of the Rural Tourism Project: This project is moderately successful as all the hardware components have been implemented but not in use currently. Moreover the tourists have marginally increased to this destination.



Snapshots of the Rural Tourism Project:



State : Arunachal Pradesh.

Location : Ligu Village (District- Upper Subansiri).

Project Name: Development of Ligu Village as a Rural Tourist Destination.

Activity/Craft : Culture.

District Portrait

The Upper Subansiri is one of the beautiful districts of Arunachal Pradesh. The whole state is widely decorated with valuable collections of flora and fauna. A transparent principle in natural beauty works throughout the state. The Upper Subansiri District of Arunachal Pradesh witnesses a remarkable low temperature all through the season. Thus this district is framed in lush green forests and with a rich variety of flora. The beautiful Subansiri River Flows through the Upper Subansiri District.



About Ligu village

Ligu is a small village located in the district of Upper Subansiri in the state of Arunachal Pradesh in India. It has a population of about 440 persons living in around 89 households.

• Crafts/Activities in the District

Arunachal Pradesh has a rich tradition of Bamboo and Cane Handicrafts and also Wood Carving and Carpet Weaving. The products reflect the rich and varied culture of the tribes inhabiting this enchanting State and the products featured are representative of the wide range of Handicrafts produced in



the State. The traditional Cane and Bamboo products are mainly available in the Districts of East Kameng.

HARDWARE

Organization/Implementing Agency for Hardware: The Secretary Tourism/Director Tourism/Deputy Commissioner

Year of Completion of Hardware: 2010.

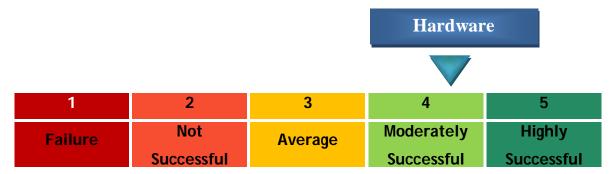
Hardware Components:

- Entrance gate.
- Amphitheatre.
- Accommodation Block (2 rooms)
- Paving & Steps along the village pond.
- Street furniture.
- Development of Pond.
- Steps along the villages.
- Landscaping.
- Development of interpretation Centre.

Status of Implementation:

- Entrance gate has been completed.
- Amphitheatre has been completed.
- Accommodation Block has been completed.
- Paving & Steps along the village pond has been completed.
- Street furniture has been completed.
- Development of Pond has been completed.
- Steps along the village have been completed.

- Landscaping has been completed.
- Development of interpretation Centre has been completed.



SOFTWARE

Organization/Implementing Agency for Software: The Secretary Tourism/Director Tourism/Deputy Commissioner/Nari kalian Kendra, Daporijo, Upper Subansiri.

Year of Completion of Software: 2009.

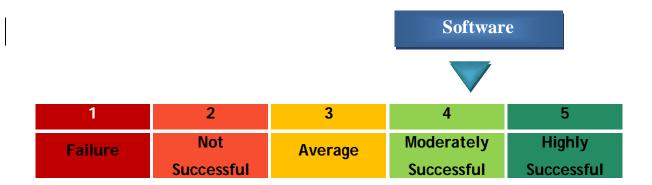
Software Components:

- Workshops, Seminars and awareness Activities.
- Operational Norms.
- Training Activities.
- Tourism Product Development.
- Culture Festivals.
- Training Photography and Videography.
- Gender Sensitization.
- Market Support.

Status of Implementation:

- Workshops, Seminars and awareness Activities have been completed.
- Training Activities has been completed.
- Tourism Product Development has been completed.

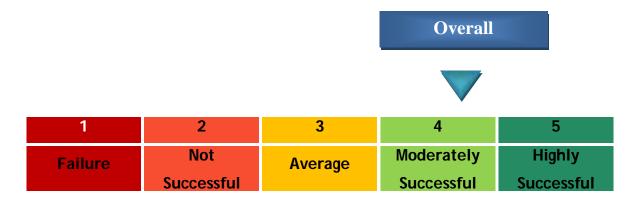
- Culture Festivals has been completed.
- Training Photography and Videography has been completed.
- Gender Sensitization has been completed.
- Market Support has been completed.



Perception about the Rural Tourism Project:

- Both Hardware & Software work has been done successfully.
- Artisans are getting good benefit after the completion of the project.
- Improvement has happened in the socio economic condition of beneficiaries.
- Tourist flow has increased after that project.

Consultant's Gradation of the Rural Tourism Project: The hardware and software components have been implemented properly in this rural tourism project but the project has not increased tourist flow to the desired numbers due to reach ability of the destination. This project is moderately successful.



State : Arunachal Pradesh

Location : Rengo village (District-East Siang).

Project Name : Development of Rengo village as a Rural Tourist

Destination.

Activity/Craft: Culture and Bamboo Cane handicraft.

District Portrait.

East Siang district is in the state of Arunachal Pradesh in India. Deriving its name from the Mighty Siang River, the District is the home of the Adi tribe, and is a land of eternal beauty. Often called as the 'gateway to Arunachal Pradesh' the place is worth a visit to have rendezvous with Mother Nature in her purest form. The East Siang District is a wild mountainous area and



presents a remarkable topographical variety. Pasighat town is the headquarters of the East Siang District.

About Rengo village.

Rengo is one of the villages in Boleng Pegging-Bote Tehsil in East Siang District.

Crafts/Activities in the District

Arunachal Pradesh has a rich tradition of Bamboo and Cane Handicrafts and also Wood Carving and Carpet Weaving. The products reflect the rich and varied culture of the tribes inhabiting this enchanting State and the products featured are representative of the wide range of Handicrafts produced in the State. The traditional Cane



Bamboo products are mainly available in the Districts of East Kameng.

HARDWARE

Organization/Implementing Agency for Hardware: The Secretary/Director, Tourism, Govt. of Arunachal Pradesh.

Year of Completion of Hardware: 2009.

Hardware Components:

- Site Village.
- Construction of Roads and Drainage.
- Amphitheatre.
- Landscaping/Light.
- Fencing.

Status of Implementation:

- Constructed TRC (4 rooms with attached bath & toilets).
- Amphitheatre has been completed.
- Landscaping has been done.

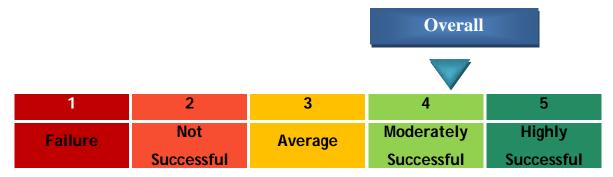


SOFTWARE

Software Components : No.
Status of Implementation : No.

Perception about the Rural Tourism Project:

- Till now there is no electricity in the tourist rest center hence tourists do not visit.
- The accommodation building that is the tourist rest center is in good condition but the building is not properly used at present.



Consultant's Gradation of the Rural Tourism Project: This project is moderately successful as all the hardware components have been implemented by the authorities, but due to no electricity being present in the accommodation unit constructed, tourist arrivals have increased only marginally.

State: Assam

State : Assam

Location : Asharikandi, District Dhubri

Project Name: Development of Asharikandi, as a Rural Tourism Destination

Activity/Craft: Terracota Craft

District Portrait

Dhubri District - the gateway of western Assam happened to be in the past a meeting place of different racial groups which mingled together and formed a unique Cultural Heritage and Historical Background. The growth of blended culture in this region particularly in case of Language, Art and Religion is due to continuous process of



assimilation of various races, caste & creed of local people, invaders & migrated people .Dhubri District is bounded both by inter-state and international border i.e. West Bengal and Bangladesh in the west, Goalpara and Bogaigoan district of Assam and Garo Hills district of Meghalaya in the east, Kokrajhar district in the north, Bangladesh and state of Meghalaya in the south.

About village Asharikandi

Asharikandi is a Village in Debitola Tehsil in Dhubri District in Assam. Asharikandi is located 10.5 km away from its District Main City Dhubri . It is located at a distance of 174 km from its State Main City Dispur.



Crafts/Activities in the District

In Dhuburi, Terracotta and Pottery crafts are found and are practiced in a traditional way. Asharikandi (Madaikhali) is known as a craft village. Due to the factors of production, the product-quality of one place varies from that of another. Weather is a key factor and plays a major role in Terracotta-production. The main raw material for pottery and terracotta craft is



Hiramati, a special type of soil. The quality of Hiramati varies from place to place. The quality of Hiramati and artistic skill determine the quality of Terracotta and Pottery products.

HARDWARE

Organization/Implementing Agency for Hardware: District commissioner and North East craft & Rural Development organization (NECARDO) Dhuburi.

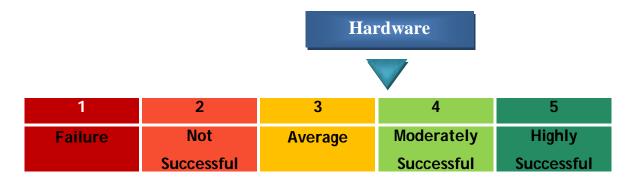
Year of Completion of Hardware : 2007

Hardware Components:

- 1. Construction of 10 Huts.
- 2. 1 Work shed 1.
- 3. Community hall, Reception, Sales Counter 1 each.
- 4. Normal Preparation of site.
- 5. Sanitary Installation.
- 6. Internal water supply.
- 7. Internal electrification.
- 8. Internal road, path, fencing etc.
- 9. Campus lighting with sub-station and capital H.T.
- 10. Setting up of Motor-pump.
- 11. Landscaping.

- 12. Entry gate and beautification.
- 13. Development of park and procurement of equipment related to tourism.
- 14.2 Toilets blocks.
- 15. Providing road lamp.

- 1. Construction of 10 Huts have been made.
- 2. 1 Work shed has been made.
- 3. Community hall, Reception, Sales Counter 1 each has been made.
- 4. Normal Preparation of site has been done.
- 5. Sanitary Installation has been done.
- 6. Internal water supply has been done.
- 7. Supply of internal electricity is complete.
- 8. Internal road, path, fencing have been made.
- 9. Campus lighting with sub-station and capital H.T. have not been done.
- 10. Setting up of Motor-pump have been done
- 11. Landscaping has been done.
- 12. Entry gate and beautification has been done.
- 13. Development of park and procurement of equipment related to tourism has not been done.
- 14. 2 Toilets blocks have been made.
- 15. Road lamp has been provided.



SOFTWARE

Organization/Implementing Agency for Software : Not done (funds have not been received till now)

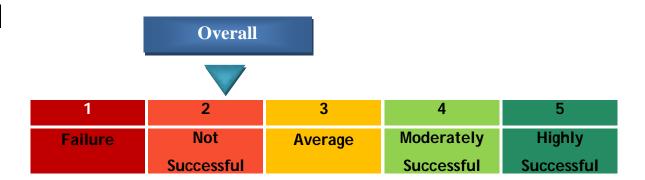


Perception about the Rural Tourism Project: Report after discussion with ASTDC, NECARDO, Director and local community. Hardware project was completed in 2007 and at present it is fully operational under the district commissioner and HECARDO.

Consultant's Gradation of the Rural Tourism Project:

- 1. Work related to road lamp and park and procurement of equipment have not been done, as there is shortage of fund.
- 2. Effect and impact of the project is that, after development of project domestic foreign buyers of Terracotta product seem to have increased.
- 3. In India, Asharikandi village is the single largest cluster where Terracotta and Pottery craft are found in a traditional way. If software and its product components start working in the village then hopefully there will be more improvement.
- 4. Due to Hardware project income of villagers and other economic conditions have improved but infrastructure of the village in terms of road, sewerage, electricity, cleanliness and signage have not been able to improve.

- 5. At present hardware project maintenance responsibility has been given to district commissioner, local community and NGO people.
- 6. Due to shortage of funds maintenance work has not been carried out by the community.
- 7. Need maximum improvement infrastructure development, fund availability to maintain existing components.



State : Assam

Location : Sualkuchi, District Kamrup

Project Name: Development of Sualkuchi, as a Rural Tourism Destination

Activity/Craft: Patta and Moga Silk weaving.

District Portrait

Kamrup district is an administrative district in the state of Assam in India, named after Kamarup, a name by which Assam was previously known in ancient times. The district, however, is now a small western part of Assam, with a distinctive native Kamrupi culture and dialect (both known as Kamrupi). The distinctive dialect etc. is, however, shared with the present administrative districts of Nalbari and



Barpeta, these districts being part of an un-divided Kamrup before the 1980s. Kamrup district consists of wide plains through which the mighty river Brahmaputra flows like a steady course from east to west. The demographic pattern of Kamrup District is heterogeneous. However, there exist a perceptible degree of mutual love, respect and inter-religious tolerance amongst them.

· About village Sualkuchi

Sualkuchi, a village in the Kamrup district has been developed over the years as a major centre for commercial production of these indigenous fabrics especially the Pat and Muga silk. Sualkuchi is famous as the 'Manchester of



Assam' and was established by Momai Tamuli Barbarua, a great administrator of the Ahom kingdom during the reign of Swargadeo Pratap Singha (1603-1641). Shri Barbarua had set up this weaver's village by shifting a large number of master-weavers from all over the region to that village. This patronage led to the advancement and development of sericulture in Assam. This picturesque village on the banks of the river Brahmaputra is about 32 kms away from Guwahati. Sualkuchi has a population of nearly 50,000 people; most of them are engaged in weaving magic on their looms. This village has an estimated 25,000 handlooms and produces nearly six million meters of white and golden Assam silk annually.

• Crafts/Activities in the District

District is popular for silk weaving & Bamboo product.

Artisans covered

Software work consists of 20 people including weaving & printing programmes. 50 women are involved in Hostility and tourism based works. Apart from the above mentioned artisans there are approximately 200 more people involved.

HARDWARE

Organization/Implementing Agency for Hardware: Deputy Commissioner, Sualkuchi/Assam Tourism Development Corporation/ Gondhmou Tourist Development society.

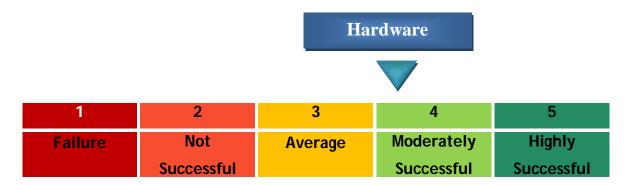
Year of Completion of Hardware : 2005

Hardware Components:

- 1. Tourist Accommodation.
- 2. Infrastructure for destination
- 3. Improvement of roads and village surrounding area.
- 4. Construction of Kitchen.
- 5. Wayside amenities.

- 6. Development of park and parking facility.
- 7. Landscaping
- 8. Tree plantation everything as per norms.

- 1. Tourist Accommodation has been made.
- 2. Infrastructure has been made for different destinations.
- 3. Improvement of roads and village surrounding area has been done.
- 4. Construction of Kitchen has been completed.
- 5. Wayside amenities have been provided.
- 6. Development of park and parking facility has been done.
- 7. Landscaping has been done.
- 8. Planting of trees has been completed.



SOFTWARE

Organization/Implementing Agency for Software: Deputy Commissioner, Sualkuchi/Assam Tourism Development Corporation.

Year of Completion of Software : 2005

Software Components:

- 1. Conducting workshop for gender sensitization & interpretation
- 2. Establishing operational norms for visitor satisfaction.
- 3. Tourism capacity building.

- 4. Training for visitors handling skills.
- 5. Tourism product development.
- 6. Packaging of culture and craft based tourism products.
- 7. Capacity building for villagers for entertainment etc.
- 8. Facilitation of creation of common facilities.
- 9. Facilitating setting up gram kala Kendras.
- 10. Setting up marketing model support.
- 11. Imparting skills for targeted disadvantaged groups.
- 12. Facilitation of cleaner technology.

- 1. Training programmes related to community Hostility have been imparted.
- 2. Training for visitors handling skills have been provided.
- 3. Training for cleaning facilities has been provided.
- 4. Training for weaving, Printing & dyeing of silk base products like (Sari, Gamchha etc.) have been imparted.



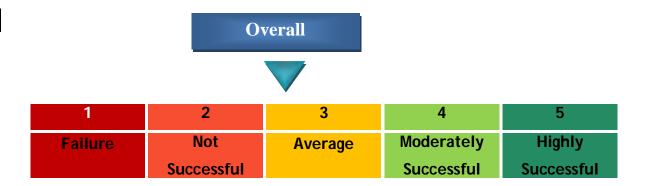
Perception about the Rural Tourism Project:

- 1. Project attracts good number of tourists because projects are situated at the bank of Brahmaputra river hills. Surrounding area of the project is beautiful to attract tourists.
- 2. Tourist's accommodations are constructed with local Arty Bamboo.
- 3. Construction of the project is quite good.

- 4. There is an increase in domestic & foreign tourist.
- 5. Quality of handicraft product and cooking quality have been improved.
- 6. Income of society and of other members which are associated with this project has been improved.
- 7. Buyers of silk product have been increased.
- 8. Infrastructure of the village in terms of road and electricity has been improved.
- 9. Due to increased income all related factors like health, education and socioeconomic conditions have been able to improve.

Consultant's Gradation of the Rural Tourism Project:

- 1. At present responsibility of maintaining the project has been given to the local people (Muslim society, DODO Society & Hindu society).
- 2. The local community has not been able to carry out maintenance work properly; therefore, all facilities and amenities are useless. There is no water supply in the Bath rooms; no electricity and no arrangement for power back up.
- 3. Whitewash has not been done for the existing accommodation facilities. So, the attraction of the project decreases day by day.
- 4. If the responsibility of maintenance is given to State Tourism Development Corporation, then we can hope for better results.
- 5. Local people need to hand over the maintenance work to ASTDC for having better infrastructure.



State : Assam

Location : Durgapur, District Golaghat

Project Name: Development of Durgapur, as a Rural Tourism Destination

Activity/Craft: Bamboo Craft and Cuisine.

District Portrait

Golaghat district is a district state of Assam. The district headquarters are located at Golaghat. Dhansiri, Kakodonga, Doyang, Gelabil, Dipholu are the main rivers of this district. Golaghat name is made up of two words 'Gola' which means shop and 'Ghat' meaning the landing point of river ferry. It originated from the shops established by the



'Marwari' businessmen during mid part of 20th century AD at the bank of river Dhansiri near Golaghat town.

About Durgapur

Durgapur has all the ingredients of the Assamese rural essence; thatched houses, expert craftsmen and skilled weavers, proximity to Kaziranga National Park World Heritage Site, with innovative and stylish accommodation nearby. Virtually every household harvests silk and weaves it, using local dyes. The village has three fishing ponds for traditional fishing



practices and even it's individually owned tea gardens, Erie and muga silk and betel

nut plantations. Bamboo mats are woven in almost all homes. Assamese festivals, especially Bihu, are celebrated with gaiety. Traditional musical instruments, namely 'dhol', 'pepa' and 'gogona' are prevalent. The village reflects a clean environment, divided by lanes on both sides.

• Crafts/Activities in the District

Durgapur represents Assamese village really well. People here follow different occupations of farmers, artisans and weavers. The main attraction of Durgapur is its lifestyle - a life away from the crowd. Add to that, a visit to the Kaziranga National park nearby - famous for the one-horned Indian rhino - on elephant back can be a blissful experience. The host community practices the craft of woodcarving and weaving exquisite silk garments. This variety of silk, "Erie" and "Muga" is not found anywhere else in the world. More specifically, traditional Assamese art forms like Bhowna and Bihu dance thrive in this village. The greenery and the unhurried lifestyle of the people here will surely enchant the visitors.

Artisans covered

Approximately 200 artisans participate in this district.

HARDWARE

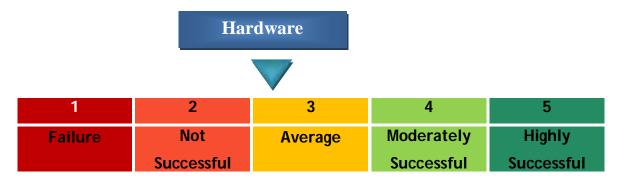
Organization/Implementing Agency for Hardware: Assam State Tourism Development Corporation.

Year of Completion of Hardware : 2011

Hardware Components:

- 1. Main gate for tourist's accommodation.
- 2. Product infrastructure & Destination Development work.
- 3. Signage.
- 4. Community hall
- 5. Museum construction

- 1. Main gate for tourist's accommodation has been made.
- 2. Product infrastructure & Destination Development work has been done.
- 3. Signage has been made.
- 4. Community hall has been made.
- 5. Museum is under construction.
- 6. Destination Development work is also under construction



SOFTWARE

Organization/Implementing Agency for Software : North East Social Trust/Assam

State Tourism Development Corporation.

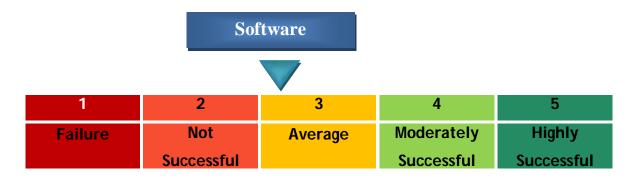
Year of Completion of Software : 2007

Software Components:

- 1. Participatory research, Baseline survey, Rapport Building.
- 2. Formation of Deka/Gabharu Chang (revival of traditional boys and girls groups) and Village Council.
- 3. Strengthening social capital (SHGs & mahila samitis)
- 4. Motivation.
- 5. Cohesion through community action.
- 6. Capacity building to improve existing income sources.
- 7. Weaving craft development.
- 8. Bamboo craft development.
- 9. Wooden & Earthen mementos

- 10. Art & Cultural development.
- 11. Communication skill development.
- 12. Basic Management & accounts skill development.
- 13. Hospitality.
- 14. Exposure to community leaders.
- 15. Exposure to craft groups.
- 16. Exposure to Art & Cultural groups.
- 17. Construction of compost pits.
- 18. Procurement of looms and other craft appliances for the disadvantaged.
- 19. Development of publicity materials, brochures, websites etc.
- 20. Documentation (with camera and computer)
- 21. Programme support-including bonoririum, coordination, travel etc.

- Software components like Art and craft, skill training on tourism service, culture, dance training, tourism product related activities have been completed.
- 2. Regarding software training, maximum are getting benefits & income has been increased.
- 3. Tourism products are Bamboo work, weaving & dying of Mekhla Chader have enhanced socio economic conditions.
- 4. Over all software work is satisfactory.



Perception about the Rural Tourism Project: Discussion is going on with the local people & ASTDC staff related to financial problems of the project because of which it has not been completed till now.

Consultant's Gradation of the Rural Tourism Project: All the hardware and software work has been carried out at a slow pace because of financial problems which need to be addressed.

Overall				
1	2	3	4	5
Failure	Not	Average	Moderately	Highly
	Successful		Successful	Successful

State : Assam

Location : Village Dehing-Patakai, District- Tinsukia

Project Name: Development of Dehing-Patakai village as a Rural Tourism Destination.

Activity/Craft: Culture and Eco-tourism. (Kaziranga Park)

• District Portrait

Tinsukia district is one of the 27 administrative districts in Assam. Tinsukia is located in the upper part of Assam and is surrounded by Arunachal Pradesh in the southeast, Dibrugarh district in the south-west and Dhemaji district in the north. Tinsukia has a geographical area of 3790 sq. km. It was declared as the 23rd district of Assam on 1st October 1989 with three sub divisions-Tinsukia, Magherita (Sadar), and Sadiya. The major tourist spot of Tinsukia is Dibru-Saikhowa National Park



where one can see rare and endangered species of flora and fauna.

About Dehing-Patakai

Dehing Patkai, the only rainforest in Assam, is a sanctuary with an area of 119.9 km sq. located in Dibrugarh and Tinsukia Districts of Assam. It falls under the category of Assam valley Tropical wet Evergreen Forest. This sanctuary consists of three parts viz. - Jeypore, upper Dihing and Dirok rainforest. It was declared as sanctuary on 13 January 2004. This sanctuary is also a part of Dehing- Patkai Elephant



Reserve. The area also has some historic touches like World War II cemeteries, Stillwell road and the oldest refinery of Asia in Digboi.

Crafts/Activities in the District

Decorative Textile, Wood Curving, Arts & Painting, Fabrics, Doll making, Cane & Bamboo products etc very popular in Tinsukia District.

Artisans covered: No.

HARDWARE

Organization/Implementing Agency for Hardware: District Commissioner, Tinsukia

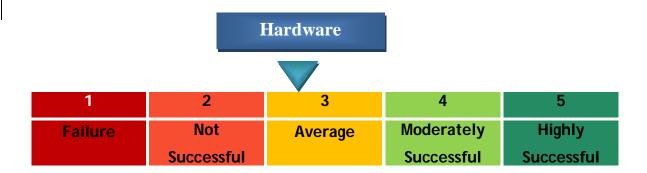
Year of Completion of Hardware: 2009

Implementing Agency Details: District Commissioner, Tinsukia

Hardware Components:

- 1. Provision of HUTS, Working Shed. Community hall, Reception sales, counter, restaurant Area, Anti termite etc.
- 2. Normal preparation of site.
- 3. Sanitary installation
- 4. Internal water supply.
- 5. Internal Electricity.
- 6. Campus lighting.
- 7. Landscaping.
- 8. Boundary wall, side development Road.
- 9. Development of Bio-gas Plant.
- 10. Making of bullock cart and other indigenous model for transportation of tourist.

- 1. Provision of HUTS, Working Shed. Community hall, Reception sales, counter, Restaurant Area, Anti termite etc has been done.
- 2. Normal preparation of site has been done.
- 3. Sanitary fittings have been installed.
- 4. Internal water supply has been done.
- 5. Internal Electricity has been supplied.
- 6. Campus lighting has been provided.
- 7. Landscaping has been completed.
- 8. Boundary wall, site development Road has been constructed.
- 9. Bio-gas Plant has been developed.
- 10. Making of bullock cart and other indigenous model for transportation of tourists have not been completed.



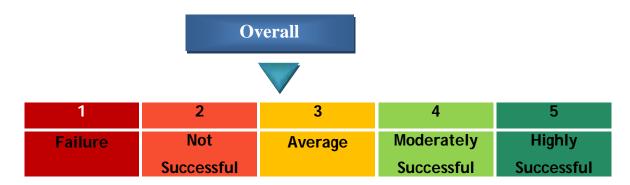
SOFTWARE

Organization/Implementing Agency for Hardware: No
Year of Completion of software : No
Implementing Agency Details : No
Software Components : No
Status of Implementation : No

Perception about the Rural Tourism Project:

- 1. Majority of components are completed
- 2. Place is beautiful but at present maintenance work is not carried out by any agency therefore all the completed components need maintenance.
- 3. Over all Hardware project is average and has given satisfactory results.

Consultant's Gradation of the Rural Tourism Project: No software work has been assigned to this project while hardware work has been carried out giving average results.



State: Bihar

State : Bihar

Location : Nepura, District- Nalanda

Project Name: Development of Nepura village, as a Rural Tourism Destination

Activity/Craft: Tusser Silk weaving

District Portrait

Nalanda district, is famous all over the world for the ancient International Monastic University established in 5th century BC, which taught Vedas, Logic, Grammar, Medicine, Meta-Physics, Prose Composition and Rhetoric. Nalanda district is popularly known as Biharsharif. Rivers Phalgu, and Mohane flows through the district of Nalanda. The various sub divisions of the district are Biharsharif, Rajgir, and Hilsa. The district is divided into blocks



of Giriyak, Rahui, Nursarai, Harnaut, Chandi, Islampur, Rajgir, Asthawan, Sarmera, Hilsa, Biharsharif, Ekangarsarai, Ben, Nagarnausa, Karaiparsurai, Silao, Parwalpur, Katrisarai, Bind, and Tharthari. Agriculture is the main source of occupation. Farmers mainly grow paddy, apart from it they grow Potatoes, and Onions. Few people of the district are also involved in handloom weaving. Since the district is a famous tourist destination, tourism plays a vital role in the economy of Nalanda.

About Nepura village

Located between the famous palaces Nalanda and Rajgir Town of Bihar, small village is also famous for weaving. There are about 250 families in this village, out of which 50 are practicing weaving. It is said that out of the three Mango Grooves of Nalanda University, one of the Grooves is situated here in Nepura village and this is the place where Lord Mahavira and



Gautam Buddha stayed. In fact it is the first place where Lord Buddha gave his first preaching which is believed by the local people. So it came out to be known as the epicenter of Buddha preaching. It is also considered the first major social reform movement. Lord Buddha, Lord Mahavira and Sanjaya have many followers from this village.

Crafts/Activities in the District

Tusser silk weaving

• Artisan covered: Approximately 63 artisans are working in this village.

HARDWARE

Organization/Implementing Agency for Hardware: The Secretary/The Director, Tourism, Govt. of Bihar/The District magistrate, Nalanda.

Year of Completion of Hardware : 2008

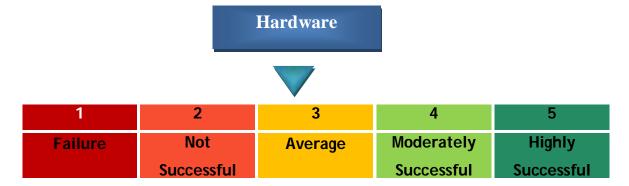
Implementing Agency Details: The Secretary/The Director, Tourism, Govt. of Bihar/The District magistrate, Nalanda.

Hardware Components:

- 1. Internal village roads.
- 2. Illumination & Signage.
- 3. Development of Bodhisattva Avenue.
- Solid waste/sewage management.
- 5. Reception centre/village library.
- 6. Common eating place of villagers
- 7. Surrounding development.
- 8. Tourist accommodation.

Status of Implementation

- 1. Internal village roads have been made.
- 2. Illumination & Signage have been made.
- 3. Development of Bodhisattva Avenue has been done.
- 4. Solid waste/sewage management has been done.
- 5. Reception centre/village library have been made.
- 6. Common eating place for villagers has been properly made
- 7. Development of surrounding areas has been done.
- 8. Accommodation for tourists has been made.



SOFTWARE

Organization/Implementing Agency for Software: The Secretary/The Director, Tourism, Govt. of Bihar/The District magistrate, Nalanda./Nepura Gram Paryatan Vikas Samiti, Nepura, Nalanda.

Year of Completion of Software : 2008

Implementing Agency Details: The Secretary/The Director, Tourism, Govt. of Bihar/The District magistrate, Nalanda./Nepura Gram Paryatan Vikas Samiti, Nepura, and Nalanda.

Software Components

1. Conducting workshop for gender sensitization & interpretation.

- 2. Establishing operational norms for visitor satisfaction.
- 3. Tourism capacity building.
- 4. Training for visitor handling skills.
- 5. Tourism product development.
- 6. Packaging of culture and craft based tourism products.
- 7. Capacity building of village groups for entertainment etc.
- 8. Creation of common facilities.
- 9. Setting up gram kala Kendras etc.
- 10. Setting up marketing model support etc.
- 11. Imparting skills for targeted disadvantaged groups.
- 12. Facilitation of cleaner technology.

Status of Implementation

- 1. Conducting workshop for gender sensitization & interpretation has been done.
- 2. Establishing operational norms for visitor satisfaction has been completed.
- 3. Capacity building for tourism has been done.
- 4. Training skills for handling visitors have been done.
- 5. Development of tourism products has been done.
- 6. Packaging of culture and craft based tourism products have been done.
- 7. Capacity building of village groups for entertainment purpose has been done.
- 8. Creation of common facilities has been made.
- 9. Setting up gram kala Kendras has been done.
- 10. Setting up of marketing support model has been done.
- 11. Training skills for targeted disadvantaged groups has been imparted

12. Facilitation of cleaner technology has been provided.

Software

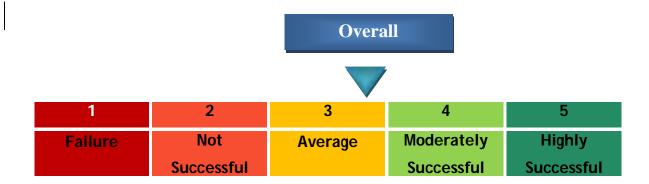
1 2 3 4 5

Failure Not Average Moderately Highly Successful Successful

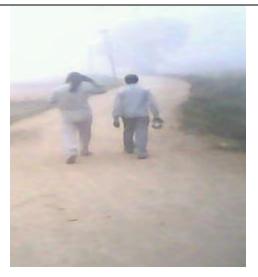
Perception about the Rural Tourism Project:

- 1. Hardware work needs to be maintained
- 2. Software work is satisfactory.
- 3. After the project socio economic conditions have increased.
- 4. Quality of products has improved.
- 5. Production has also improved.

Consultant's Gradation of the Rural Tourism Project: Overall this project has increased the socio-economic conditions of the villagers and is thus doing well.



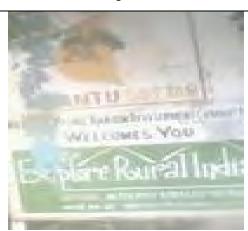
Snapshots of the Rural Tourism Project:



Village road



Villager road



Signage



Reception centre & Library

State: Chhattisgarh

State: Chhattisgarh

Location: Chitrakote District- Bastar

Project Name: Improvement of the surrounding area of Chitrakote tourist Centre and

Chitrakote falls.

District Portrait

The District Bastar is located in the southern part of Chhattisgarh and situated at a height of 2000 ft from sea level . The borders of Bastar district are Kanker district in the north, Maharashtra State in the west, Dante Wada district in the south and Orissa State in the east. The District head quarter Jagdalpur is situated approximately at a distance of 300 k.m from Raipur, which is the capital of Chhattisgarh state.



Crafts/Activities in the District

The traditional craftsmen and women of the Bastar region are renowned for their expertise in the fields of stone carving, woodcraft, terracotta, bell metal work, iron and bamboo craft. Kondagaon, Narayanpur and Jagdalpur are famous for their terracotta elephants with bells and decorative pots.

Artisans covered: The software implementing agency, as per project demand they have given training for handling skill of tourist and tourism product development, but training work not done properly so that has not benefited the beneficiaries of this project.

HARDWARE

Organization/Implementing Agency for Hardware:

- 1. The Managing Director Chhattisgarh Tourism Board
- 2. Asst. Resident Representative, UNDP India
- 3. The Kishkidha Trust Anegundi, Kopala, District Karnataka

Year of Completion of Hardware: 2004-2005

Implementing Agency Details: Founded in the year 1997 by Shama Pawar, The Kishkinda Trust (TKT) assists the villagers of Anegundi at a grassroots level to build capacity in order to maintain business incubators and to conserve their historical heritage. TKT runs several unique programs, which are seamlessly integrated with the lives of the local people and that empower them economically. TKT has started many student groups that teach children about and to appreciate their environment and heritage. Through the performing arts such as theatre, dance, baking, art and song; TKT enriches the lives of around a hundred children from the area. TKT also conducts workshops for college and high school students about the importance and methods of architectural conservation. Working directly with teachers is also important to us in order to instill values of conservation and architectural maintenance. TKT has also started a Library and activity centre where children can read and learn some arts and crafts after school.

Hardware Components:

Project-1

- 1. Preparation of line mill identification of Lime source location for mill
- 2. Development of a website dedicated to Chitrakote, which may be linked to the State Govt. Tourism website
- 3. Construction of a proper parking for the tourism vehicles at the entry of the Chitrakota village

5

Highly

Successful

Successful

- 4. General illuminations and lighting inland around the Chitrakota falls and at the parking site on all signage points
- 5. Development of tourist Welcome Center before the entry point to the village

Status of Implementation:

1. As per physical survey report and information given by the villagers, the project has been given to the NGO. But NGO has not completed the work as per norms like construction of information centre and also the lighting facilities of Chitrakote falls far away from the centre point. So this work has not benefited the villagers and villagers are not satisfied of the work.

Project-2

- 1. Improvement of the Surroundings of the destination.
- 2. Sewerage management.
- 3. Wayside amenities.



SOFTWARE

Organization/Implementing Agency for Software:

Successful

- 1. The Managing Director Chhattisgarh Tourism Board,
- 2. Asst. Resident Representative, UNDP India,
- 3. Saathi Samaj Sevi Sanstha, Kumharpara, Kondagaon

Year of Completion of Software: 2004-2005

Implementing Agency Details:

The centre, called Saathi (togetherness), is run by a small group of dedicated ceramic professionals. Saathi's mission is to help, sustain, develop and market Bastar's traditional arts and crafts in both national and international markets. Since its registration in 1993 (actual operations began in the late-1980s), Saathi has been able to impart technical and marketing skills to over 1,400 artisan families living in 90 villagers across three districts in Bastar.

Software Components:

- 1. Conducting workshop for gender sensitization & interpretation
- 2. Establishing operational norms for visitor satisfaction
- 3. Tourism Capacity building
- 4. Training for visitor handling Skills
- 5. Tourism product development
- 6. Packaging of culture and craft base tourism products
- 7. Capacity building of village groups for entertainment etc.
- 8. Facilitating of creation of common facilities
- 9. Facilitating setting up gram kala Kendras etc.
- 10. Setting up marketing model support etc
- 11. Imparting skills for targeted disadvantaged groups
- 12. Facilitation of cleaner technology.

Status of Implementation: NGO People conducted the meeting but they have not given any type of training to the beneficiaries, they had taken villagers signature only after the meeting. So the village people think that this type of work will be conducted directly by the department and not by the NGO. Hence, NO IMPLEMENTATION OF SOFTWARE COMPONENTS HAS TAKEN PLACE.



Perception about the Rural Tourism Project: The artisans are happy with the scheme and feel that it is quite useful for them. The artisans also want to attend more marketing fairs and exhibitions.

Consultant's Gradation of the Rural Tourism Project: This project is not successful as the hardware work has not been done properly and the software work is yet to start.



Snapshots of the Rural Tourism Project:

1 Preparation of line mill identification of Lime source location for mill,



2 Construction of a proper parking for the tourism vehicles at the entry of the Chitrakota village.







3 General illuminations and lighting inland around the Chitrakota falls and at the parking site on all signage points,









4 Development of tourist Welcome Center before the entry point to the village





Project-2

1. Improvement of the Surroundings of the destination.







2. Wayside amenities



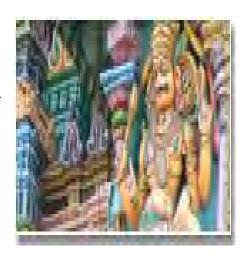
State: Chhattisgarh

Location: Mana-Tuta, District- Raipur

Project Name: Software and hardware work plan under CBSP (Capacity Building for Service) Awareness program Tourism products and culture activates and development of tourist destination.

District Portrait

Raipur is located near the centre of a large plain, sometimes referred as the "rice bowl of India", where hundreds of varieties of rice are grown. Raipur district is important in historical and archeological point of view. This district was once part of Southern Kosal and considered to be under Mourya Kingdom. Raipur city had been the capital of the Haihaya Kings, controlling the traditional forts of the Chhattisgarh for a long time. Govterment's Shabari handicrafts emporium and



Chhattisgarh Haat is famous for uplifting the local artist and craftsman.

Crafts/Activities in the District

Raipur district is growing in terms in tourism. It houses a number of beautiful sites which make exploring the city all the more interesting and surprising. The Art Gallery of Sushilpikangan offers a stupendous display of finest workmanship while the Shabari handicrafts emporium and Chhattisgarh Haat are most popular for exhibiting the arts and crafts of the locals.

HARDWARE

Organization/Implementing Agency for Hardware:

- 1. Director of Tourism Department of Tourism Govt.
- 2. Managing Director, Chhattisgarh Tourism Board

Year of Completion of Hardware: 2006-2007

Status of Implementation: Work has not started till date.

Hardware Components:

- 1. Wayside amenities
- 2. Improvement of the roads within the Panchayat limit
- 3. Illuminations in the villages
- 4. Sewerage Management
- 5. Improvement of surrounding of the destination
- 6. Signage's

Hardware

•				
1	2	3	4	5
Failure	Not	Average	Moderately	Highly
	Successful		Successful	Successful

SOFTWARE

Organization/Implementing Agency for Software:

- 1. Director of Tourism Department, Chhattisgarh Tourism Govt.
- 2. Managing Director, Chhattisgarh Tourism Board
- 3. Learn Natural Samiti, Raipur, Chhattisgarh

Year of Completion of Software: 2006-2007

Software Components:

- 1. Workshops, Seminars and Awareness Program,
- 2. Operational Norms,
- 3. Training Activities,
- 4. Tourism Product Developments,

- 5. Cultural Festivals, 6 Training Photography and Videographer,
- 6. Gender Sensitization, 8 Market Support

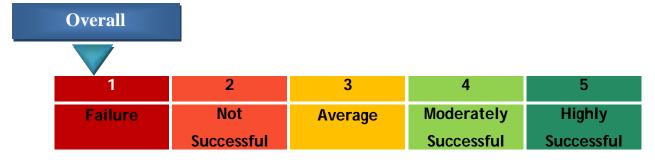
Status of Implementation:

1. As per Survey in Village Mana-Tuta, District- Raipur and according to the Sarpanch and Villagers, the work was accepted by the department and they had given the software component implementation work to the NGO. Till 13-09-2011, the NGO has not started work. When the Sarpanch enquired about it to the NGO representatives, they had told that because of non-receipt of funds from the Department of Tourism, the work has not been started. This is the status of work completion for both hardware as well as software portion implementation.



Perception about the Rural Tourism Project: The artisans are happy with the scheme and feel that it is quite useful for them. But the work is yet to start.

Consultant's Gradation of the Rural Tourism Project: This project is not at all successful because neither hardware nor software work has been started till date.



Snapshots of the Rural Tourism Project:









State : Chhattisgarh

Location : Village-Nagarnar, District. - Bastar

Project Name: Development of Nagarnar village as a Rural Tourism Destination.

Activity/Craft: No

District Portrait

District Bastar is located in the southern part of Chhattisgarh and situated at a height of 2000 ft plateau from sea level. Borders of Bastar district are Kanker district in the north, Maharashtra State in the west, Dantewada district in the south and Orissa State in the east. The District head quarter Jagdalpur is situated approximately at a distance of 300 k.m from Raipur, which is the capital of Chhattisgarh state.



Crafts/Activities in the District

The region has abundant waterfalls which range from zigzag trickles to roaring falls that are comparable to the best in the world. Bastar is known for its famous Chitrakoot falls, one of the most beautiful of all the waterfalls. Smaller waterfalls include Kanger Dhara near Kutumsar, Mandra, Chitradhara, Tamada and Dhoomar. Although smaller, each one is surrounded with greenery and is very attractive.

Artisans covered: No.

HARDWARE

Organization/Implementing Agency for Hardware: Chhattisgarh Paryatan Board construction Motel and tourist information centre with the help of local sub contractor. Overall supervision work is done by Chhattisgarh Paryatan board.

Year of Completion of Hardware: 2009

Implementing Agency Details: District Commissioner, Tinsukia

Hardware Components:

- 1. Construction of Tourist information Center
- 2. Illumination and lighting
- 3. Development of Tourist Motel

Status of Implementation: According to villagers and Sarpanch tourists motel was allotted for the village Nagarnar but due to some reason that is built in another village. People are satisfied with the work and construction quality. Projects are not giving benefits to villagers because Motel is being constructed (CHOKHAWADA) 4 KM away from the village and it has not started till now.

Hardware				
1	2	3	4	5
Failure	Not	Average	Moderately	Highly
	Successful		Successful	Successful

SOFTWARE

Organization/Implementing Agency for Hardware: No

Year of Completion of software : No

Implementing Agency Details : No

Software Components : No

Status of Implementation

: No

Perception about the Rural Tourism Project:

Construction work and design of the motel is excellent to attract tourist if it is regularly maintained and would be very use full for benefits.

Consultant's Gradation of the Rural Tourism Project: No software work has been assigned to this project while hardware work has not been successful.

Overall				
1	2	3	4	5
Failure	Not	Average	Moderately	Highly
	Successful		Successful	Successful

Snapshots of the rural project:

1 Construction of Tourist information Center,







2 Illumination and lighting,

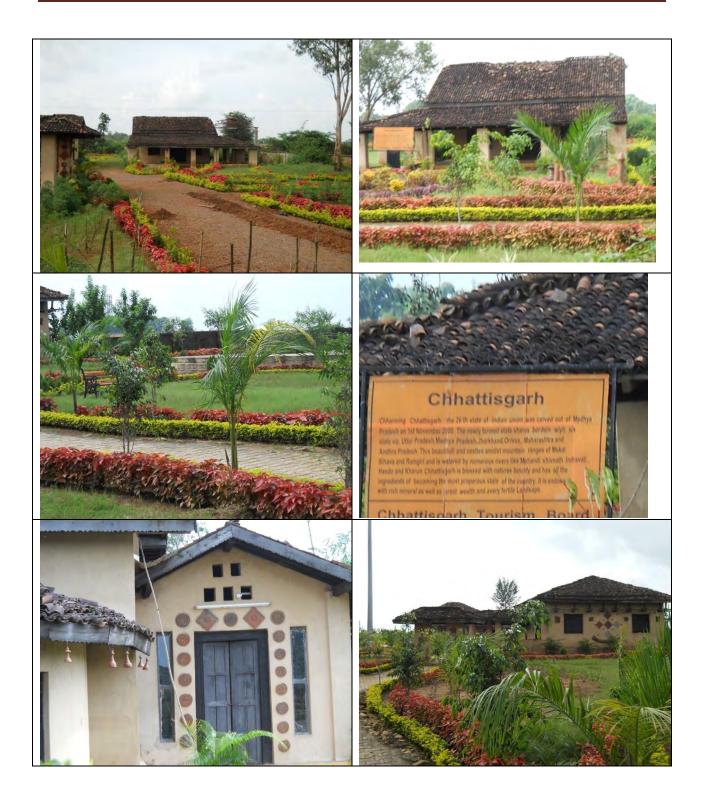






3. Development of tourist Motel:-







State : Chhattisgarh

Location : Kondagaon, District- Bastar

Project Name: Development of Kondagaon, village, as a Rural Tourism Destination

Activity/Craft:

District Portrait

District Bastar is located in the southern part of Chhattisgarh and situated at a height of 2000 ft plateau from sea level .The borders of Bastar district are Kanker district in the north, Maharashtra State in the west, Dante Wada district in the south and Orissa State in the east. District head quarter Jagdalpur is situated approximately at a distance of 300 k.m from Raipur, which is the capital of Chhattisgarh state.



Crafts/Activities in the District

Kondagaon is a tribal village and is famous for its terracotta handicrafts, practiced by the local craftsman since centuries. As a matter of fact and pride, some of the artisans from Nagarnar have brought laurels to the country by participating in international craft fares abroad. Other attractions are local weaving techniques, carpentry and craftsmanship in bell metal and wrought iron. Besides being a nature lover's paradise, this village offers an indigenous experience to the visitors. There is an array of activities to pick from flora, fauna caves, waterfalls, palaces, museums and religious places all are within radius of 200 kms from Jagdalpur. There is also the forest of Keshkal to explore.

HARDWARE

Organization/Implementing Agency for Hardware:

- 1. The Managing Director Chhattisgarh Tourism Board,
- 2. Engineering Department Tourism of Chhattisgarh.
- 3. The Chhattisgarh tourism development Board.

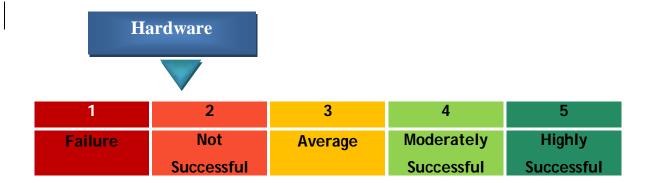
Year of Completion of Hardware : 2009-2010

Implementing Agency Details: Under the supervision of Executive Engineering Department of tourism Chhattisgarh Highway Motel work has been completed. Department is planning to hand over the responsibility to any third party on contract basis.

Hardware Components:

- 1. Development infrastructure As Wayside amenities
- 2. Sewerage management.
- 3. Tourist comforts centre.
- 4. Signage.
- 5. Hard Flat form.

Status of Implementation: Majority of hardware component's construction work has been completed but was hard due to shortage of funds. Chhattisgarh tourism development board developed Highway Motel at Kondagaon village. At present highway Motel is not functioning because authority deceased to hand over the responsibility to any third party on contract basis.



SOFTWARE

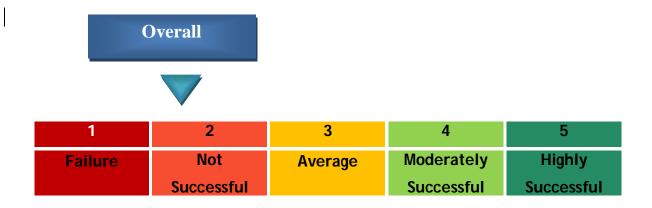
Organization/Implementing Agency for Software : No Year of Completion of Software : No

Implementing Agency Details : No

Software Components : No Status of Implementation : No

Perception about the Rural Tourism Project: As per discussion with the tourism department and village Pradhan satisfactory results have been achieved. Terracotta handicraft work has started growing near Kondagaon area.

Consultant's Gradation of the Rural Tourism Project: This project has not been successful as it does not help artisans to improve their socio-economic conditions.



Snapshots of the Rural Tourism Project:



State: Chhattisgarh

Location: Village Chilpi, District Kabirdham

Project Name: Development of amenities for Shilp Village Chilpi. Approval of the software work plan under CBSP 9 Capacity Building for Service Providers Scheme) of Chilpi village

District Portrait

District Kabirdham is a peaceful and attractive place located on the southern bank of river Sakari. Due to the advent of Kabir Sahib and the establishment of the seat of descendants of his disciple Dharmdas, it was named as Kabirdham. About 17 km from District Hq. Bhoramdeo is a very important place historically and archeologically. This place was the capital of Nagvanshi kings from



9th century to 14th century. After that this region came under possession of Haihayvanshi Kings who were related to state Ratanpur.

Crafts/Activities in the District

The district is scenically located on the fringes of the Maikal hills, close to the Kanha National Park. This rustic tribal region has a rich cultural heritage, the Gond and Baiga tribes inhabit the isolated interiors and have a peaceful yet vibrant culture. The city and suburbs are interspersed with ancient temples and monuments, some dating back to the 11th century have been well preserved. The tiny tribal hamlets that fringe the city retail the old world charm and a stark contrast from modern developments within the city limits.

Artisans covered: The SHG covered in Badgaon village was formed in 2004-05. A total of thirty artisans were covered in this SHG. The annual turnover of these artisans ranges around Rs 15,000.

HARDWARE

Organization/Implementing Agency for Hardware:

- 1. Managing Director, Chhattisgarh Tourism Board,
- 2. PUGMARKS and Eco Ethno Development Society

Year of Completion of Hardware: 2006-2007

Hardware Components:

- 1. Wayside amenities
- 2. Improvement of the roads within the Panchayat limits
- 3. Illumination of the villages
- 4. Sewerage Management
- 5. Improvement of surrounding of the destination
- 6. Signage.

Status of Implementation: As per Survey in Village Chilpi Ghati, the people are not aware about any work and no work has been done in the village. According to Gram Pradhan, the light arrangement done by Panchayat is not use currently because it is not working.

Hardware 1 2 3 4 5 Failure Not Average Moderately Highly Successful Successful

SOFTWARE

Organization/Implementing Agency for Software:

- 1. Managing Director, Chhattisgarh Tourism Board,
- 2. PUGMARKS and Eco Ethno Development Society

Year of Completion of Software: 2007-2006

Software Components:

- 1. Workshops Seminar and Awareness Activities
- 2. Operational Norms
- 3. Training Activities
- 4. Tourism Product Development
- 5. Cultural Festivals
- 6. Training Photography and Videographer
- 7. Gender Sensitization
- 8. Market Support

Status of Implementation: According to Gram-Pradhan no work has been done at Village location and no training had been done.



Perception about the Rural Tourism Project: The artisans are unhappy with the status of the project and they feel that if implemented the scheme will benefit them.

Consultant's Gradation of the Rural Tourism Project: This project is not at all successful as neither hardware nor software work implementation has taken place till date.



Snapshots of the Rural Tourism Project:



State: Delhi

State : Delhi

Location : Nagali Rajapur (Distt. South Delhi)

Project Name: Development of village Nagali Rajapur as a Rural Tourism

Destination.

Activity/Craft: Historical.

District Portrait

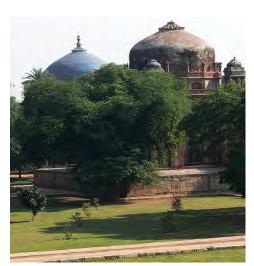
South New Delhi is bordered in the north by the districts of New Delhi, the Yamuna river to the east, Gurgaon district of Haryana to the southwest, Faridabad District of Haryana to the southeast and South West Delhi to the west. Ideally located this part of the city boasts of well-developed infrastructure, uninterrupted electricity and abundant water supply. South Delhi is one of the



most high class areas in the city. South Delhi shelters some of the finest hotels, stores, tourist spots, infrastructures, historical monuments, nightclubs and restaurants.

• About Nagali Rajapur village

Village Nangli Rajapur, Nizamuddin East, Hazrat Nizamuddin, South Delhi, This place has a rich history. The neighborhood surrounding the dargah is named after the saint, and is divided into two parts along Mathura Road: Nizamuddin West where the Dargah complex and a lively market dominated by Muslim vendors is located, and Nizamuddin East, an upper-class residential area situated between Humayun's Tomb and the



Nizamuddin Railway Station. The other important monuments in this area include

Humayun's Tomb, Chausath Khamba, Mirza Ghalib's tomb, Barakhamba, Blue Gumbad at the Nizamuddin Circle and Lal Mahal.

Crafts/Activities in the District : No
 Artisans covered : No

HARDWARE

Organization/Implementing Agency for Hardware: The Secretary, Tourism Department, Govt. of Delhi/India Tourism Development Corporation Ltd/The Chairman, New Delhi Municipal Corporation.

Year of Completion of Hardware: 2006.

Implementing Agency Details: The Secretary, Tourism Department, Govt. of Delhi/India Tourism Development Corporation Ltd/The Chairman, New Delhi Municipal Corporation.

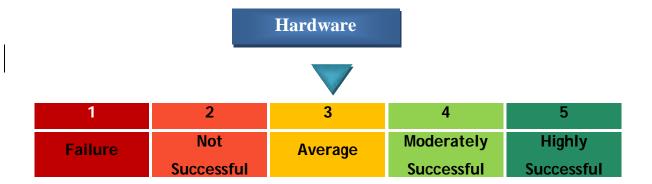
Hardware Components:

- Construction of village pathways.
- Paving of Central area.
- Landscaping.
- Community hall.
- Water harvesting.

Status of Implementation:

- Construction of village pathways done.
- Paving of Central area done.
- Landscaping done.

- Community hall done.
- Water harvesting not done.



SOFTWARE

Organization/Implementing Agency for Software
 Year of Completion of Software
 Implementing Agency Details
 No
 Software Components
 No
 Status of Implementation

Perception about the Rural Tourism Project:

- Project completed in 2006 and after that the state Govt. has also done some more work on the project in same place.
- Overall satisfactory work has been done on this rural tourism project.

Consultant's Gradation of the Rural Tourism Project: Only hardware component implementation was planned for this project. The hardware components have been implemented and were completed by the year 2006. Although one of the components is yet to completed. The fact the implementation of hardware components has not generated any interest among tourists and has not increased tourism to this destination, makes this project an average success.

Overall

1 2 3 4 5

| Not | Average | Moderately | Highly |
| Successful | Successful | Successful



State : Delhi

Location : Kotla Mubarakpur (Distt. South Delhi)

Project Name: Development of village Kotla Mubarakpur as a Rural Tourism

Destination.

District Portrait

South New Delhi is bordered in the north by the districts of New Delhi, the Yamuna river to the east, Gurgaon district of Haryana to the southwest, Faridabad District of Haryana to the southeast and South West Delhi to the west. Ideally located this part of the city boasts of well-developed infrastructure, uninterrupted electricity and abundant water supply. South Delhi shelters



some of the finest hotels, stores, tourist spots, infrastructures, historical monuments, nightclubs and restaurants.

About Kotla Mubarakpur village

Kotla Mubarakpur medieval village is now an upscale market place with a residential colony in South Delhi, India. Classified by the Delhi Development Authority, as an Urban Village, its history can be traced to the prominent tomb of Muizud Din Mubarak Shah. There are several other tombs of Lodi Dynasty period such as the Darya Khan's tomb, Kale Khan ka Gumbad, Bare Khan ka



Gumbad, Chote Khan Ka Gumbad and Bhure Khan ka Gumbad, and also a Baoli (step well).

HARDWARE

Organization/Implementing Agency for Hardware: The Secretary, Tourism Department, Govt. of Delhi/India Tourism Development Corporation Ltd/The Chairman, New Delhi Municipal Corporation.

Year of Completion of Hardware: 2006

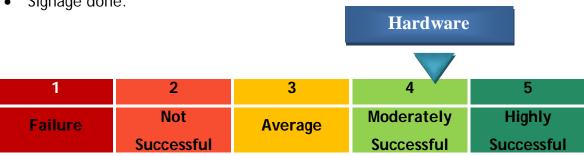
Implementing Agency Details: The Secretary, Tourism Department, Govt. of Delhi/India Tourism Development Corporation Ltd. and the Chairman, New Delhi Municipal Corporation.

Hardware Components:

- Pavement development.
- Landscaping.
- Amenities and infrastructure development.
- Signage.

Status of Implementation:

- Pavement done.
- Landscaping done.
- Amenities and infrastructure developed.
- Signage done.



SOFTWARE

• Organization/Implementing Agency for Software : No

• Year of Completion of Software : No

• Implementing Agency Details : No

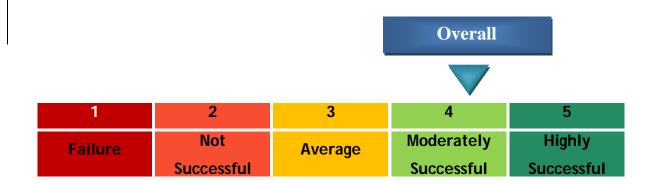
Software Components : No

Status of Implementation : No

Perception about the Rural Tourism Project:

- All work done at that time. After that state Govt. also done some work in this location.
- Over all satisfactory work at that time.

Consultant's Gradation of the Rural Tourism Project: There was no software work allotted for this rural tourism project and only hardware work had to be done. The hardware component had been completed by 2006 and the work done is satisfactory, although maintenance of the infrastructure developed needs to be looked into to make this rural tourism project a successful one.



Snapshots of the Rural Tourism Project:









State: Gujarat

State : Gujarat

Location : Dandi, District- Navsari

Project Name: Development of Dandi village, as a Rural Tourism Destination

Activity/Craft: Mahatma Gandhi Heritage

District Portrait

Navsari district is located in the south eastern part of Gujarat in the coastal lowland along Purna river

The district has 5 talukas out of which Navsari, Gandevi, and Chikhli are major talukas. The district abounds in sugarcane fields, chikoo plantations, and mango trees

Navsari is known for its floriculture activities and

Songeon Philipper

Surat

NAVSARI Kallavwadi

Jalalpor Vejalpur
Abrama
Amajsad
Moti Valzar Ribbon
Nationa
Bansda

Saravani
Achhavani
Khanpur

sugar business. Famous historical places Dandi and Vansda National Park are located in Navsari

About Dandi village

Dandi is a small village in the Jalalpore district, Gujarat, India. It is located on the coast of Arabian Sea near the city of Navsari. It came into existence in 1930 when Mahatma Gandhi selected it to be the place for e Salt Satyagraha. He marched from Ahmedabad to Dandi with some of his followers to protest against the imposition of a tax on salt.



• Crafts/Activities in the District

There are no major craft activites in Navsari district. Brass products, Bandhani (tiedyed fabric) & Embroidery work are some of the activities which have become famous.

• Artisan covered: Approximately 60 artisans are working in this village.

HARDWARE

Organization/Implementing Agency for Hardware: The Secretary/ The Director, Tourism, Govt. of Gujarat.

Year of Completion of Hardware : Ongoing.

Implementing Agency Details: The Secretary/ The Director, Tourism, Govt. of Gujarat.

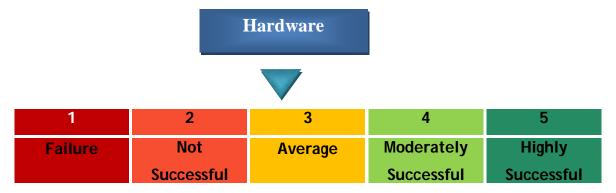
Hardware Components:

- 1. Construction of public amenities.
- 2. Improvement of the garden and camping site.
- 3. Plantation of tress on both sides of approach road as shown in the design.
- 4. Renovation of Saifia villa.

Status of Implementation: (In Dandi village another mega project (Dandi Gandhi Smruti-karadi circuit) from Central Govt. also started at the same time, So local authorities merged both Rural Tourism project &mega project, therefore till now work is going on.)

- 1. Construction of public amenities has been done.
- 2. Improvement of the garden and camping site has been completed.
- 3. Returning wall.
- 4. Development of lake has been completed.

- 5. Gandhi institute has been constructed.
- 6. Plantation of trees on both sides of approach road as shown in the design has been done.
- 7. Renovation of Saifia villa has been under process.
- 8. Development of pathway has been completed



SOFTWARE

Organization/Implementing Agency for Software: Tourism Corporation of Gujarat Limited/District Rural Development Agency (DRDA), Navsari.

Year of Completion of Software : 2009

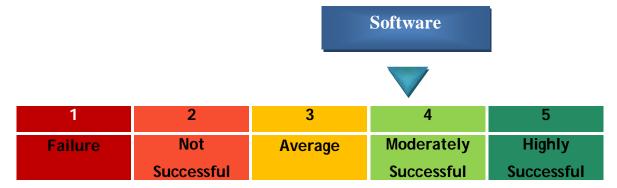
Implementing Agency Details: Tourism Corporation of Gujarat Limited/District Rural Development Agency (DRDA), Navsari.

Software Components

- 1. Capacity Building.
- 2. Survey Studies, Workshop & events.
- 3. Production of tourism related materials.
- 4. Resource inputs capacity building, Promotion & Marketing.
- 5. Administrative Overheads.

Status of Implementation

- 1. Capacity Building has been made.
- 2. Survey Studies, Workshop & events have been organized.
- 3. Tourism related materials have been produced.
- 4. Resource inputs capacity building, Promotion & Marketing has been done.
- 5. Administrative Overheads have been provided.



Perception about the Rural Tourism Project:

- 1. Hardware work is going on.
- 2. Software work is completed successfully.
- 3. After the project Artisans are getting benefits.
- 4. Socio economic condition has improved.

Consultant's Gradation of the Rural Tourism Project: Most of the software is completed and it is giving good results to the villagers while the hardware work is still going on because two projects have been merged.



Snapshots of the Rural Tourism Project:



State : Gujarat

Location : Hodka, District- Kachcha

Project Name: Development of Hodka village, as a Rural Tourism Destination

Activity/Craft: Mirror Work/Embroidery

District Portrait

Kutch district (also spelled as Kutch or Kachchh) is formerly-independent district of Gujarat state in western India. Covering an area of 45,612 km², it is the largest district in Gujarat and the second largest district of India after Leh. This district is also famous for ecologically important Banni grasslands with their seasonal marshy wetlands which form the outer belt of Rann of Kutch. Kachchh District is surrounded by Gulf of Kachchh and Arabian Sea in south and west, while northern and eastern



parts are surrounded by Great and Small Rann (seasonal wetlands) of Kachchh.

About Hodka village

Hodka Village is located in the district of Kutch Gujarat in India. It lies at a distance of 63 km from Bhuj. The name Hodka is derived from Gujarati word 'hodi' which means boat. Colorful attire of the people, rich art and craft and strong cultural background of the village attracts tourists the most. The area is famous for its leather craft.



• Crafts/Activities in the District

Kachchh has a strong tradition of crafts. The most famous craft of the region is its diverse embroideries. The finest aari embroidery was carried out for royal and wealthy families. Traditionally women in rural areas do the embroidery for presenting them at the time of giving dowries. Unfortunately many of these fine skills have now been lost though some are being rejuvenated through handicrafts initiatives. In 1950, local Social Leader Dr. Manubhai Pandhi worked with local artists & central Government, to help restore the dying handicraft. Today over 16 different types of embroideries are being produced commercially by a few societies and a couple of private corporations. Some of the finest new embroideries in the world are still being produced by over 6,000 women artisans of the region.

• Artisan covered: Approximately 70 artisans are working in this village.

HARDWARE

Organization/Implementing Agency for Hardware: The Secretary/ The Director,

Tourism, Govt. of Gujarat

Year of Completion of Hardware : 2008

Implementing Agency Details: The Secretary/ The Director, Tourism, Govt. of Gujarat.

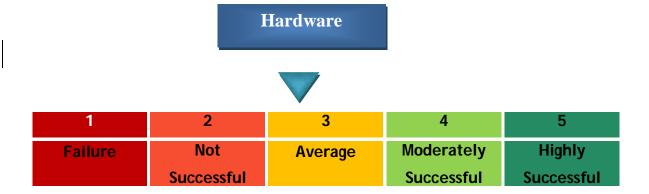
Hardware Components:

- 1. Improvement of surroundings of the village.
- 2. Improvements o roads within panchayat limit.
- 3. Illumination in the village.
- 4. Solid waste/Sewage management.
- 5. Construction of wayside amenities.

- 6. Production of equipment directly related to tourism.
- 7. Signage.
- 8. Reception center, Gram Kala Kendra, Kraft museum.
- 9. Other works directs related to tourism.
- 10. Tourist accommodation.

Status of Implementation:

- 1. handicraft haat have been made by them
- 2. Inside the haat sitting hall has been made
- 3. 5 tent house have been constructed
- 4. Constructrion of 4 rooms have been completed
- 5. Kitchen & Toilets have been made.



SOFTWARE

Organization/Implementing Agency for Software: The District Collector/Kucth Mahila Vikas Sangathan (KMVS), Bhuj

Year of Completion of Software : 2008

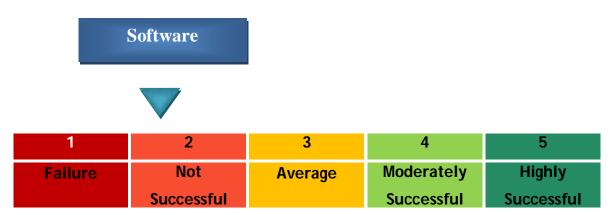
Implementing Agency Details: The District Collector/Kucth Mahila Vikas Sangathan (KMVS), Bhuj

Software Components

- 1. Capacity Building.
- 2. Survey, Studies, Workshop & Event.
- 3. Production of tourism related materials.
- 4. Resource inputs for capacity building, promotion and marketing.
- 5. Administrative overhead.

Status of Implementation

- 1. Cadre training for Hospitality purpose has been imparted.
- 2. Guide Training for youngsters in the village have been provided.
- 3. Committee meeting has been organized after two months for administration and accounts training.
- 4. Purchasing Honey, Butter, ghee and dry cleaning of cloths have been provided
- 5. Women of the village in resort to mud painting while construction of resort has been done.
- 6. Posters for tourist points and creation of website of hodka tourist points have been completed.
- 7. Travelling agency have been Contacted for tourists.

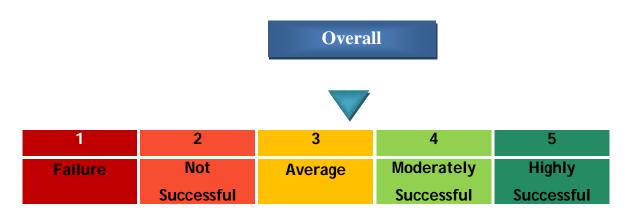


Perception about the Rural Tourism Project:

- 1. In Hardware work they have made Handicraft haat.
- 2. Over all software work is not satisfactory.

3. Artisans are also not getting benefits for this project.

Consultant's Gradation of the Rural Tourism Project: Most of the software is not completed and it is not giving good results to the villagers while the hardware work has given satisfactory results.



Snapshots of the Rural Tourism Project:





State : Gujarat

Location : Navagaon and Malegaon, District- Dang

Project Name: Development of Navagaon & Malegaon village, as a Rural Tourism

Destination

Activity/Craft: Culture & Eco- Tourism

District *Portrait*

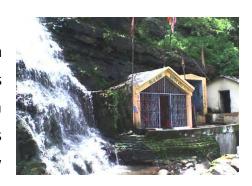
Dang (also known as Dangs) is one of the districts in Gujarat state. District headquarters are located at Ahwa. Dang district is located in the southern part of Gujarat. To the north and west of Dang lies Surat and Navsari districts of Gujarat whereas to its east and south are the districts of the Maharashtra state. Dang is comprises of 311 Villages and has an area of 1764 sq. km. The land of the district is fertile and rocky. Color of the soil is either



red or black. Maize, Rice, Groundnuts, Nagli (raggi), Euphorbia, etc. are the major cultivation of this land. Wheat, Black Gram, Udad, etc are also grown in this soil. Purva and Ambica are the two major rivers of Dang. Other rivers are Khapri, Gira and Ghoghal. All the rivers are flowing into the Arabian Sea.

About Navagaon and Malegaon village

Malegaon is a Village in Ahwa Taluk in Dang District in Gujarat State. Malegaon is 16.3 km far from its Taluk, main Town Ahwa. Malegaon is located 18.4 km distance from its District, main City Ahwa. It is located at a distance of 312 km from its Main City Gandhinagar.



• Crafts/Activities in the District

Malegaon village is quite famous for its art and craft work. Every hamlet in the village has their own distinguish designs and patterns. The area is famous for its leather craft. As part of the tradition every girl in the village is taught to do embroidery at an age when other children usually prefer going to school. Slowly they learn the stitching, making purses, skirts, cholis, quilt, and cover for cattle horn, door hangings, embroidered items embellished with mirrors, shells, beads and tassels and so on

• Artisan covered: No

HARDWARE

Organization/Implementing Agency for Hardware: The Secretary/The Director, Tourism/Gujarat Tourism Dev. Corporation. Itd, Govt. of Gujarat.

Year of Completion of Hardware : 2008

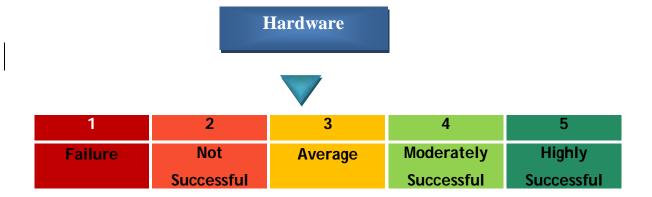
Implementing Agency Details: The Secretary/The Director, Tourism/Gujarat Tourism Dev. Corporation. Itd, Govt. of Gujarat.

Hardware Components:

- 1. Construction of 25 shops, 5 stores, 2 Workspace, 1 displays museum and one training-room.
- 2. Construction of cafeteria, Kitchen, Store and Wash room.
- 3. Rest rooms.
- 4. Tourist Information Center.
- 5. Toilet Block.
- 6. Parking Area.
- 7. Rest room with stone benches.
- 8. Electricity/water supply/drainage.

- 9. Compound wall/signage.
- 10. Landscaping/plantation.

Status of Implementation: They have shifted hardware work from Navagaon and Malegaon to Saputara village & made a Tribal haat. Finally, one school has been made in this building.



SOFTWARE

Organization/Implementing Agency for Software: Centre for Environment Education, Nehru Foundation for Development Thaltej Tekra, Ahmedabad.

Year of Completion of Software

Implementing Agency Details: Centre for Environment Education (CEE) is a national institution engaged in developing programmes and material to increase awareness and concern, leading to action, regarding environment and sustainable development.

Software Components

- 1. Capacity Building.
- 2. Survey, Studies, Workshop & Event.
- 3. Production of tourism related materials.

- 4. Resource inputs for capacity building, promotion and marketing.
- 5. Administrative overhead.

Status of Implementation: Nothing has been implemented till now because funds have not been released by the state govt.)



Perception about the Rural Tourism Project:

1. Hardware work is found to be Satisfactory.

Consultant's Gradation of the Rural Tourism Project: Hardware work has fetched desirable benefits to the villagers while no software work has been carried because of shortage of funds.



Snapshots of the Rural Tourism Project:









Tent House

State : Gujarat

Location : Tera, District- Kachcha

Project Name: Development of Tera village, as a Rural Tourism Destination

Activity/Craft: Heritage

District Portrait

Kutch district (also spelled as Kutch or Kachchh) is formerly-independent district of Gujarat state in western India. Covering an area of 45,612 km², it is the largest district in Gujarat and the second largest district of India after Leh. This district is also famous for ecologically important Banni grasslands with their seasonal marshy wetlands which form the outer belt of Rann of Kutch. Kachchh District is surrounded by Gulf of Kachchh and



Arabian Sea in south and west, while northern and eastern parts are surrounded by Great and Small Rann (seasonal wetlands) of Kachchh.

About Tera village

Tera is a charming heritage village located in the remote Abdasa Taluka of Kutch. The village has a history of over five hundred years. Tera through a large square is a main hub for villagers to meet and chat. There is Ashok Stambh with stone railing. Behind the stone wall there is a fort wall with strategically built gates. Once a Rajwadu village, Tera has been home to diverse communities -



Bhanushali, Koli, Harijan, Parghi, Muslim, Jain, Luhana, Rajput and Brahmin. Some of

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these are known for entrepreneurial activities. Though farming is the main occupation of the village, bandhani craft (tie - and - dye) is also a major form of livelihood of many families.

Crafts/Activities in the District

Kachchh has a strong tradition of crafts. The most famous craft of the region is its diverse embroideries. The finest aari embroidery was carried out for royal and wealthy families. Traditionally women in rural areas do the embroidery for presenting them at the time of giving dowries. Unfortunately many of these fine skills have now been lost though some are being rejuvenated through handicrafts initiatives. In 1950, local Social Leader Dr. Manubhai Pandhi worked with local artists & central Government, to help restore the dying handicraft. Today over 16 different types of embroideries are being produced commercially by a few societies and a couple of private corporations. Some of the finest new embroideries in the world are still being produced by over 6,000 women artisans of the region.

• Artisan covered: No

HARDWARE

Organization/Implementing Agency for Hardware: The Commissioner of Tourism, Govt. of Gujarat, Gandhinagar/ The Director of tourism, Govt. of Gujarat, Gandhinagar.

Year of Completion of Hardware : 2008

Implementing Agency Details: The Commissioner of Tourism, Govt. of Gujarat, Gandhinagar/ The Director of tourism, Govt. of Gujarat, Gandhinagar.

Hardware Components:

- 1. construction of well.
- 2. Development Village Square.
- 3. Providing Street Light.
- 4. Development of ratnabai's Samadhi.
- 5. View Spot above Sumarsar Pond.
- 6. Raja Rani's Seats.
- 7. Tourist Restaurant.
- 8. Tera Heritage Walk.

Status of Implementation:

- 1. Ratnabai's Samadhi has been developed
- 2. Raja Rani's seats have been made
- 3. Panchayat office Gate has been constructed.
- 4. Pond's entrance gate has been constructed.
- 5. Pond's fancying has been repaired.
- 6. Ashok Stumbh has been renovation of
- 7. Wee has been constructed.



SOFTWARE

Organization/Implementing Agency for Software: No

Year of Completion of Software : No

Implementing Agency Details : No

Software Components : No

Status of Implementation : No

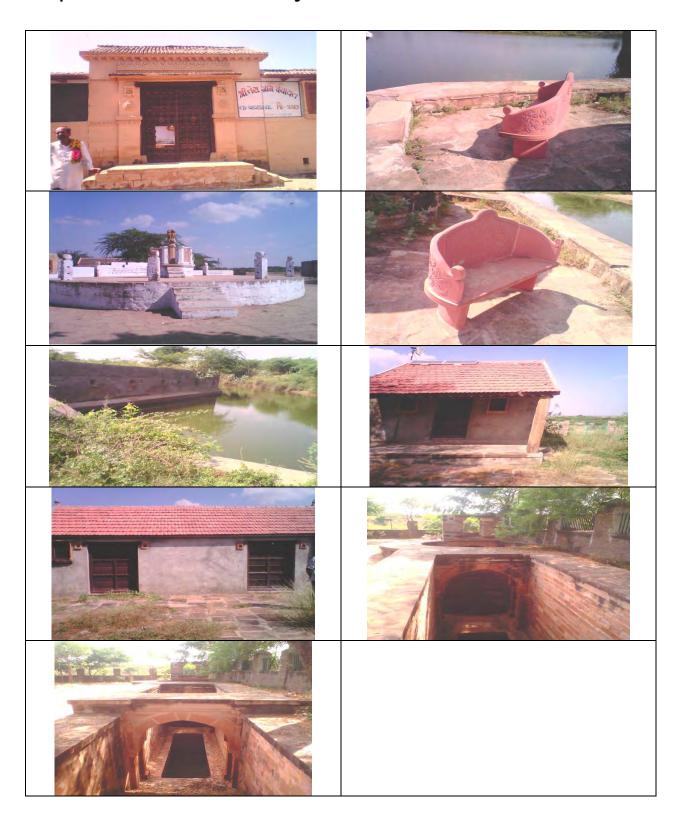
Perception about the Rural Tourism Project:

- 1. Hardware work is completed but satisfactory results are not achieved due to shortage of funds.
- 2. In Ratnabai Samadhi finishing is not complete.
- 3. There is no path towards Ratnabai Samadhi.

Consultant's Gradation of the Rural Tourism Project: No software work was assigned and hardware has not been successfully completed.



Snapshots of the Rural Tourism Project:



State: Haryana

State : Haryana

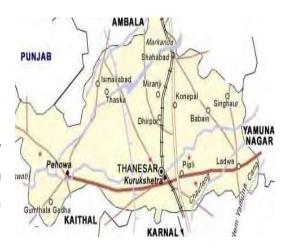
Location : Jyotisar (Kurukshetra)

Project Name: Development of Village Jyotisar as a Rural Tourism Destination.

Activity/Craft: Stuffed toys, Stitching & Kadhai

District Portrait

Kurukshetra pronunciation is a land of historical and religious importance. Historically the land belonged to Punjab now a district in Haryana Kurukshetra district falls in the north-east part of the Haryana State The district is bordered by Karnal district in the south, Kaithal district in the south and south-west, Ambala in the north and Patiala in the north-west.



About Jyotisar

Jyotisar Village is located in Kurukshetra. There are around 1000 households here mainly working in the agriculture and cattle rearing fields. The Ras Leelas are the main attraction of Jyotisar. Mattress making, wood carving, traditional pottery and folk painting are a part of this heritage village. Basket making and bejan making is also done here. Mattress making, wood carving, traditional pottery and folk painting are a part of this heritage village. Basket making and bejan making is also done here.



Crafts/Activities in the District

Dari making, folk painting, pottery making, and wood carving are the main artifacts of Jyotisar village. It's a religious place and most of the activities carried out here are in the religious sense only.

Artisans covered: Total 17 Artisans are involved in this programme. (Craft, Kadhai, Stitching & beautician)

HARDWARE

Organization/Implementing Agency for Hardware:

1. The Dy. Commissioner

Year of Completion of Hardware: 2010

Implementing Agency Details:

1. In charge of Project was DC along with Addl. DC.

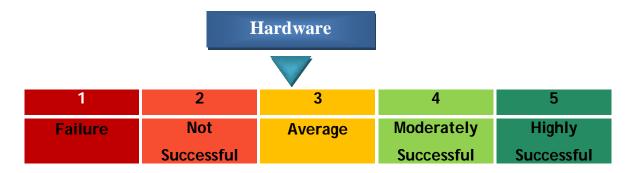
Hardware Components:

- 1. Construction of Ethnic Craft Bazaar accommodation, Ethnic Huts, Reception-cum-Information centre, food court, landscaping of the area.
- 2. Renovation of a rain chaupal, improvement of path along with drains and its illumination.
- 3. Solid waste management for improvement of village and its surrounding.
- 4. Purchase of SDB Boats and other equipments.

Status of Implementation:

- 1. Construction of Ethnic Craft Bazaar accommodation, Ethnic Huts, Reception-cum-Information centre, food court, landscaping of the area has been done.
- 2. Renovation of a rain chaupal, improvement of path along with drains and its illumination has been completed.

3. Solid waste management for improvement of village and its surrounding has been done.



SOFTWARE

Organization/Implementing Agency for Software:

1. S M Sehgal Foundation.

Year of Completion of Software: 2010

Implementing Agency Details:

1. The Sehgal Foundation was established as a Trust in 1999 to help reduce poverty and improve the quality of life in rural India. Its goal is to empower individuals and communities to take care of themselves, and eventually help them become self-sufficient.

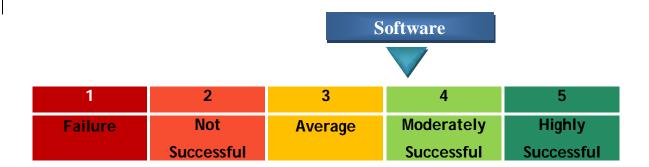
Software Components:

- 1. Baseline data collection
- 2. Awareness generation & orientation
- 3. Data analysis, community based project planning & detailed project implementation.
- 4. Community conservation drives
- 5. Development of guidelines & standards & tourism management training.
- 6. Formation of SHG.
- 7. Common facility for craft development.

- 8. Marketing development activities for non-craft items.
- 9. Capacity building of select group & developing folk Troupe.
- 10. Skill building/training for running hygienic cuisine hut.
- 11. Training of select group for managing tourism complex.
- 12. Training on various skills for them, village vishram sthal, vishvas Kendra
- 13. Materials for information centre
- 14. Vocational training in services sector
- 15. Pre-planning 5 house hold for hosting tourist training bed & breakfast.
- 16. Capacity building for creating village level institution.

Status of Implementation:

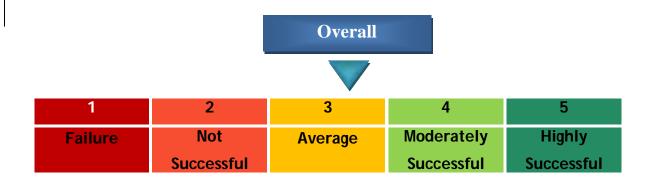
- 1. Baseline data collection has been completed
- 2. Awareness workshop has been completed
- 3. Awareness building has been completed
- 4. Training for tourism service capacity building has been completed
- 5. Packaging of culture and craft based tourism products has been completed
- 6. Workshops on social mobilization and interpretation has been completed
- 7. Data analysis, community based project planning & detailed project implementation
- 8. Community conservation drives
- 9. Formed of SH.
- 10. Facilitation setting up of craft museums, rural tourism product related infrastructure and activities
- 11. Training to improve product marketing skills has been completed
- 12. Training and awareness on environment safeguards has been completed



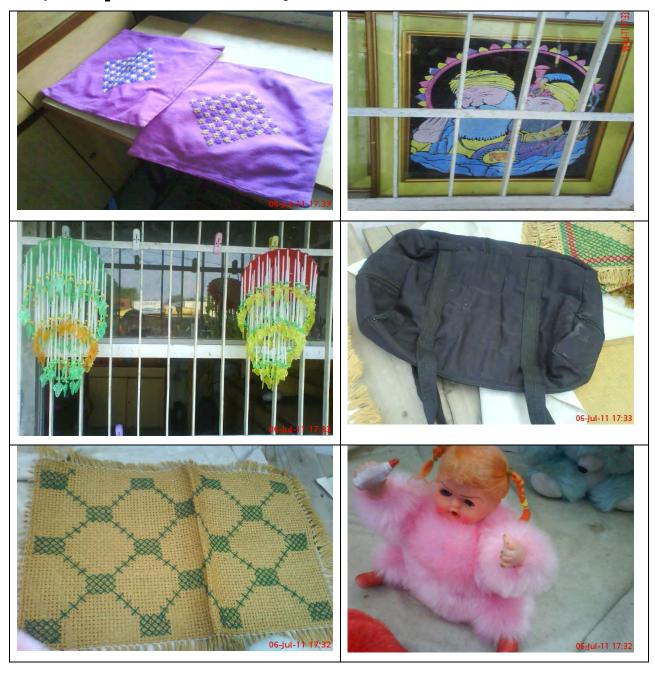
Perception about the Rural Tourism Project:

- 1. Quality of product improved after the artisans received training.
- 2. Production of tourism product has improved quite a bit.
- 3. There has been a substantial increase in the income of people associated with the project.
- 4. Overall the beneficiaries are satisfied with this project.

Consultant's Gradation of the Rural Tourism Project: The hardware components as well as the software components of this project has been completed and is in good condition. The software component implementation has helped the artisans and ladies involved with the project to get a better lifestyle and living conditions. Also there has been an increase in the tourist arrivals to the site. Overall this project has been a success.



Snapshots of the Rural Tourism Project:







State: Himachal Pradesh

State : Himachal Pradesh

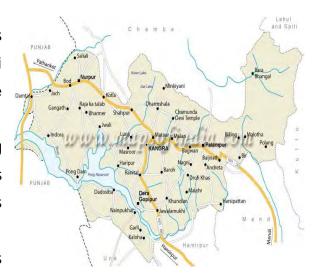
Location : Village Baroh, District kangra

Project Name: Development of Village Baroh, as a Rural Tourism Destination

Activity/Craft: Gurukul Culture/Spiritual.

District Portrait

Kangra district of Himachal Pradesh is situated in West. In the East it touches Mandi district, in North with Kullu and Chamba. The district has considerable diversity in its soils, physiography, land use pattern and cropping system. On the basis of these, the district has further been divided into five-sub -situations i.e. Pir Panjal, Dhauladhar, Kangra Shiwalik, Kangra Valley and Beas Basin. Dharamshala is



the headquarters of the Kangra district. Kangra valley is one of the most pleasant, relaxing and spiritual places in the Himalayas.

About village Baroh

Village Baroh is in district Kangra, 42kms from district HQ Dharamshala and 23kms from Kangra.

Crafts/Activities in the District

Kangra School of paintings is an integral part of art literature; there are miniature paintings made with vegetable dyes based on love themes of Radha and Krishna. One can find influence of this style of paintings in other handicrafts too. The art of embroidery is based on it and covers handkerchiefs, scarves, shawls, kurtas etc. The rugs, carpets and blankets too bear beautiful and colorful designs. The other school of painting that exists in the district is the Gompha School. At one time, it was confined only to the monasteries; one part of it is completely Buddhist and is in original form as before. Another part of this painting style has combined the Kangra School and what we get to see is a mixture or combination of the two. The typical and varied dressing styles of the people of Kangra can be seen in the dolls that can be seen in the markets. The dolls are life like and beautiful and the traditional costumes are exquisite. The most common tribe to be found here is the Gaddi tribe.

HARDWARE

Organization/Implementing Agency for Hardware: Commissioner Tourism & Civil Aviation, Govt. of Himachal Pradesh, Simla/ PWD.

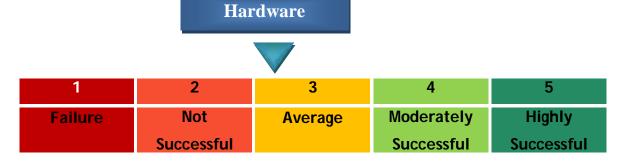
Year of Completion of Hardware : On going

Hardware Components:

- 1. Improvement of Tourist Accommodation providing bathrooms, WC's Lockers, Chowkidar room in existing Sarai is going to be converted into Dormitory Accommodation.
- 2. Improvement of tourist's compound accommodation by way of filling, leveling, adding sand, manure to make the lawn better and to be able to grow flowers, hedges and ornamental plants & making good parking place for vehicles.
- 3. Providing and fixing compound gate made up of steel, section which is open and lockable.
- 4. Improvement of path by putting flag stones.
- 5. Providing wayside amenities, toilet block, view point
- 6. Development of park by improving slopes, growing plants, making it good for children, boundary wall.
- 7. Hats

- 8. Chopal
- 9. Construction of paths from Radha Krishna Temple to Bathu Khad.
- 10. Providing water and electricity to tourist accommodation and park.

- 1. Improvement of Tourist Accommodation providing bathrooms, WC's Lockers, Chowkidar room in existing Sarai to be converted into Dormitory Accommodation have been done.
- Improvement of compound of tourist accommodation by way of filling, leveling, adding sand, manure to make the lawn better and to be able to grow flowers, hedges and ornamental plants & making good parking place for vehicles have been done.
- 3. Providing and fixing compound gate made of steel which can be opened and locked have not been done.
- 4. Improvement of path by putting flag stones has been done.
- 5. Providing wayside amenities, toilet block, view point
- 6. Development of park by improving slopes, growing plants, making it good for children, boundary walls have not been done.
- 7. Huts have been made.
- 8. Chopal has not been made.
- 9. Construction of paths from Radha Krishna Temple to Bathu Khad has been partly done.
- 10. Providing water and electricity to tourist accommodation and park have not been done.



Perception about the Rural Tourism Project:

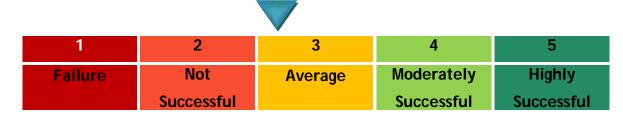
- 1. Over all satisfactory work has been done.
- 2. Construction of paths from Radha Krishna Temple to Bathu Khand is in a bad condition at present.

Consultant's Gradation of the Rural Tourism Project:

- 1. No Signage for Ancient Temple.
- 2. Radha Krishna Temple to Bathu Khand need to repair most.
- 3. TRC is most necessary for that place.

Snapshots of the Rural Tourism Project:





State : Himachal Pradesh

Location : Village Naggar, District Kullu

Project Name: Development of Village Naggar, as a Rural Tourism

Destination

Activity/Craft: Himachal Heritage.

District Portrait

Kullu is a district in Himachal Pradesh. The district stretches from the village of Rampur in south to the Rohtang Pass in North. The largest valley in the district is called the Kullu Valley, which is also known as the Valley of Gods. There is also a town called Kullu which sits on the banks of Beas River in the central part of the valley. Another important valley in the district is Lug valley where the main forest contractors have been extracting timber from the forests



for the last 150 years and continue to do so till today. Further, Manali lies in north of the district.

About village Naggar

The ancient seat of the kings of Kullu was at Naggar Castle, about 12 km north from the present town, and thought to have been built in the early 17th century by Raja Sidh Sing. Raja Jagat Singh (1637-72) moved the capital in the



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middle of 17th century to its present position, and is known as Sultanpur. The Royal compound consists of the "Rupi Palace, several temples, and a long narrow bazaar descending from the hill."

Crafts/Activities in the District

The artisans of Kullu valley pursue a rich heritage of handlooms and handicrafts. There is an amazing range of beautiful handloom and handicraft products in Kullu. In Kullu Valley a large section of the population is involved in Handicraft industry. Naggar village is also popular for wood work. Timber along with dry stones and deodar and Spruce wood is famous for all the architectural designs of Naggar Village. It a materialistic combination, the bonding makes it realistic and the final glow of the building makes it perfect for the Naggar environment. Wood and Metal Craft works are usually done in Naggar. It can be readily seen in the temples here. Most of the deities are carved out of Metal whereas the carvings on the temple walls are made of wood. To add more, villagers also indulge in making shawls, socks and pattu which are all handmade.

• Artisans covered: 15 SHG were found at that time. Approximately 150 artisans were covered at that time.

HARDWARE

Organization/Implementing Agency for Hardware: The Deputy Commissioner, Kullu

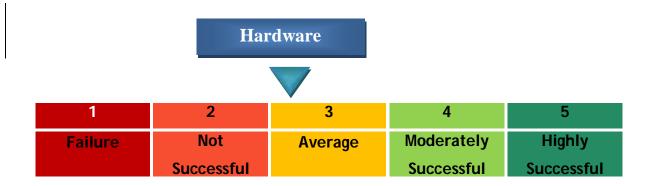
Year of Completion of Hardware : 2009

Hardware Components:

- 1. 4 Community Toilets.
- 2. Street Pavement / Drainage.
- 3. Site Development of Temples.

- 4. Garbage Drums.
- 5. Solid Waste Managements
- 6. Remodeling of Open Air Theatre
- 7. Renovation of Gol Sarai Building.
- 8. 20 Solar Street Lights.
- 9. Adventure Tourism Equipments
- 10. Tented Accommodation.
- 11. Improvement of private houses/toilets for visitor stays.

- 1. 4 Community Toilets have been made.
- 2. Street Pavement / Drainage have been completed.
- 3. Site Development of Temples has been done.
- 4. Garbage Drums have been completed.
- 5. Solid Waste Management have not been completed.
- 6. Remodeling of Open Air Theatre has been done.
- 7. Renovation of Gol Sarai Building has been done.
- 8. 20 Solar Street Lights have been fixed.
- 9. Equipments for making Tourism adventurous have been purchased.
- 10. Tented Accommodation has been purchased.
- 11. Improvement of private houses/toilets for visitor stays has been done.



SOFTWARE

Organization/Implementing Agency for Software: Society for Advancement of Village Economy. Kullu.

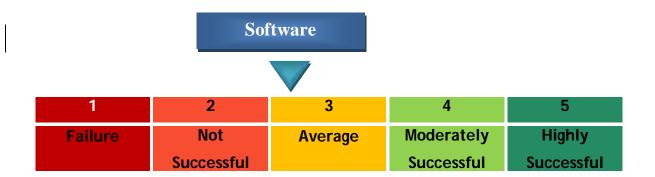
Year of Completion of Software : 2009.

Implementing Agency Details: Society for Advancement of Village Economy was started in the Sainj Valley, in the Banjar Development Block of Kullu district in Himacal pradesh in 1992. The organisation's activities included community organisation, education and social development.

Software Component

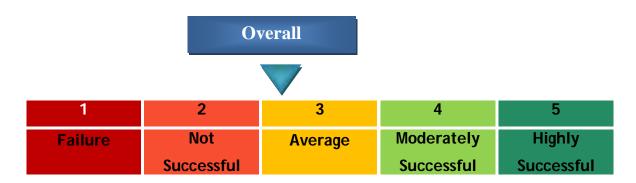
- 1. Sensitization & capacity building.
- 2. Baseline and mapping of target area
- 3. Promoting gender equality & participation.
- 4. Addressing issues of poverty & livelihood.
- 5. Networking & linkage.
- 6. Programme management.

- 1. Sensitization & capacity building have been done.
- 2. Baseline and mapping of target area have been done.
- 3. Promoting gender equality & participation have been done.
- 4. Addressing issues of poverty & livelihood have been done.
- 5. Networking & linkage have been done.
- 6. Programme management has been done.
- 7. Guide training has been implemented.



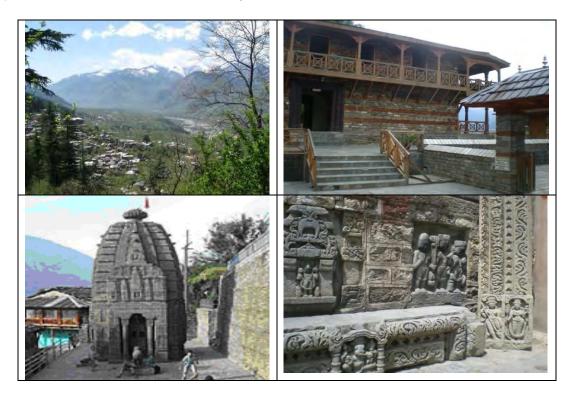
Perception about the Rural Tourism Project:

- 1. Now only 4 solar street lights are working.
- 2. Over all hardware work is acceptable.
- 3. Open Air Theater does not have any maintenance.
- 4. Gol Sarai Building also has no maintenance.
- 5. No signage.
- 6. Domestic tourists have increased.
- 7. Equipments for making Tourism adventurous /tented accommodation condition are not in good condition.
- 8. Over all software work is not satisfactory.
- 9. Beneficiaries don't get benefits after receiving training.
- 10. Their socio economic condition has also not improved.



Consultant's Gradation of the Rural Tourism Project: This project has been completed in the year 2009 but is not very successful. It is not having continuous profits and all the components mentioned in the Govt. order have not been constructed.

Snapshots of the Rural Tourism Project:



State : Himachal Pradesh

Location : Village Paragpur, District kangra

Project Name: Development of Village Paragpur, as a Rural Tourism Destination

Activity/Craft: Himachal Heritage

District Portrait

Kangra district of Himachal Pradesh is situated in West. The district has varying altitude ranging from 427 to 6401m above mean sea level, with some plain areas touching Gurdaspur district of Punjab in the West and Una district of H.P. in the South. In the East it touches Mandi district, in North with Kullu and Chamba. The district has considerable diversity in its soils,



physiographic, land use pattern and cropping system. On the basis of these, the district has further been divided into five-sub-situations i.e. Pir Panjal, Dhauladhar, Kangra Shiwalik, Kangra Valley and Beas Basin. Dharamshala is the headquarters of the Kangra district. Kangra valley is one of the most pleasant, relaxing and spiritual places in the Himalayas.

About village Paragpur

The Kangra Valley, where Heritage Village Pragpur is located is panoramic and replete with history. It is the home of the famous Kangra School of painting and probably the world's - most certainly India's - oldest ruling lineage comes from here. The area of Pragpur was a part of the Principality of Jaswan



whose chief, in the late 16th or early 17th Century charged a band of learned men, led by a Kuthiala Sood. Heritage Village Pragpur is ideal if one wants to visit and see natural land beauty, which is being promoted as an example of community involvement in tourism. The Indian National Trust for Art and Cultural Heritage jointly with the government of Himachal Pradesh is developing and preserving Heritage Village Pragpur. Pragpur is about 2,000 feet above sea level and just 60 km away from Dharamsala. Prag in Sanskrit translates to pollen. In a way it aptly describes the area of Pragpur which blossoms in spring season.

Crafts/Activities in the District

Kangra School of paintings is an integral part of art literature; there are miniature paintings made with vegetable dyes based on love themes of Radha and Krishna. One can find influence of this style of paintings in other handicrafts too. The art of embroidery is based on it and covers handkerchiefs, scarves, shawls, kurtas etc. The rugs, carpets and blankets too bear beautiful and colorful designs. The other school of painting that exists in the district is the Gompha School. At one time, it was confined only to the monasteries; one part of it is completely Buddhist and is in original form as before. Another part of this painting style has combined the Kangra School and what we get to see is a mixture or combination of the two. The typical and varied dressing styles of the people of Kangra can be seen in the dolls that can be seen in the markets. The dolls are life like and beautiful and the traditional costumes are exquisite. The most common tribe to be found here is the Gaddi tribe.

HARDWARE

Organization/Implementing Agency for Hardware: Himachal Pradesh Tourism Development Corp. Ltd/Indian National Trust For Art and Cultural Heritage (INTACH)

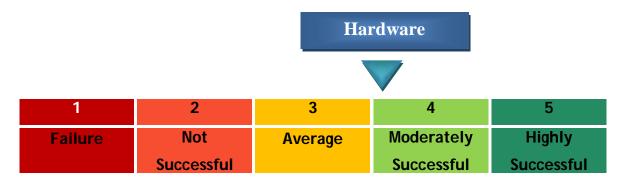
Year of Completion of Hardware : 2011

Implementing Agency Detail: Himachal Pradesh Tourism Development Corp. Ltd/Indian National Trust For Art and Cultural Heritage (INTACH) The Indian National Trust for Art and Cultural Heritage (INTACH) is India's largest non-profit membership organization dedicated to conservation and preservation of India's natural, cultural, living, tangible and intangible heritage.

Hardware Components:

- 1. Tourist's Reception Centre and parking at Pragpur.
- 2. Development of Herbal Park & rural Theatre, Pragpur.
- 3. Solar Street lights in the park, parking area in Pragpur.
- 4. Providing and fixing signage at different places in and around Pragpur.
- 1. General Landscaping at Pragpur.
- 2. Contingencies.
- 3. Landscaping around water body at village Gorli Pragpur

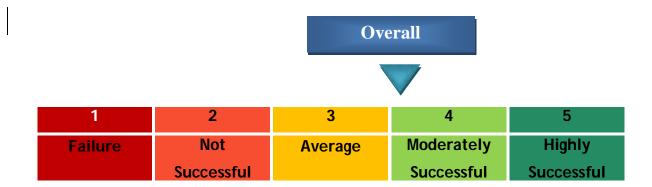
- 1. Tourist's Reception Centre and parking at Pragpur have been made.
- 2. Development of Herbal Park & rural Theatre, Pragpur has not been done.
- 3. Solar Street lights in the park, parking area in Pragpur have been made.
- 4. Providing and fixing signage at different places in and around Pragpur have been done.
- 5. General Landscaping at Pragpur has been done.
- 6. Contingencies
- 7. Landscaping around water body at village Gorli Pragpur has been done.



Perception about the Rural Tourism Project:

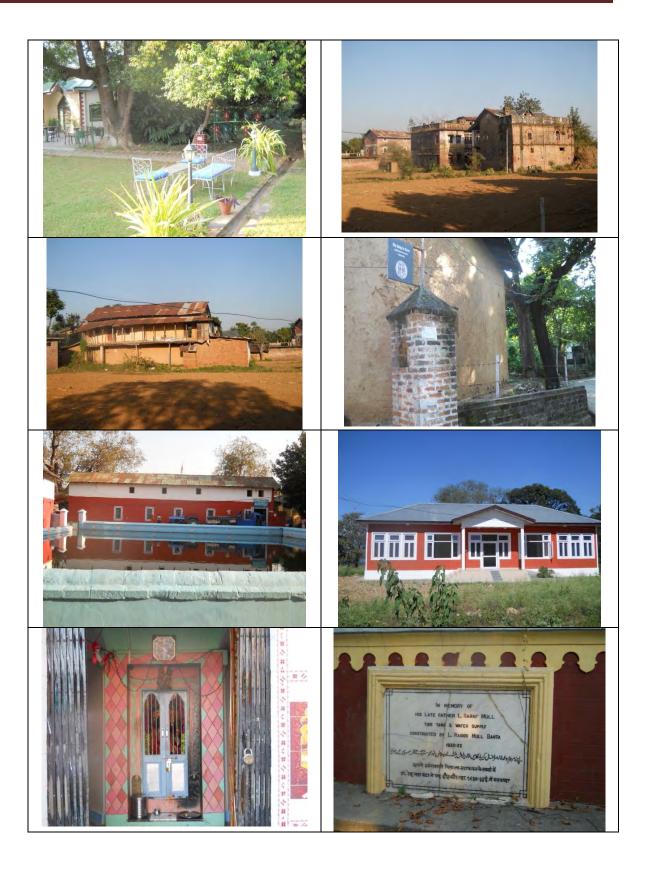
- 1. They constructed Tourist's Reception centre 8 km away from Pragpur. That is useless.
- 2. Solar Street lights in the park, Parking area and streets in Pragpur have been made but are not functioning.

Consultant's Gradation of the Rural Tourism Project: This project has to be completed by the end of 2011. So, by the end of the year or from the next year it might benefit the villagers and enhance their socio-economic conditions.



Snapshots of the Rural Tourism Project:





State: Jammu & Kashmir

State : Jammu & Kashmir

Location : Jheri Village, District- Jammu

Project Name: Development of Jheri village as a Rural Tourism Destination.

Activity/Craft: Adventure/Spiritual.

District Portrait

Jammu district derives its name from the city of Jammu, is known as the city of temples. The district is bounded in the north and north east by the Tehsils of Reasi, Udhampur district in the east and south east partly by tehsil Ramnagar of Udhampur district and partly by tehsil Billawar of Kathua district in the south and south west, Kathua district and Sialkote district of Rawalpindi (Pak)



and in the north west by Tehsil Nowshara of district Rajouri and parts of the district Bhimber which are now under Pakistan. The District comprises of five tehsils i.e. Jammu, Samba, R.S. Pura, Akhnoor and Bishnah. The entire district can be divided into two distinct portions. The area forming north of Jammu-Chhamb road and Jammu-Pathankot road which is known as Kandi area is under-developed and is mostly rainfed. The area to the south of these roads is largely fed by canal and tubewells for

irrigation purposes and is relatively more prosperous.

About Jheri

Jheri is a small village in Jammu district, famous for Baba Jitto Shrine. An annual fair is held in the name of Baba Jitu, a simple and honest farmer who preferred to kill himself rather than accept the



demands of the local landlord

related to field and crops. He killed himself in the village of Jhiri, 14 km from Jammu. A legend has grown around Baba and his followers who congregate at Jhiri on the appointed day from every corner of North India.

Crafts/Activities in the District

In Jammu people expertise in making carpets, baskets, wall hangings, and other handicraft items. District is also popular in wooden work, silverware and shawls with unmatched embroidery

Artisans covered: No

HARDWARE

Organization/Implementing Agency for Hardware: The Secretary/Director Tourism, Govt. of J & K/ District collector.

Year of Completion of Hardware: 2009

Implementing Agency Details: The Secretary/Director Tourism, Govt. of J & K/ District collector.

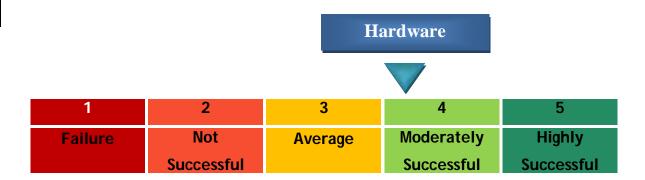
Hardware Components:

- 1. Construction of concrete floor with plain cement and water drainage system.
- 2. Up gradation of ancient temple.
- 3. Development of park by way of cutting, filing and turfing.
- 4. Grill fencing around the park including fixing of ornamental iron gate.
- 5. Up gradation of existing natural spring-stone along with installation of pump with bathrooms.
- 6. Construction of Amphitheatre.
- 7. Construction of bathrooms, sitting arrangements & and drinking water facilities.

8. Construction of rain Shelter shed/passenger shed.

Status of Implementation:

- Concrete floor with plain cement and water drainage system has been constructed.
- 2. Up gradation of ancient temple has been done.
- 3. Development of park by way of cutting, filing has been done.
- 4. Grill fencing around the park including fixing of ornamental iron gate has been made.
- 5. Up gradation of existing natural spring-stone along with installation of pump with bathrooms has been completed.
- 6. Amphitheatre has been constructed.
- 7. Construction of bathrooms, sitting arrangements & and drinking water facilities have been provided.
- 8. Construction of rain Shelter shed/passenger shed has been made.



SOFTWARE

Organization/Implementing Agency for Hardware: Principal Secretary, Director Tourism, Govt. of J & K.

Year of Completion of software: 2009

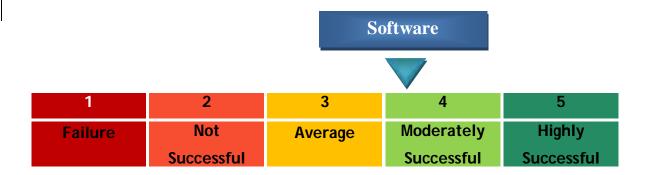
Implementing Agency Details: Principal Secretary, Director Tourism, Govt. of J & K.

Software Components:

- 1. Baseline survey using participatory rural appraisal.
- Formulation of Local Tourism Development/Management Committee (Community participation) Panchayat's (Monthly Meetings).
- 3. Workshop aimed at sensitization (including gender sensitization) awareness building, social mobilization and interpretation (for awareness camps).
- 4. Training programmes in tourism services, capacity building including visitor handling skill (lodging, tourist guides, F&B service, Marketing etc.) (two workshops worth Rs.0.50 lakh x2).
- 5. Short-term training course in photography, Horoscope through computer, Fish culture, Mushroom cultivation, silk worm rearing (Rs. 0.60 lakh per programme).
- 6. Training programme in capacity building in entertainment through local folk culture activities.
- 7. Training programme in naturopathy/yoga/ayurveda (including Hygiene/sanitation programme).
- 8. Workshops/Camps on tourism incentive schemes (Rs.0.50 lakh x4).
- 9. Production of publicity folders/signage/wall paintings, web page on tourism website.
- 10. Pickles, Fruit jam & Bakery training course.
- 11. Celebration of fairs and food festivals

- 1. Baseline survey using participatory rural appraisal has been done.
- 2. Local Tourism Development/Management Committee (Community participation) Panchayat's has been Formulated.
- 3. Workshop aimed at sensitization (including gender sensitization) awareness building, social mobilization and interpretation (for awareness camps) done.

- Training programmes in tourism services, capacity building including visitor handling skill (lodging, tourist guides, F&B service, Marketing etc.) has been provided
- 5. Short-term training course in photography, Horoscope through computer, Fish culture, Mushroom cultivation, silk worm rearing has been provided.
- 6. Training programme in capacity building in entertainment through local folk culture activities has been provided.
- 7. Training programme in naturopathy/yoga/ayurveda (including Hygiene/sanitation programme) has been provided.
- 8. Workshops/Camps on tourism incentive schemes have been provided.
- 9. Production of publicity folders/signage/wall paintings, web page on tourism website has been done
- 10. Pickles, Fruit jam & Bakery training courses have been provided.
- 11. Celebration of fairs and food festivals has been done.



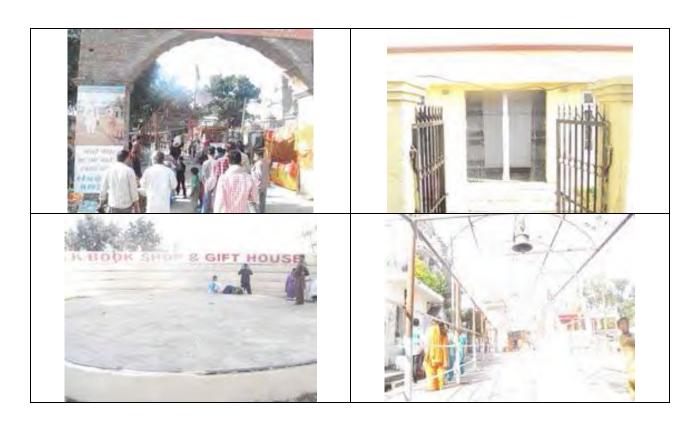
Perception about the Rural Tourism Project:

- 1. Hardware work was completed successfully in 2009.
- 2. Overall both hardware & software work are satisfactory.
- 3. Tourist flow has also increased after implementation of this project.
- 4. More accommodation is needed.
- 5. Artisan also getting benefit.
- 6. This project has improved socio economic conditions.

Consultant's Gradation of the Rural Tourism Project: This project has been successfully completed in the year 2009. It is completely giving benefits to the villagers.



Snapshots of the Rural Tourism Project:



State : Jammu & Kashmir

Location : Dori Degair (District- Jammu)

Project Name: Development of Dori Degair as a Rural Tourist Destination.

Activity/Craft : Culture

District Portrait

Jammu district derives its name from the city of Jammu which besides being the winter capital of the state, is known as the city of temples. The district bounded in the north and north east by the Tehsils of Reasi in Udhampur district in the east and south east partly by tehsil Ramnagar of



Udhampur district and partly by tehsil Billawar of Kathua district, in the south and south west by Kathua district and Sialkote district of Rawalpindi (Pak) and in the north west by Tehsil Nowshara of district Rajouri and parts of the district Bhimber now under the occupation of Pakistan. The District comprises five tehsils i.e. Jammu, Samba, R.S.Pura, Akhnoor and Bishnah. The entire district can be divided into two distinct portions. The area forming north of Jammu-Chhamb road and Jammu-Pathankot road which is known as Kandi area is comparatively under-developed and is mostly rain fed. The area south of these roads is largely fed by canal and tube wells for irrigation purposes and is relatively more prosperous.

- About Dori Degair. Dori Degair is a small village in Jammu district.
- Crafts/Activities in the District

Jammu has expertise in making carpets, baskets, wall hangings, and other handicraft items. Also popular is wooden work, silverware and shawls with unmatched embroidery.

HARDWARE

Organization/Implementing Agency for Hardware: The Secretary/Director Tourism, Govt. of J & K/ PWD.

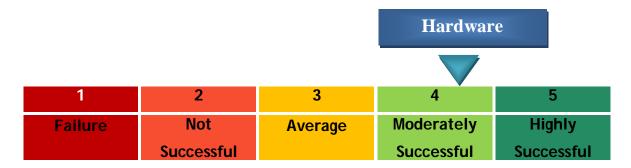
Year of Completion of Hardware: 2009.

Hardware Components: Central components of the project are as follows:-

- Construction of Dormitory.
- Construction of Public conveniences.
- Construction of Parking place by way of earth work, shingling, metalling and premixing complete near Panchayat Ghar.
- Construction of View Point.
- Construction of shopping complex near temple.
- Landscaping and construction of park near Yatri Bhavan and construction of Amphitheatre.
- Providing and fixing steel benches.
- Providing and fixing of sodium, light including G.I. vertical poles and conductors complete job.
- Renovation of existing Yatri Shed by angles and fabricated sheets.

- Construction of Dormitory completed.
- Construction of Public conveniences done.

- Construction of Parking place using earth work, shingling, metal and premixing complete near Panchayat Ghar.
- Construction of View Point complete.
- Constructed 3 shops near temple.
- Landscaping and construction of park near Yatri Bhavan and construction of Amphitheatre done.
- Providing and fixing steel benches done.
- Providing and fixing of sodium light including G.I., vertical poles and conductors has not been done.
- Renovation of existing Yatri Shed using fabricated sheets has been done.



SOFTWARE

Organization/Implementing Agency for Software: The Secretary/ Director Tourism/People's Education & Association for Culture & Equality, Jammu.

Year of Completion of Software: 2009

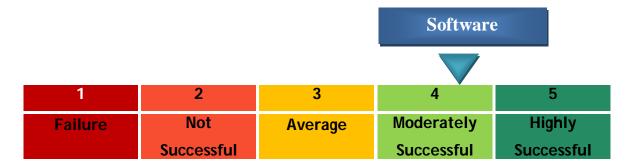
Software Components:

- Baseline survey using participatory rural appraisal.
- Formulation of Local Tourism Development/Management.
- Workshop aimed at sensitization (including gender sensitization).

- Training programme in tourism service, Capacity building including visitorhandling skills.
- Training programme in capacity building in village Handicrafts.
- Short term training course in photography, pickle and jam making, computer typing.
- Handloom, cutting, Tailoring and training centre.
- Training programme in capacity building in entertainment through local folk culture activities.
- Training programme in naturopathy/yoga/ayurveda.
- Workshops/camps (4 no.) on tourism incentive schemes.
- Production of publicity folders, signage/wall paintings, Hosting of web page on tourism website.
- Celebration of fairs and food festivals.

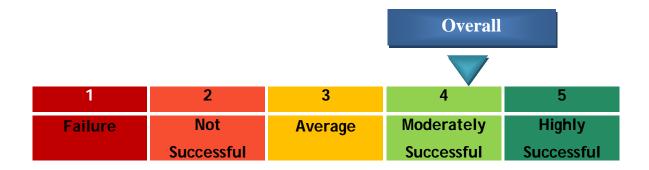
- Baseline survey using participatory rural appraisal done.
- Formulation of Local Tourism Development/Management done.
- Workshop aimed at sensitization (including gender sensitization) done.
- Training programme in tourism service, Capacity building including visitorhandling skills done.
- Training programme in capacity building in village Handicrafts done.
- Short term training course in photography, pickle and jam making, computer typing done.
- Handloom, cutting, tailoring and training centre done.
- Training programme in capacity building in entertainment through local folk culture activities done.
- Training programme in naturopathy/yoga/ayurveda done.
- Workshops/camps (4 no.) on tourism incentive schemes done.

- Production of publicity folders, signage/wall paintings, Hosting of web page on tourism website done.
- Celebration of fairs and food festivals done.



Perception about the Rural Tourism Project:

- Hardware work is satisfactory.
- Dormitory is in a very good condition but not in use till now.
- Drinking water is urgently needed here.
- Regarding software project, artisans are not satisfied.
- Training period is also very less.
- No improvement in socio economic condition.



Consultant's Gradation of the Rural Tourism Project: Majority of the hardware and software components have been implemented in this project, but since the artisans are not satisfied with the quality of the trainings provided and also since no

improvement in social and economic conditions has happened, this project is rated as moderately successful.

Snapshots of the Rural Tourism Project:













State : Jammu & Kashmir

Location : Surinsar, District-Jammu

Project Name: Development of Jheri village as a Rural Tourism Destination.

Activity/Craft: Adventure (Trekking)

District Portrait

Jammu District situated on a hillock, on the bank of river Tawi and is bound by Udhampur district in the north and northeast, Kathua district in the east and southeast, Pakistan(Sialkote) in west and Rajauri district and POK (Bhimber) in the northwest. Its skyline was once dotted with glittering spires of temples. These spikes are no longer visible as most of these are hidden behind multi



storyed buildings. The city has numerous shrines for muslims, sikhs & christians also. Jammu also serves as base camp for the holy shrine of Vaishno Devi. Jammu is also the Railhead of the state.

About Surinsar

Surinsar village famous for lake, Surinsar Lake is approximately 24 km from Jammu. This lake is a beautiful and peaceful site to watch. Surrounded by forests covered hilly terrains, lake is a famous tourist spot. According to one Hindu mythology the origination of the lake is related to the legendary warrior from Mahabharata, Arjuna. It is believed that Arjuna shot an arrow into Mansar land and arrow pierced the earth and came out through a place where Surinsar Lake is situated.



Crafts/Activities in the District

In Jammu people expertise in making carpets, baskets, wall hangings, and other handicraft items. District is also popular in wooden work, silverware and shawls with unmatched embroidery

• Artisans covered: No

HARDWARE

Organization/Implementing Agency for Hardware: The Principal Secretary/ the Director General, Tourism, Govt. of J & K.

Year of Completion of Hardware: 2009

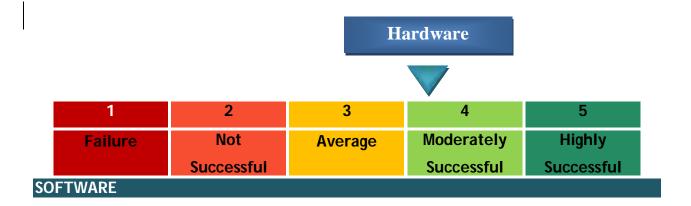
Implementing Agency Details The Principal Secretary/ The Director General, Tourism, Govt. of J & K.

Hardware Components:

- 1. Up gradation of existing Tourist Bungalow/Staff Quarter.
- 2. Renovation by way of plastering re-tiling of roof, painting distempering and making of lifts.
- 3. Construction of information counter fabricated with pre laminated board over G.I. Studs and top granite slab complete job.
- 4. Modification of Kitchen by way of providing and fixing of pre-fabricated cabinets made up of Godrej.
- 5. Providing and fixing of granite top over kitchen counter.
- 6. Construction of Manholes including CL cover.
- 7. Construction of Septic tank in M: 10 grade including making partition of half Brick masonry.
- 8. Construction of water storage tank for drinking water purpose.
- 9. Landscaping of the area around tourist Bungalow by way of earth filling/cutting.

- 10. Construction of public Convenience general Toilets (6 x 119) Sqft.
- 11. Fitting of six sanitary pieces.
- 12. Providing and fixing street lights including G.I. Vertical Plies, wiring shades and other necessary fittings.
- 13. Construction of Amphitheatre.

- 1. Up gradation of existing Tourist Bungalow/Staff Quarter has been done.
- 2. Renovation by way of plastering re-tiling of roof, painting distempering and making lifts has been done.
- 3. Information counter fabricated with pre laminated board over G.I. Studs and top granite slab has been constructed
- 4. Modification of Kitchen by way of providing and fixing of pre-fabricated cabinets made up of Godrej has not been done.
- 5. Providing and fixing of granite top over kitchen counter has not been done.
- 6. Construction of Manholes including CL cover has been done.
- 7. Construction of Septic tank in M: 10 grades including making partition of half Brick masonry has been done.
- 8. Water storage tank for drinking water purpose constructed.
- 9. Landscaping of the area around tourist Bungalow by way of earth filling/cutting has been done.
- 10. Public Convenience general Toilets have been constructed.
- 11. Sanitary fittings have not been purchased.
- 12. Providing and fixing street lights including G.I. Vertical Plies, wiring shades and other necessary fittings has not been done.
- 13. Amphitheatre has been constructed.



Organization/Implementing Agency for Hardware: The Secretary/Director Tourism, Department of Tourism, Govt. of J & K/ Operational Research Bureau of Socio-Economic Educational Aid Society

Year of Completion of software: 2009

Implementing Agency Details: The Secretary/Director Tourism, Department of Tourism, Govt. of J & K/ Operational Research Bureau of Socio-Economic Educational Aid Society

Software Components:

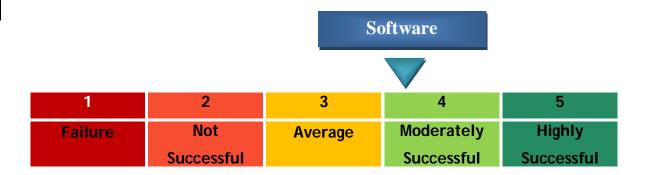
- 1. Baseline survey using participatory rural appraisal.
- 2. Formulation of Local Tourism Development/Management Committee (Community participation) Panchayat's (Monthly Meetings).
- 3. Workshop aimed at sensitization (including gender sensitization) awareness building, social mobilization and interpretation (for awareness camps).
- 4. Training programmes in tourism services, capacity building including visitor handling skill (lodging, tourist guides, F&B service, Marketing etc.) (two workshops worth Rs.0.50 lakh x2).
- 5. Short-term training course in photography, Horoscope through computer, Fish culture, Mushroom cultivation, silk worm rearing (Rs. 0.60 lakh per programme).

- 6. Training programme in capacity building in entertainment through local folk culture activities.
- 7. Training programme in naturopathy/yoga/ayurveda (including Hygiene/sanitation programme).
- 8. Workshops/Camps on tourism incentive schemes (Rs.0.50 lakh x4).
- 9. Production of publicity folders/signage/wall paintings, web page on tourism website.
- 10. Pickles, Fruit jam & Bakery training course.
- 11. Celebration of fairs and food festivals

Status of Implementation:

- 1. Baseline survey using participatory rural appraisal has been done.
- 2. Local Tourism Development/Management Committee (Community participation) Panchayat has been Formulated.
- 3. Workshop aimed at sensitization (including gender sensitization) awareness building, social mobilization and interpretation (for awareness camps) done.
- 4. Training programmes in tourism services, capacity building including visitor handling skill (lodging, tourist guides, F&B service, Marketing etc.) has been provided
- 5. Short-term training course in photography, Horoscope through computer, Fish culture, Mushroom cultivation, silk worm rearing has been provided.
- 6. Training programme in capacity building in entertainment through local folk culture activities has been provided.
- 7. Training programme in naturopathy/yoga/ayurveda (including Hygiene/sanitation programme) has been provided.
- 8. Workshops/Camps on tourism incentive schemes have been provided.
- 9. Production of publicity folders/signage/wall paintings, web page on tourism website has been done
- 10. Pickles, Fruit jam & Bakery training courses have been provided.

11. Celebration of fairs and food festivals has been done.



Perception about the Rural Tourism Project:

- 1. Hardware work was completed successfully in 2009.
- 2. Overall both hardware & software work are satisfactory.
- 3. Tourist flow has also increased after implementation of this project.
- 4. More accommodation is needed.
- 5. Artisan also getting benefit.
- 6. This project has improved socio economic conditions.

Consultant's Gradation of the Rural Tourism Project: This project has been successfully completed in the year 2009. It is completely giving benefits to the villagers.



Snapshots of the Rural Tourism Project:



Lake side development.



Lake side development



Sitting sheds



Surinsar lake



Artisan



Artisan

State : Jammu & Kashmir

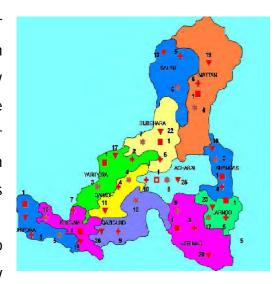
Location : Akingaam (District- Anantnag)

Project Name: Development of Akingaam as a Rural Tourist Destination.

Activity/Craft : Culture (Folk Dance Bhand Pathar)

District Portrait

Anantnag is one of the six districts of the Kashmir Valley situated in its south and south western direction. Bounded in the north and north-west by Srinagar and Pulwama districts respectively and in the north east by Kargil district. Its entire southern sector and major part of the eastern region is strewn with thick forests and mountains. Anantnag district is reputed for the health resorts situated in the district. Devotees gather in large numbers to the district to visit the sacred cave of Amaranth. It is surrounded by



the high snow covered peaks of the Himalayan mountain ranges and has a number of natural springs and streams.

About Akingaam

The village of Akingaam is located at a distance of 4 km from Acchabal in the District of Anantnag. The village lies on the western spurs of a low-lying mountain range known as Zooni Mal. The village and its surrounding areas are inhabited by the Baghat community, with a total population of 820 persons. Though most of the Bhand



community of Kashmir is made up of Muslims, yet the Akingaam Company also had Pandit members. According to legends the Pandits of Akingaam took to Bhand Pather on the express order of a goddess, Devi who placed a fiddle (swarnai) in the hands of one of their ancestors. Akingaam home of the community of Bhands, the traditional folk performers of Kashmir. Spread over a number of villages at the foothills of an endless mountain range, these people move from place to place with their extensive repertoire.

Crafts/Activities in the District

The arts and crafts of Anantnag district have recognition all over the world and everyone in the state is affiliated to this occupation in one way or another and is the major economic sector of the state. Crafts in the state vary from the embroidery to shawl weaving, wood carving to paper machine, carpet weaving to namda weaving and much more. Plan a tour to this state and have a glimpse of the rich heritage of arts and crafts in Kashmir, that has passed on from one generations to another and it is sure that it will be the best exploration tour to know the artistic traditions from the veteran artisans in the valley.

HARDWARE

Organization/Implementing Agency for Hardware: Principal Secretary, Tourism/Director Tourism, Govt. of J & K, Srinagar.

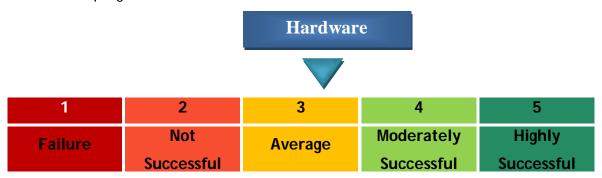
Year of Completion of Hardware: 2011.

Hardware Components:

- Construction of Building.
- Construction of the Open Air Theatre.
- Water supply & sanitary installation.
- Electrification.
- Charges of services (Provision for cost of fencing, Gate, Provision for Landscaping, Boundary Wall)
- Construction of Entrance Gateway, Random rubble stone pathway and Landscaping of Sat Reshi Shrine.

Status of Implementation:

- Building done.
- Open Air Theatre done.
- Water supply & sanitary installation not done.
- Electrification not done
- Landscaping. Boundary Wall done.
- Construction of Entrance Gateway, Random rubble stone pathway and Landscaping of Sat Reshi Shrine under construction.



SOFTWARE

Organization/Implementing Agency for Software: Indian National Trust for Art & Cultural Heritage.

Year of Completion of Software: 2008.

Implementing Agency Details: The Indian National Trust for Art and Cultural Heritage (INTACH) is India's largest non-profit membership organization dedicated to conservation and preservation of India's natural, cultural, living, tangible and intangible heritage

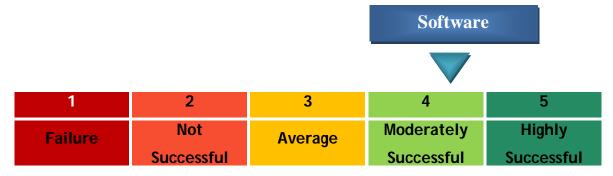
Software Components:

- Seminar, Workshop, Sensitization of performers (Preparatory activities).
- Administrative expenses to be paid to Baghat Theatre for Running of interpretation Centre for 1 year.
- Fixtures blow ups, posters for interpretation centre.
- Publication, brochures, printing materials.

- Honorarium to be paid to seven master performers @ Rs.4000/- master for one year.
- Stipend to be paid to students @ Rs.1000/- student, with a total of twenty students/batch and three batches/year.
- Preparation project Report and conceptual plans/ proposed Tourist Village including Tentative Estimate.
- Baseline Survey of Actors and prospective performers.
- Consultancy, Administrative expenses, supervision & implementation (through INTACH).

Status of Implementation:

- Seminar, Workshop, Sensitization of performers done.
- Fixtures, blow ups, posters for interpretation centre done.
- Publication, brochures, printing materials done.
- Preparation project Report and conceptual plans/ proposed Tourist Village including Tentative Estimate done.
- Baseline Survey of Actors and prospective performers done.



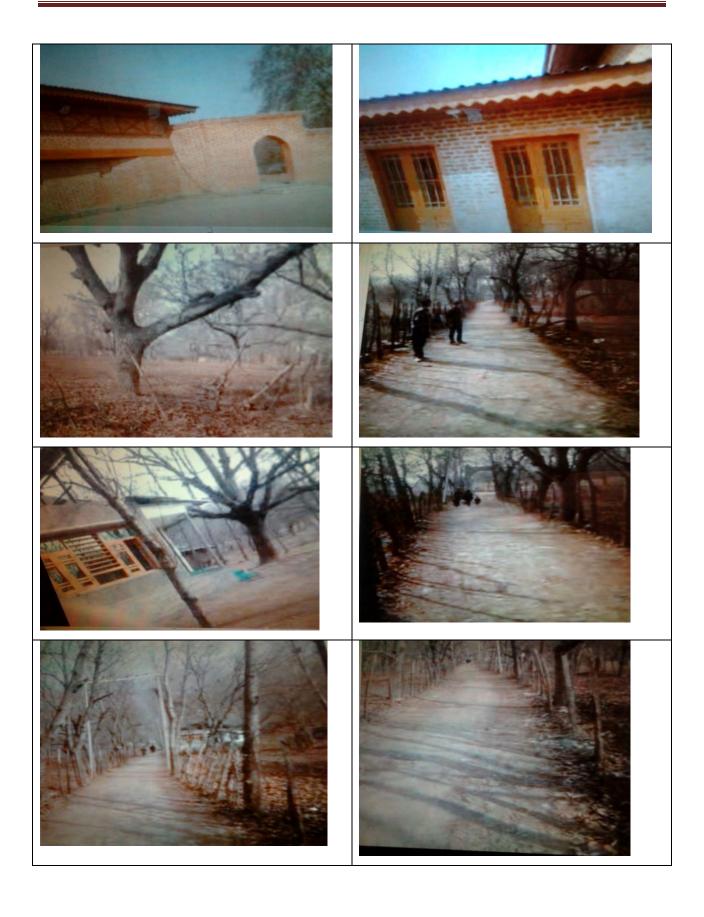
Perception about the Rural Tourism Project: Satisfactory work for both hardware and software has been done.

Consultant's Gradation of the Rural Tourism Project: This project is a moderate success as not all of the hardware components have been implemented and also because number of tourists visiting the place has not increased due to the project.



Snapshots of the Rural Tourism Project:





State : Jammu & Kashmir

Location : Durng (District- Baramula)

Project Name : Development of Village Drung as a Rural Tourist

Destination.

Activity/Craft: Adventure.

• District Portrait:

Baramulla district is bounded by Kupwara in the north, Budgam and Poonch in the southern parts of Srinagar and Ladakh in the east and Muzaffarabad (Pakoccupied) in the west. The district which is named after its headquarters was initially pronounced as VARAHMUL. Baramulla is no different from other parts of Kashmir Valley. The food habits, dress pattern, customs and traditions are the same as followed in



other parts of the Valley. Kashmiri is the main language of the people in the district.

About Village Drung :

Drung is one of the Villages in Tangmarg Tehsil, Baramulla District, Jammu & Kashmir State. Drung is 18.5 km distance from its District Main City Baramulla. And 46 km distance from its State Main City Srinagar, Jammu.



HARDWARE

Organization/Implementing Agency for Hardware: The Principal Secretary Tourism/ The Director General, Tourism, Govt. of J & K.

Year of Completion of Hardware: 2007

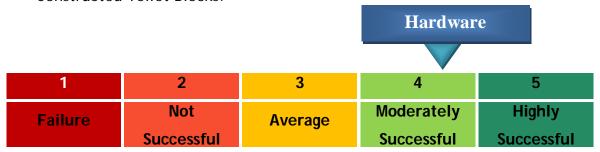
Implementing Agency Details: The Principal Secretary Tourism/ The Director General, Tourism, Govt. of J & K.

Hardware Components:

- Development of Old Shiv Temple (Fencing, Restoration of temple & Landscaping in steps around temple).
- Construction of walkways.
- Construction of Toilet Blocks.

Status of Implementation:

- Development of Old Shiv Temple (Fencing, Restoration of temple & Landscaping in steps around temple) done.
- Constructed of walkways.
- Constructed Toilet Blocks.



SOFTWARE

Organization/Implementing Agency for Software: District Collector/J & K Tourism Development Corporation Itd.

Year of Completion of Software: 2011

Implementing Agency Details: District Collector/J & K Tourism Development

Corporation Itd.

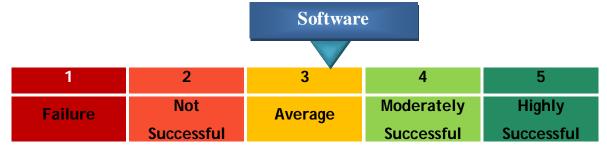
Software Components:

- Baseline survey.
- Publication of brochures, printing material and other publicity material.
- Tourism related Awareness Camps-Eco Tourism (2Camps).

- Skill Development Training (waiters cuisine and housekeeping staff) 1 month (50 beneficiaries).
- Envelop making (environment friendly) training for distribution at Gulmarg tourist spot among tourist free of cost.
- Beehive raring training to local unemployed youth (15 days).
- Slide shows (3 shows) on Eco Tourism and skill development.
- Administration expenses.
- Training to the local community especially women folk in hygiene, sanitation, garbage disposal etc. (2 camps).

Status of Implementation:

- Baseline survey done.
- Publication of brochures, printing material and other publicity material done.
- Tourism related Awareness Camps-Eco Tourism done.
- Skill Development Training done.
- Envelop making (environment friendly) training for distribution at Gulmarg tourist spot among tourist free of cost is partly done.
- Beehive raring training to local unemployed youth has been done.
- Training to the local community especially women folk in hygiene, sanitation, garbage disposal etc done.



Perception about the Rural Tourism Project: Overall, both hardware and software work is satisfactory.

Consultant's Gradation of the Rural Tourism Project: This project is a moderate success as some software work is yet to be completed.



Snapshots of the Rural Tourism Project:





State : Jammu & Kashmir

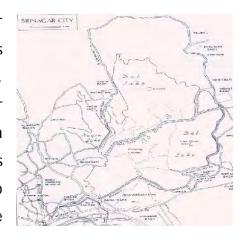
Location : Gagangir (District- Srinagar)

Project Name: Development of Gagangir as a Rural Tourist Destination.

Activity/Craft : Adventure.

• District Portrait

Srinagar district is situated in the centre of Kashmir Valley, is surrounded by five districts. In the north it is flanked by Kargil and Ganderbal in the South by Pulwama, in the north-west by Budgam. The capital city of Srinagar is located 1585 meters above sea level. The district with a population of around 10.94 Lakh souls(2001- census), is spread over an area of 294 Sq.Kms. It comprises two tehsils/ towns viz. Srinagar North and Srinagar South, one block (Srinagar), besides 136 Revenue villages.



• About Gagangir

A small village east of Srinagar called Gagangir, which is near the larger town of Sumbal in the heart of the Kashmir Himalayas. The village is situated in a valley with 4000-6000 meter peaks surrounding it, it's similar to Yosemite valley but on a much grander scale, plus there's hardly any cars and no tourists.



Crafts/Activities in the District

Jammu and Kashmir is a treasure trove of handicrafts. The various tribes residing in the valley, the Mughal connection, the Persians and then the Tibetans have continuously contributed to an enriched the tradition of



art and crafts in Srinagar. Kashmiri artifacts are by now so popular among the people all over the country and abroad, that these are available all over India and a large part of it is exported to feed the demand of Kashmiri handicrafts outside India.

HARDWARE

Organization/Implementing Agency for Hardware: The Secretary, Tourism/Director Tourism, Department of Tourism, Govt. of Jammu & Kashmir.

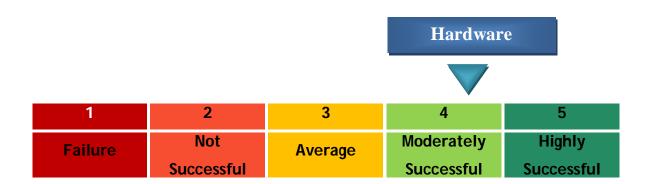
Year of Completion of Hardware: 2008

Hardware Components:

- Landscaping of the proposed public park at Gagangir and other spots in the village.
- Construction of Tourist Reception cum information centre and cafeteria.
- Public Conveniences (General Toilets) in the Tourist village Gagangir.
- Ornamental Fencing of the public park.
- Providing of Streets Lights in the tourist village.
- Signage in the Tourist village at Gagangir.

Status of Implementation:

- Landscaping of the proposed public park at Gagangir and other spots in the village done.
- Construction of Tourist Reception cum information centre and cafeteria done.
- Public Conveniences (General Toilets) in the Tourist village Gagangir done.
- Ornamental Fencing of the public park done.
- Providing of Streets Lights in the tourist village done.
- Signage in the Tourist village at Gagangir done.



SOFTWARE

Organization/Implementing Agency for Software: The Secretary, Tourism/Director of Tourism, Govt. of Jammu & Kashmir/Dream View Sanitation (Women and Children Development Society)

Year of Completion of Software: 2008

Software Components:

- Baseline survey of the village.
- Formulation of local Tourism Development Committee.
- Workshop\seminar\awareness camp about the programme.
- Training programme for women in envelop making\papers bags etc.
- Training programme in cutting\tailoring\knitting\crewel embroidery for women.
- Training programme to local pony walks\trekkers guides etc.
- Training programme in live-stock management.
- Production of publicity material.
- Administrative expenses\contingencies.
- Short term training courses in the adventure sports.
- Training for Namda-Sazi (Local carpet weaving).
- Training for local blanket weaving.
- Training camp for Sozni-work on caps etc.
- Organizing of craft mela in village and installing of stalls etc.

Status of Implementation:

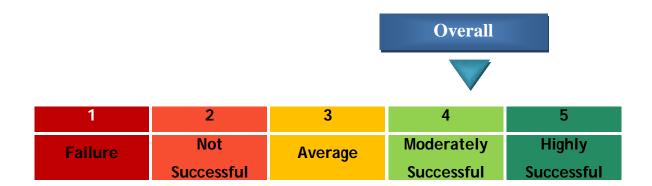
Baseline survey of the village done.

- Formulation of local Tourism Development Committee done.
- Workshop\seminar\awareness camp about the programme done.
- Training programme for women in envelop making\papers bags etc done.
- Training programme in cutting\tailoring\knitting\crewel embroidery for women done.
- Training programme to local pony walls\trekkers guides etc done.
- Training programme in live-stock management done.
- Production of publicity material done.
- Administrative expenses\contingencies done.
- Short term training courses in the adventure sports done.
- Training for Namda-Sazi (Local carpet weaving) done.
- Training for local blanket weaving done.
- Training camp for Sozni-work on caps etc done.
- Organizing of craft mela in village and installing of stalls etc done.



Perception about the Rural Tourism Project: The work has been satisfactorily done. The Project has also increased tourists.

Consultant's Gradation of the Rural Tourism Project: This project is moderately successful as all the hardware and software components have been completed properly and tourists has also increased, but the number of tourists keeps fluctuating and has not improved the socio economic condition of the beneficiaries much.



Snapshots of the Rural Tourism Project:





State : Jammu & Kashmir

Location : Pahalgam (District- Anantnag)

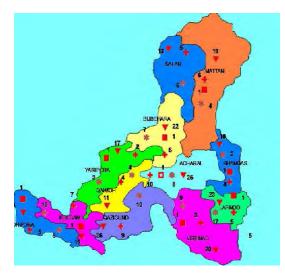
Project Name : Development of Pahagam village as a Rural Tourist

Destination.

Activity/Craft : Pilgrimage.

District Portrait

Anantnag is one of the six districts of the Kashmir Valley situated in its south and south western direction. Bounded in the north and north-west by Srinagar and Pulwama districts respectively and in the north east by Kargil district. However, its western portion is contiguous with Mendhar tehsil. Its entire southern sector and major part of the eastern region is strewn with thick forests and mountains. Anantnag district is reputed for



the health resorts situated in the district. Devotees gather in large numbers to the district to visit the sacred cave of Amaranth. It is surrounded by the high snow covered peaks of the Himalayan mountain ranges and has a number of natural springs and streams.

About Pahalgam

This world famous hill station is 45 Kms. from the District Head Quarter at Anantnag and located on the banks of river Lidder at an altitude of 7200 ft. from sea level. Pahalgam is one among the five tehsils of Anantnag district



and tehsil head quarters are located in the main town of Pahalgam. Pahalgam also serves as base camp for the famous Amarnath Ji Yatra. The Pahalgam Valley presents glamorous look due to its pine forests, snow clad mountains, healthy climate and vast meadows and pastures. Pahalgam skirts Lidder river and torrential flow of water in Lidder river enriches the beauty of the Valley. Besides tourist huts, several hotels in private sector have come up here and these hotels provide modern facilities to their guests.

Crafts/Activities in the District

The arts and crafts of Anantnag district have recognition all over the world and everyone in the state is affiliated to this occupation in one way or another and is the major economic sector of the state. Crafts in the state vary from the embroidery to shawl weaving, wood carving to paper machine, carpet weaving to namda weaving and much more. Plan a tour to this state and have a glimpse of the rich heritage of arts and crafts in Kashmir, that has passed on from one generations to another and it is sure that it will be the best exploration tour to know the artistic traditions from the veteran artisans in the valley.

HARDWARE

Organization/Implementing Agency for Hardware: The Principal Secretary Tourism/The Director General, Tourism, Govt. of Jammu & Kashmir.

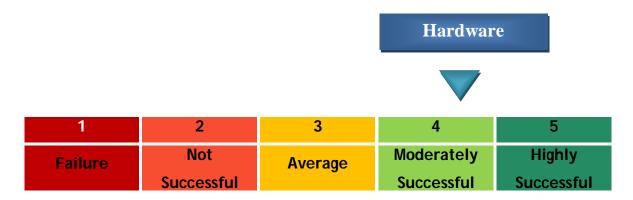
Year of Completion of Hardware: 2007.

Hardware Components:

- Development of toilet blocks.
- Up-gradation of link road.
- Construction of surface drain.
- Construction of RCC Culverts.

Status of Implementation:

- Development of toilet blocks done.
- Up-gradation of link road done.
- Construction of surface drain done.
- Construction of RCC Culverts done.



Perception about the Rural Tourism Project: Hardware work is satisfactory.

Consultant's Gradation of the Rural Tourism Project: This project is moderately successful as all the hardware work has been completed but the project has not resulted in increase of rural tourists.



Snapshots of the Rural Tourism Project:



State : Jammu & Kashmir

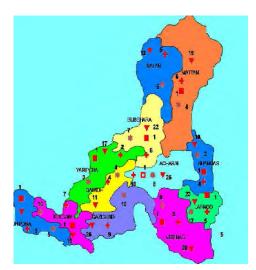
Location : Vasaknag Village (District-Anantnag).

Project Name: Development of Vasaknag as a Rural Tourist Destination.

Activity/Craft : Adventure.

• District Portrait

Anantnag is one of the six districts of the Kashmir Valley situated in its south and south western direction, Bounded in the north and north-west by Srinagar and Pulwama districts respectively and in the north east by Kargil district. However, its western portion is contiguous with Mendhar tehsil. Its entire southern sector and major part of the eastern region is strewn with thick forests and mountains. The Anantnag district is not only the rice bowl of the Valley, it is equally rich in landscape. The nature



has been generous in gifting the district with places of unparallel beauty.

About Vasaknag

Vasaknag is small village in Anantnag district, this is comes under Kund valley.

Crafts/Activities in the District

The arts and crafts of Anantnag district have received recognition all over the world and everyone in the state is affiliated to this occupation in one way or another and is the major economic sector of the state. Crafts in the state vary from the embroidery to shawl weaving, wood carving to paper machine, carpet weaving to namda weaving and much more. Plan a tour to this state and have a glimpse of the rich heritage of arts and crafts in Kashmir, that has passed on from one generations to another and it

is sure that it will be the best exploration tour to know the artistic traditions from the veteran artisans in the valley.

HARDWARE

Organization/Implementing Agency for Hardware: Secretary Tourism/ Director Tourism, Govt. of J & K.

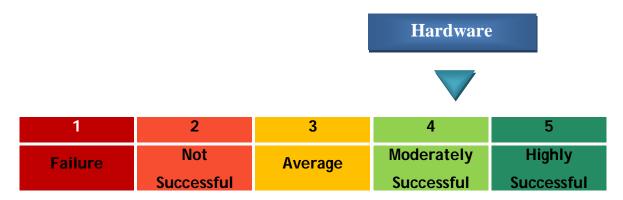
Year of Completion of Hardware: 2007.

Hardware Components:

- Construction of Huts.
- Construction of Cafeterias\public conveniences.
- Ad cost of water supply sanitary and electric installations.
- Charges of services. (Provision of beautification of spring, Provision of landscaping.)

Status of Implementation:

- Work on Huts done.
- Construction of Cafeterias\public conveniences done.
- Ad cost of water supply sanitary and electric installations done.



SOFTWARE

Organization/Implementing Agency for Software: Secretary Tourism/ Director Tourism, Govt. of J & K./ INTACH.

Year of Completion of Software: 2009.

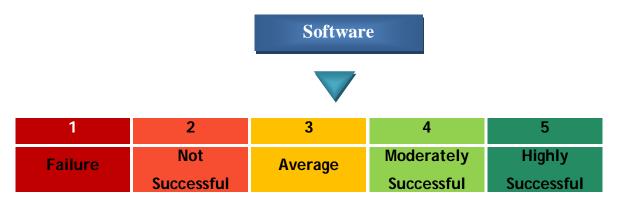
Implementing Agency Details: The Indian National Trust for Art and Cultural Heritage (INTACH) is India's largest non-profit membership organization dedicated to conservation and preservation of India's natural, cultural, living, tangible and intangible heritage

Software Components:

- Expenses for organizing 15 days workshop.
- Holding of Exhibition of willow Craft.
- Promotional and awareness programmes for Kund valley.
- Publication of promotional literature.
- Expenses for organizing 15 days vocational camp.
- Organizing of trekking tours with base camp at Vasaknag.
- Organizing one time festival in Kund valley.

Status of Implementation:

- Holding of Exhibition of willow Craft done.
- Promotional and awareness programmes for Kund valley done.
- Publication of promotional literature done.
- Organizing of trekking tours with base camp at Vasaknag not done.
- Organizing one time festival in Kund valley not done.



Perception about the Rural Tourism Project: Overall both hardware & software average satisfactory.

Consultant's Gradation of the Rural Tourism Project: This project is moderately successful as some of the software components are yet to be implemented.

	Overall			
1	2	3	4	5
Failure	Not Successful	Average	Moderately Successful	Highly Successful

State: Karnataka

State : Karnataka

Location : Anegundi, District- Koppal

Project Name: Development of Anegundi village, as a Rural Tourism Destination

Activity/Craft: Banana Fibre Craft

District Portrait

Koppal district is an administrative <u>district</u> in the state. Koppal, new district of Karnataka state, carved out of Raichur District, came into existance on 01-04-1998. It consists of four talukas viz: Koppal, Gangavathi, Kushtagi & Yelburga. Koppal district is surrounded by Raichur district in the east, Gadag district in the West, Bagalkot district in the north, Bellary district in the south. Koppal district headquarters is closest to the world heritage Hampi.



About Anegundi village

Anegundi is a small, traditional village located across Tungabhadra River from World Heritage Site of Hampi. Once part of Vijayanagar Empire (1336 - 1646), it is believed to be the cradle of the empire and was home to Devaraya kings. Today, it is still home to the descendants of Vijayanagar rulers. The foundations of the village



are older than that of Vijayanagara Empire that lies across the river since 8th century.

• Crafts/Activities in the District

Koppal is famous for its traditional colorful lacquer ware work. The handicrafts made by the local people are the beautiful wooden idols, toys and theatrical equipments. This district is also popular for Banana fiber craft & river grass products. Products are bags, mats and baskets

• Artisan covered: Approximately 60 artisans are working in this village.

HARDWARE

Organization/Implementing Agency for Hardware: The Deputy Commissioner & District magistrate, Koppal/The Kishkinda Trust, Anegundi, Kopal.

Year of Completion of Hardware : 2010

Implementing Agency Details: Kishkinda Trust was formed in 1997 and it assists villagers. It helps in maintaining business in the village and conserve historical heritage. TKT runs several unique programs which are seamlessly integrated with lives of the local people and which empower them economically.

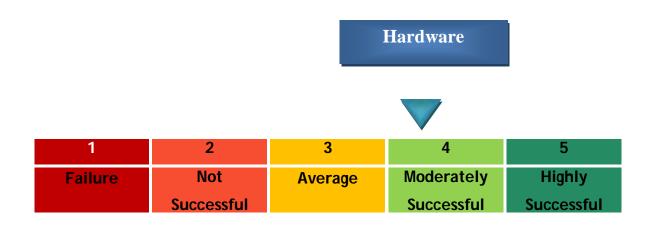
Hardware Components:

- Planning initiation and monitoring activities using coordinators and professionals to modify entry gate in North
- 2. Village Centre, sculpture garden.
- 3. Information Centre and café.
- 4. Beautification and maintenance of 4 main streets.
- 5. Locally made crafts and souvenirs shop.
- 6. Signage.
- 7. River side landscaping and restoration of Ghat.

- 8. Solar Energy.
- 9. Waste management.
- 10. Water conservation.
- 11. Eco friendly transport.
- 12. Tourist accommodation.

Status of Implementation:

- 1. Planning initiation and monitoring activities using coordinators and professionals to modify entry gate in North has been done.
- 2. Village Centers, sculpture gardens have been made.
- 3. Information Centers and cafés have been made.
- 4. Four main streets have been constructed.
- 5. Locally made crafts and souvenirs shop have been completed
- 6. Signage has been built.
- 7. River side landscaping and restoration of Ghats have been done
- 8. Solar Energy has not been found.
- 9. Disposal of waste has been taken care of
- 10. Water conservation has not been implemented.
- 11. Eco friendly transport has been provided



SOFTWARE

Organization/Implementing Agency for Software: The Secretary Tourism, Department of Tourism, Govt. of India/The Deputy Commissioner & District magistrate, Koppal/The Kishkinda Trust, Anegundi, Kopal.

Year of Completion of Software : 2010

Implementing Agency Details: Kishkinda Trust was formed in 1997 and it assists villagers of Anegundi. It helps in maintaining business in the village and conserve historical heritage. TKT runs several unique programs which are seamlessly integrated with lives of the local people and which empower them economically.

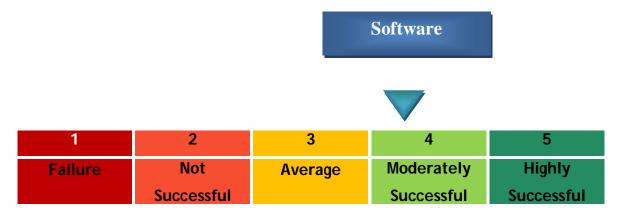
Software Components

- 1. Community mobilization (PRA & Organizing meeting)
- 2. Awareness (Tourism, Heritage, Craft, Environment, Culture, Development of posters, Handout)
- 3. Capacity Building (Strengthening SHGs, Hospitality, Information Centre, Craft and Arts related activities, workshops, Responsible Tourism)
- 4. Marketing (Communication materials, Website, Revival, Weekly market)

Status of Implementation

- 1. PRA & meetings have been organized.
- 2. Awareness related to Tourism, Heritage, Craft, Environment, Culture has been spread.
- 3. Development of Posters, handout has been done.
- 4. Strengthening SHGs has been done. (Capacity Building) done.
- 5. Hospitality issue has been solved.
- 6. Information Centers have been made.
- 7. Craft and Arts related activities, workshops have been carried out.

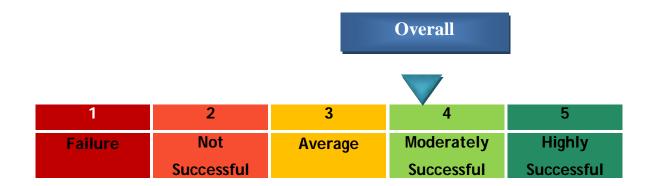
- 8. Marketing of Communication materials has been completed
- 9. Website has been developed
- 10. Revival of monthly Market has been taken care of.



Perception about the Rural Tourism Project:

- 1. All Hardware & Software work was mostly completed in 2010.
- 2. Artisans are also getting good marketing support.
- 3. Artisans are able to increase their socio economic condition.

Consultant's Gradation of the Rural Tourism Project: In this location apart from Rural Tourism HWHAMA/UNESCO & State Govt. has also worked. Due to these activities Domestic/Foreigner tourists have increased



Snapshots of the Rural Tourism Project:





State : Karnataka

Location : Attivery Bird Sanctuary in (District- Uttara Kannada)

Project Name: Development of Anegundi village, as a Rural Tourism Destination

Activity/Craft: Eco- Tourism

District Portrait

Uttara Kannada also known as North Canara or North Kanara, is a district in the southern Indian state of Karnataka. Uttara Kannada District is one of the biggest districts of our State with abundant natural resources. The district has varied geographical features with thick forest, perennial rivers and abundant flora and fauna and a long coastal line of about 140 KM in length. It is surrounded by Belgaum District and State of Goa in the



North, by Dharwar District in the East, by Shimoga and Udupi Districts in the South. Arabian Sea forms the West border.

About Attivery Bird Sanctuary

Attiveri Bird Sanctuary, located near Mundgod in Uttara Kannada district of Karnataka is home to 79 species of birds including migratory birds from 22 countries. The area of Attiveri Bird Sanctuary is 2.23 sq. km. Attiveri Reservoir was formed as a result of the construction of a dam across Tayawwanahalla in the village of Attiveri. This reservoir attracted many birds, especially aquatic



species and was therefore developed as a bird sanctuary. The agricultural fields situated near sanctuary are host to a variety of aquatic creatures which are main

Ministry of Tourism Government of India ACNielsen ORG-MARG

source of food for birds of the sanctuary. Attiveri Bird sanctuary houses birds like little cormorant, spoonbill, Indian shaq, cattle egretpied kingfisher, white-breasted

kingfisher, white ibis, common grey hornbill and common swallow.

Crafts/Activities in the District

The art of exclusive crafts making in Karnataka has passed on from one generation to another, thus making it a timeless tradition. Government has also taken many steps to retain the charms of these handicrafts and that has resulted in upgrading many craft traditions. Uttara Kannada is popular for coir products, jewelry, food products, wood and steel furniture, glass and ceramics and seafood & Sandalwood work. Highly skilled workers are employed to make articles like lamp shades, trays, jewel boxes,

decorative articles, combs and even walking sticks with rosewood handles

Artisan covered: No

HARDWARE

Organization/Implementing Agency for Hardware: The Secretary/Commissioner/

Director of Tourism, Govt. of Karnataka.

Year of Completion of Hardware

: 2010

Implementing Agency Details: The Secretary/Commissioner/ Director of Tourism,

Govt. of Karnataka.

Hardware Components:

1. Modern information centre with illuminated photographs, description of birds

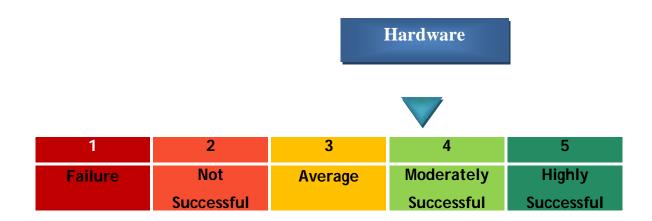
and their habits etc.

2. Cafeteria, toilet complex.

- 3. Chain link mesh fencing (exclusive of phase 1 work of 75 mtrs)
- 4. Storm water chain.
- 5. Four Large elevated pergolas
- 6. Watch tower (additional with telescope stand etc)
- 7. Solar lamps, lighting in garden etc.
- 8. Soil moisture conservation dams in catchments area.
- 9. Improvement of existing building to form dormitory.

Status of Implementation:

- 1. Modern information centre with illuminated photographs, description of birds and their habits have been built.
- 2. Cafeteria, toilet complex have been made.
- 3. Mesh fencing as been constructed.
- 4. Storm water chain has been made
- 5. Large elevated pergolas have been made.
- 6. Watch tower (additional with telescope stand etc) has been made.
- 7. Solar lamps to provide lighting in garden have been constructed.
- 8. Conservation dams in catchments area have been made.
- 9. Improvement of existing building to form dormitory has been completed.



SOFTWARE

Organization/Implementing Agency for Software: No

Year of Completion of Software : No

Implementing Agency Details : No

Software Components : No

Status of Implementation : No

Perception about the Rural Tourism Project:

1. Over all Hardware work satisfactory.

Consultant's Gradation of the Rural Tourism Project:





Entry Gate



Signage



Ticketing centre



Restaurant



Guest house



Nature Interpretation centre



Road



Signage

State : Karnataka

Location : Banavasi, District- Uttara Kannada

Project Name: Development of Banavasi village, as a Rural Tourism Destination

Activity/Craft: Stone machinery, Wood carving and Musical instruments.

District Portrait

Uttara Kannada also known as North Canara or North Kanara, is a district in the southern Indian state of Karnataka. Uttara Kannada District is one of the biggest districts of our State with abundant natural resources. The district has varied geographical features with thick forest, perennial rivers and abundant flora and fauna and a long coastal line of about 140 KM in length. It is



surrounded by Belgaum District and State of Goa in the North, by Dharwar District in the East, by Shimoga and Udupi Districts in the South. Arabian Sea forms the West border.

About Banavasi village

Banavasi village is a temple town located near the border of Uttara Kannada, (North Kanara) district (Karwar) and Shimoga district in Karnataka. It is one of India's oldest towns, after Varanasi. The main attraction of Banavasi is Madhukeshvara temple which is 2000 year old dedicated to Lord Shiva. Kadambotsava festival also attracts lot of artisans from South India.



• Crafts/Activities in the District

The art of exclusive crafts making in Karnataka has passed on from one generation to another, thus making it a timeless tradition. Government has also taken many steps to retain the charms of these handicrafts and that has resulted in upgrading many craft traditions. Uttara Kannada is popular for coir products, jewelry, food products, wood and steel furniture, glass and ceramics and seafood & Sandalwood work. Highly skilled workers are employed to make articles like lamp shades, trays, jewel boxes, decorative articles, combs and even walking sticks with rosewood handles

• Artisan covered: Approximately 70 artisans are working in this village.

HARDWARE

Organization/Implementing Agency for Hardware: The Commissioner/Director of Tourism, The Deputy Commissioner/Director of Tourism, Govt. of Karnataka.

Year of Completion of Hardware : 2010

Implementing Agency Details: The Commissioner/Director of Tourism, The Deputy Commissioner/Director of Tourism, Govt. of Karnataka.

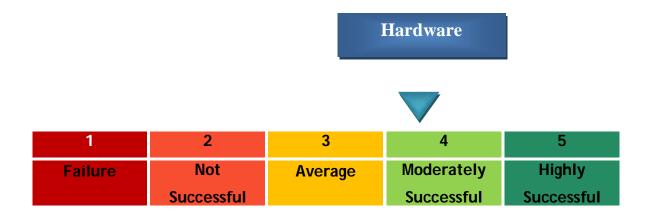
Hardware Components:

- 1. Establishment of tourist club for interaction with local citizens.
- 2. Transportation system.
- 3. Solid waste management
- 4. Improvement to roads.
- 5. Illumination of the village.
- 6. Tourist accommodation with rural theme (Conversion of old hostel building.)
- 7. Construction of hotel and cafeteria.

- 8. Establishment of reception centre
- 9. Improvement of "Pampa Vana"
- 10. Signage.
- 11. Establishment of water sports at Gudnapur.
- 12. Development of pond in kadamba grounds.
- 13. Illumination of temple.
- 14. Construction of Amphi theatre/open air theatre.

Status of Implementation:

- 1. Establishment of tourist club for information with local citizens has been made.
- 2. Transportation system has been improved.
- 3. Problem related to disposal of solid waste has been solved
- 4. Roads have been improved.
- 5. Illumination of the village has been done.
- 6. Accommodation of tourists with rural theme has been arranged.
- 7. Construction of Hotel and cafeteria has been done.



SOFTWARE

Organization/Implementing Agency for Software: The Principal Secretary, Tourism/The Deputy Commissioner, District Uttara Kannada/ BAIF institute for Rural Development, Karnataka.

Year of Completion of Software : 2010

Implementing Agency Details : No

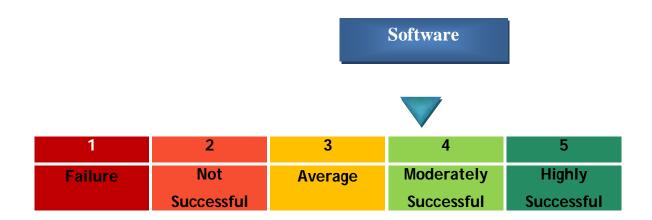
Software Components

- 1. Group formation and management.
- 2. Baseline document preparation, process documentation and legitimization.
- 3. Awareness on environment and cleanliness for school, children and residents.
- 4. Health, sanitation and herbal medical preparation.
- 5. Standardization of services.
- 6. Training and exposure.
- 7. Training of guides.
- 8. Interpretation Centre/Information Centre.
- 9. Skill up gradation, new skill development and market linkage.
- 10. Entrepreneurship Development Programme.

Status of Implementation

- 1. Groups of people handling management work have been formed.
- 2. Baseline document preparation, process documentation and legitimization have been completed.
- 3. Awareness on environment and cleanliness for school, children and residents has been completed.
- 4. Health, sanitation and preparation of herbal medical have been completed partially.

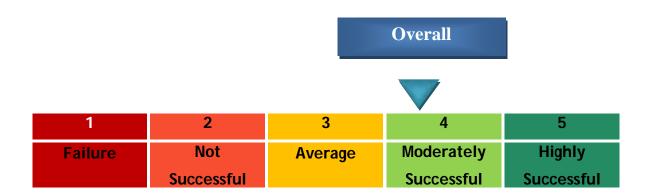
- 5. Standardization of services has been done.
- 6. Training and exposure activities have been performed.
- 7. Training to guides has been imparted.
- 8. Interpretation Centre/Information Centre have been built.
- 9. Skill up gradation, new skill development and market linkages have been developed.
- 10. Entrepreneurship Development Programmes have been made.



Perception about the Rural Tourism Project:

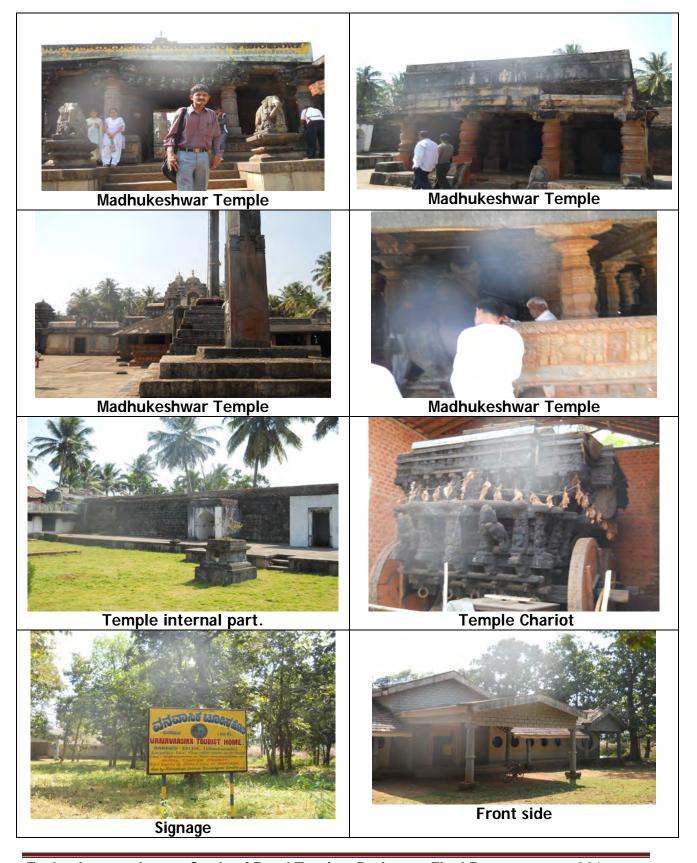
- 1. Maximum of the Hardware work has been done but Water spot at Guddan pur & pond are not developed.
- 2. Construction of work is properly done.
- 3. Tariff rate is very high.
- 4. Overall satisfactory.
- 5. More training for local craft is required
- 6. Local tourists have increased
- 7. Artisans are getting good benefits
- 8. Their socio economic conditions have improved.

Consultant's Gradation of the Rural Tourism Project: Maximum of the hardware as well as software is finished and project is successful.



Snapshots of the Rural Tourism Project





State : Karnataka

Location : Coorg, District- Coorg

Project Name: Development of Coorg village, as a Rural Tourism Destination

Activity/Craft: Coffee Plantation.

District Portrait

Kodagu (Coorg) District, erstwhile kingdom of Hoysalas and Vijayanagar is a picture perfect hill station in Karnataka Covering an expanse of 4102 sq. km, Kodagu (4000 m elevation) is encircled by Dakshina Kannada, Hassan, Mysore and Kannur. Coffee plantations and orange groves of Coorg are renown all over the world. Kodagu District's pristine verdant forests and sun kissed terrains



covered by snow white coffee blossoms captivate tourists. Bestowed with a resplendent history and traditional legacy, Coord attracts tourists by the droves.

About Coorg village

Coorg or Kodagu (originally called Kodaimalenadu) means 'dense forest on steep hill'. Dubbed as Scotland of India, this town has lot to offer to the tourists. Misty hills, lush forest, acres and acres of tea and coffee plantation, orange groves, undulating streets and breathtaking views make Madikeri an unforgettable holiday destination.



• Crafts/Activities in the District

Coorg offers a large number of handicraft items that can be bought as a remembrance of this bewitching place. Hand woven and embroidered clothes with bamboo baskets and jute bags, apart from coffee Coorg is also a land of Honey, Cinnamon, Cardamom, Pepper, Oranges, Areca nut, ferns, Orchids and Anthuriums. Many horticulturists grow Anthuriums and export it to many countries.

• Artisan covered: No

HARDWARE

Organization/Implementing Agency for Hardware: The Secretary/Commissioner/ Director of Tourism, Govt. of Karnataka, Bangalore.

Year of Completion of Hardware : On going

Implementing Agency Details: The Secretary/Commissioner/ Director of Tourism, Govt. of Karnataka, Bangalore.

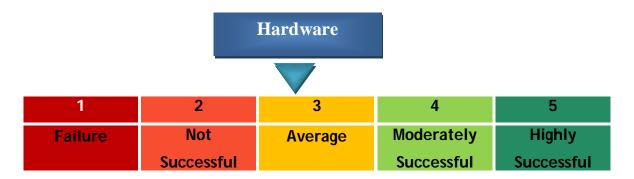
Hardware Components:

- 1. 10 furnished deluxe type tents with sliding door.
- 2. Dormitory and Kitchen at Naluknad palace and Bettangala
- 3. 30 tents for camping.
- 4. Purchase of equipment for trekking.
- 5. Purchase of equipment for bird watching.
- 6. Purchase of 45 Sleeping bags with mats.
- 7. Purchase of 10 GPs instruments.
- 8. Purchase of 25 portable toilets.
- 9. Establishing signage to different sites in the trekking program.

10. Printing of brochure giving information of different trekking programmes in Coorg.

Status of Implementation:

- 1. Ten furnished deluxe type tents with sliding door have been made
- 2. Dormitory and Kitchen at Naluknad palace and Bettangala have been made.
- 3. Thirty tents for camping have not been constructed...
- 4. Equipment for trekking has not been purchased till now.
- 5. Equipments for bird watching have been purchased.
- 6. Forty five Sleeping bags with mats have been purchased.
- 7. Ten GPs instruments have been purchased.
- 8. Portable toilets have been purchased.
- 9. Signage to different sites in the trekking program has been developed.
- 10. Brochure giving information of different trekking programmes in Coorg has been printed.



SOFTWARE

Organization/Implementing Agency for Software: No

Year of Completion of Software : No

Implementing Agency Details : No

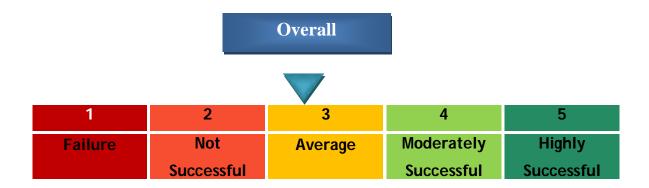
Software Components : No

Status of Implementation : No

Perception about the Rural Tourism Project:

- 1. All work which does not require maximum use of equipments is done but new equipments are not purchased till now.
- 2. Hardware work is going on.
- 3. Dormitory is not used properly.
- 4. Dormitory location is located in remote areas which creates communication problem.

Consultant's Gradation of the Rural Tourism Project: Hardware work is still going on and no software work is assigned to this project



Snapshots of the Rural Tourism Project



Dormitory



Dormitory



Signage.

State : Karnataka

Location : Kokkare Bellur, District- Mandya

Project Name: Development of Kokkare Bellur, as a Rural Tourism Destination

Activity/Craft: Eco-Tourism.

District Portrait

Mandya District is an administrative district of Karnataka. Mandya District has borders northeast by Tumkur district, Ramanagara district to the east, Chamrajnagar district to the south, Mysore district to the west and southwest and Hassan district to the northwest. The district was formed in the year 1939 It has an area of 4,961 kilometres (1,915)square sa mi). administrative center of Mandya District is



Mandya City. Mandya district consists of 7 taluks grouped under two subdivisions. Mandya subdivision comprises Mandya, Maddur and Malavalli taluks and the Pandavapura subdivision comprises Pandavapura, Srirangapatna, Nagamangala and Krishnarajpet Taluks.

About Kokkare Bellur village

Kokkare Bellur situated 12 kilometers from Maddur towards Halagur, this is a unique bird sanctuary which has been internationally recognised as it co-exists with the village community. One can view colorful birds like grey pelicans which arrive from Australia and various other parts of the world during April-May.



• Crafts/Activities in the District

Mandya district is based on Agriculture. The main crops grown are Paddy, Sugarcane, Jowar, Maize, Cotton, Banana, Ragi, Coconut, Pulses (predominantly horse gram and to some extent tur, cowpea, green gram, black gram, avare), Vegetables etc. also popular for handloom products, brass items. Wood carving, potteries,

• Artisan covered: No

HARDWARE

Organization/Implementing Agency for Hardware: The Secretary/Director, Tourism, Govt. of Karnataka.

Year of Completion of Hardware : 2010

Implementing Agency Details: The Secretary/Director, Tourism, Govt. of Karnataka

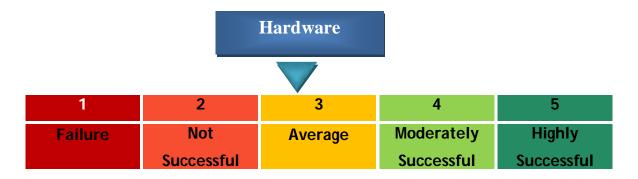
Hardware Components:

- 1. Interpretation centre
- 2. Interior roads.
- 3. Drains & Plantation of seedlings.
- 4. Construction of compound wall.
- 5. Drinking water facilities,
- 6. Reception centre etc.

Status of Implementation:

- 1. Interpretation centre has been made.
- 2. Interior roads have been made.
- 3. Drains & Plantation of seedlings have been completed.

- 4. Construction of compound wall has been completed
- 5. Drinking water facilities have been provided.
- 6. Reception centre has been made.



SOFTWARE

Organization/Implementing Agency for Software: No

Year of Completion of Software : No

Implementing Agency Details : No

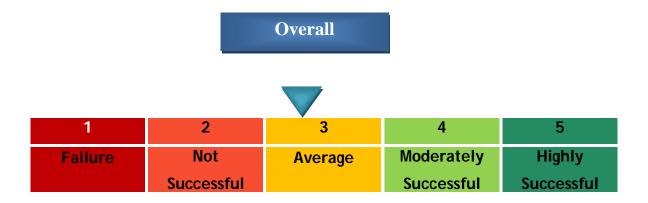
Software Components : No

Status of Implementation : No

Perception about the Rural Tourism Project:

- 1. No water facility for birds.
- 2. Need more plantation of tress
- 3. In Interpretation center there is no furniture inside the center.
- 4. Tourists have increased after this project.
- 5. There is no sufficient infrastructure for tourist

Consultant's Gradation of the Rural Tourism Project: This project has proved to be partially beneficial for villagers as well tourists have increased



Snapshots of the Rural Tourism Project





Bird interpretation centre



Bird interpretation centre



Signage



Nest & Birds.



Pelicans



Nest & Birds.

State: Kerala

State : Kerala

Location : Balaramapuram, District-Thiruvananthapuram

Project Name: Development of Balaramapuram as a Rural Tourism Destination.

Activity/Craft: Handloom.

1. District Portrait

Thiruvananthapuram District is the southernmost district of Kerala. It came into existence in the year 1957. Thiruvananthapuram is the headquarters and also the capital city of Kerala. It is divided into four taluks, Thiruvananthapuram, Chirayinkeezhu, Neyyattinkara, Nedumangadu. The urban bodies in the district are the Thiruvananthapuram Corporation, Varkala, Neyyattinkara, Attingal and Nedumangad municipalities.



2. About Balaramapuram

Balramapuram is a village in Thiruvananthapuram district of Kerala. Balaramapuram is famous as a centre for production of traditional varieties of handloom textiles meant for contemporary cloth wearing style of Kerala. Its unique craftsmanship makes it an ideal heirloom. It is considered as the second market hub of Thiruvananthapuram,



Crafts/Activities in the District

Thiruvananthapuram is famous for its intricately-carved wooden objects, bronze items, Kathakali masks, traditional fabrics and other handicrafts that are a collector's delight. One can choose from various styles, designs and prices of curios that are a feast to the eyes. Some of the best products are exquisite sculpture in rosewood and sandalwood, ivory figures which carries on a centuries old artistic tradition, traditional boxes and furniture, brass and "bell-metal" lamps. The other irresistible souvenirs are the objects made out of coconut, coir, cane, bamboo and straw. There are also horn products, wooden toys and lacquer ware, as well as significant and evocative masks used for the dramatic Kathakali dance dramas.

Artisans covered: No

HARDWARE

Organization/Implementing Agency for Hardware: The Secretary/The Regional Director, Thiruvananthapuram.

Year of Completion of Hardware: 2005

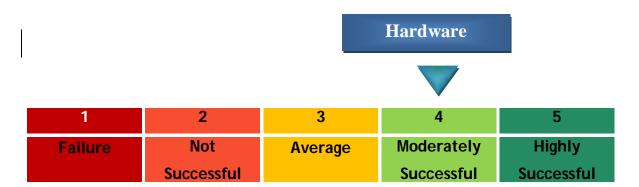
Implementing Agency Details Secretary/The Regional Director, Thiruvananthapuram

Hardware Components:

- 1. Developing of 500 m long Shaliyar street.
- 2. Construction of village Handloom Centre.
- 3. Publicity, awareness programme and training expenses.

Status of Implementation:

- 1. Shaliyar Street has been developed.
- 2. Village Handloom Centre has been constructed
- 3. Publicity & awareness programmes have been provided.
- 4. Handloom centre has not been used.



SOFTWARE

Organization/Implementing Agency for Hardware: No

Year of Completion of software : No

Implementing Agency Details : No

Software Components : No

Status of Implementation : No

Perception about the Rural Tourism Project:

- 1. Hardware work has been completed successfully
- 2. Over all villagers are satisfied with the hardware work.

Consultant's Gradation of the Rural Tourism Project: This project has been successfully completed in the year 2005 and it has given satisfactory results to the villagers.



Snapshots o f the Rural Tourism Project:



Inside road



Inside road.



Handloom centre



Handloom centre



Handloom centre



Handloom centre

State : Kerala

Location : Kumbalangi, District- Ernakulam

Project Name: Development of Kumbalngi village as a Rural Tourism Destination.

Activity/Craft : Ethnic Cuisine and traditional boat carpentry.

District Portrait

Ernakulam is a district of Kerala in southern India. District includes the largest

metropolitan region of the state Greater Cochin. Ernakulam District is the highest revenue yielding district in the state and is called and known as the commercial capital of Kerala. It is the third most populous district in Kerala, after Malappuram and Thiruvananthapuram, Ernakulam district also hosts the highest number of number of international and domestic tourists in Kerala state. It is surrounded



by Thrissur District to the north, Idukki District to the east, Alappuzha and Kottayam districts to the south and Arabian sea to the west. Its headquarters is located at Kakkanad, a suburb of Kochi city.

About Kumbalangi

Kumbalanghi is a coastal village located in the Ernakulam district of Kerala with some of the most scenic views of sea, canals, mangroves, agricultural land and coconut plantations. Kumbalanghi village is the first "Model Tourism Village" of Kerala. An enchanting place, Kumbalanghi aims to be the



perfect destination for tourists who value simple and beautiful rural life of Kerala. As

a model village selected by the Govt of India for promoting rural tourism, the village is continuously under development through innovative schemes for community development and sustainability. The major attractions are dyeing, cuisine, boat building, traditional fishing, marine pastoral setting etc. The coastal ambience and ethnic cuisines are some of the highlight of Kumbalanghi. The art of dyeing such as Chavittunadkam, Prasiamuttukali, and Kolakali along with traditional boat carpentry, coconut oil extraction and fabrication of Ayurvedic soaps could be seen in Kumbalanghi.

Crafts/Activities in the District

Ernakulam has rich traditions of dance, sculptures, temple architecture, martial arts, and handicraft items. Kochi is a cosmopolitan city and so people from all parts are living here. One can see the culture of people from all the castes and communities. The city is believed to have a colorful culture. There are many art and crafts industries here that sell handicraft items which include items made in rosewood, bell metals etc

• Artisans covered: Approximately 3000 artisans are working in this district.

HARDWARE

Organization/Implementing Agency for Hardware: The Secretary/Central Public Works Department. Thiruvananthapuram.

Year of Completion of Hardware: 2005

Implementing Agency Details: The Secretary/Central Public Works Department. Thiruvananthapuram.

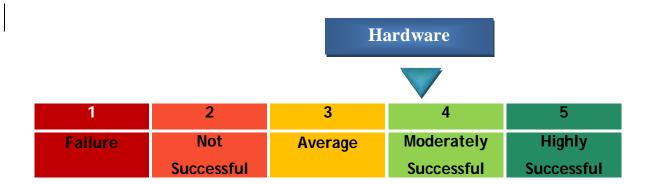
Hardware Components:

- 1. Approach roads.
- 2. Office.
- 3. Development of local area.

- 4. Development of compound wall.
- 5. Park
- 6. Home stay.

Status of Implementation:

- 1. Approach roads have been made.
- 2. Office has been made.
- 3. Local area has been developed.
- 4. Compound wall has been developed.
- 5. Park has been partially completed.
- 6. Home to stay has been made.



SOFTWARE

Organization/Implementing Agency for Hardware: The District Collector, Kumbalanghi Grama Panchyath, Kumbalanghi.

Year of Completion of software : 2005

Implementing Agency Details: The District Collector, Kumbalanghi Grama Panchyath, Kumbalanghi.

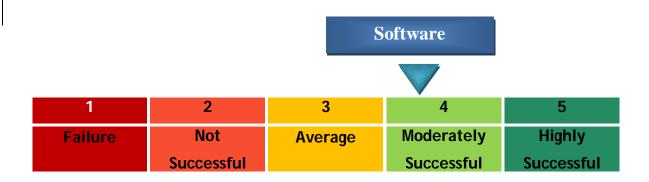
Software Components:

- 1. Awareness programme.
- 2. Training programme.
- 3. Documentation.

4. Marketing, Printing of brochure, web site development etc

Status of Implementation:

- 1. Awareness programmes have been provided.
- 2. Training programmes have been provided.
- 3. Documentation has been done.
- 4. Marketing, printing of brochure & websites have been developed.



Perception about the Rural Tourism Project:

- 1. After the completion of project both domestic & foreign tourists have increased.
- 2. Software work has also been completed successfully.
- 3. After this project Artisans are getting benefits.
- 4. Sales have increased.
- 5. Improved socio economic condition.

Consultant's Gradation of the Rural Tourism Project: Overall both Hardware & Software projects have been successfully completed.



Snapshots of the Rural Tourism Project:



State : Kerala

Location : Aranmula, District-Pathanamthitta

Project Name: Development of Aranmula, village, as a Rural Tourism Destination

Activity/Craft: Mural Painting

District Portrait

Pathanamthitta district is the youngest district located in the southern part of Kerala, India. The district headquarters is in Pathanamthitta town. The district is surrounded by Kottayam, Idukki, Alappuzha and Kollam districts. It has a border with Tamil Nadu in the east. Pathanamthitta, Tiruvalla, Adoor, Pandalam, Kozhencherry, Ranni, Mallapally, Konni and Kumbanad-Pullad are the major towns in the district. Famous pilgrimage centre of



Sabarimala, is situated here. Having three rivers and a forest cover which includes a tiger reserve, the district also attracts many wildlife and nature lovers.

About Aranmula

Aranmula is about 128 km from Trivandrum, capital city of Kerala, south western state in India. It is situated on the banks of the river Pampa. Traditions, cultural variations, traditional village life, sceneries are unique for Aranmula. It is a suburb of Kozhencherry in Pathanamthitta District. It is the venue of annual snake boat race on Pampa river. Aranmula is also famous for its metal mirrors, known as



Aranmula kannadi. The palace at aranmula (Aranmula kottaram) has a history of 200 years.

• Crafts/Activities in the District:

The famous metallic mirror of Aranmula is universally noted for its excellence in craft. Bell metal is tamed, tempered and polished to give a mirror like reflection. This noted handiwork stands out as a symbol of excellence in traditional metallic craft in Kerala & Handloom Products.

HARDWARE

Organization/Implementing Agency for Hardware: The Secretary/Director of Tourism, Govt. of Kerala/ District Collector & District Magistrate, Pathanamthitta, Kerala

Year of Completion of Hardware : 2007

Implementing Agency Details: The Secretary/Director of Tourism, Govt. of Kerala/ District Collector & District Magistrate, Pathanamthitta, Kerala

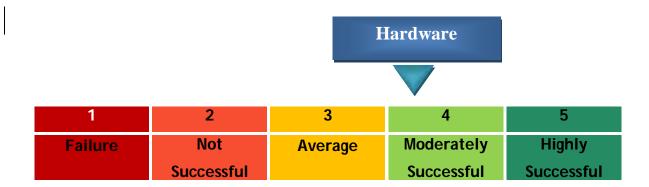
Hardware Components:

- 1. Setting up of permanent workshop cum exhibition centre for Aranmula Metal Mirror.
- 2. Setting up of Mural Art Gallery, museum and information centre at Aranmula as per Vastuvidya Gurukulam Activities.
- 3. Palliyoda Seva Sangham to utilize the amount for tourism related activities, setting up of a museum, permanent academy for vanchipattu singers.
- 4. Gram Panchayat-Aranmula to utilize the amount for Waste management purpose.
- 5. Travancore Devasom Board to utilize the amount for constructing a shelter home and toilets for the inmates of Aranmula Temple.

6. Pampa Parirakshana Sammittee to utilize the amount for setting up a permanent information centre.

Status of Implementation:

- 1. Setting up of permanent workshop cum exhibition centre for Aranmula Metal Mirror has been completed
- 2. Setting up of Mural Art Gallery, museum and information centre at Aranmula as per Vastuvidya Gurukulam Activities has been done.
- 3. Palliyoda Seva Sangham to utilize the amount for tourism related activities, setting up of a museum; permanent academy for vanchipattu singers has been done.
- 4. Utilization of amount by Gram Panchayat-Aranmula for Waste management purpose has been done.
- 5. Travancore Devasom Board to utilize the amount for constructing a shelter home and toilets for the inmates of Aranmula Temple has been done.
- 6. Pampa Parirakshana Sammittee to utilize the amount for setting up a permanent information centre has been done.



SOFTWARE

Organization/Implementing Agency for Software: The Secretary, Govt. of Kerala/District Collector, Pathanamthitta, Kerala. Vasthuvidya Gurukulam, Aranmula, Pathanamthitta.

: 2005

Year of Completion of Software

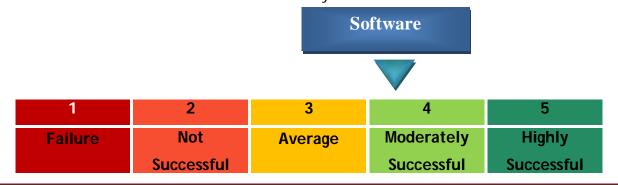
Implementing Agency Details: Vasthu Vidya Gurukulam is situated at Aranmula in Pathanamthitta district. It is an institution which offers courses in traditional architecture and mural painting. It is a government approved training institution for Vasthu Vidya (traditional architecture) and mural painting. The institution was started in 1993 and is affiliated to the Kerala State Cultural Affairs Department.

Software Components:

- 1. Mud technology, Environment friendly construction method and Vasthuvidya.
- 2. Mural painting-workshop etc.
- 3. Kala Aswadana parisheelanam-artist payment and major performance.
- 4. Museum-remuneration of emporium assistant.
- 5. Setting up of Ayurvedic community Training centre.
- 6. Aranmula Metal Mirror-remuneration of masters etc.

Status of Implementation:

- 1. Mud technology, Environment friendly construction method and Vasthuvidya have been provided.
- 2. Mural painting-workshops have been organized.
- 3. Kala Aswadana parisheelanam-artist payment and major performance have been taken care of.
- 4. Museum-remuneration by assistants has been done.
- 5. Setting up of Ayurvedic community Training centre has been completed.
- 6. Aranmula Metal Mirror-remuneration by masters has been done.



Perception about the Rural Tourism Project:

- 1. Both Hardware & Software work has been completed successfully.
- 2. Artisans are getting good benefits after the completion of the project.
- 3. Tourists flow has also increased.
- 4. Socio economic conditions have improved.

Consultant's Gradation of the Rural Tourism Project: This project has been successful as it helps artisans to improve their socio-economic conditions and both software as well as hardware work have been completed.



State : Kerala Location : Kalady

Project Name: Development of Kalady, village, as a Rural Tourism Destination

Activity/Craft: Mural Painting

District Portrait

Ernakulam is a district of Kerala in southern India. District includes the largest metropolitan region of the state Greater Cochin. Ernakulam District is the highest revenue yielding district in the state and is called and known as the commercial capital of Kerala. It is the third most populous district in Kerala, after Malappuram and Thiruvananthapuram, Ernakulam district also hosts the highest number of number of international and domestic tourists in



Kerala state. It is surrounded by Thrissur District to the north, Idukki District to the east, Alappuzha and Kottayam districts to the south and Arabian sea to the west. Its headquarters is located at Kakkanad, a suburb of Kochi city.

About Kalady

Kaladi village is located in east of the Periyar River in Ernakulam district of Kerala. It is the birthplace of Adi Sankara, the greatest among Indian philosophers, well known for his doctrine of Advaita. It is a popular destination for pilgrims in Kerala. Sri Sankara Sanskrit University is also



located here. Cochin International Airport is very near to Kaladi.

• Crafts/Activities in the District:

Ernakulam has rich traditions of dance, sculptures, temple architecture, martial arts, and handicraft items. Kochi is a cosmopolitan city and so people from all parts are living here. One can see the culture of people from all the castes and communities. The city is believed to have a colorful culture. There are many art and crafts industries here that sell handicraft items which include items made in rosewood, bell metals etc

HARDWARE

Organization/Implementing Agency for Hardware: The District Collector, Ernakulam/ Kalady Area Development Authority, Kalady.

Year of Completion of Hardware : 2008

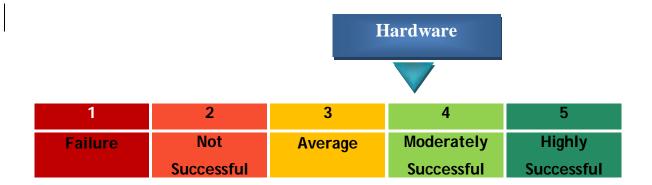
Implementing Agency Details: The District Collector, Ernakulam/ Kalady Area Development Authority, Kalady.

Hardware Components:

- 1. Organic Spice Farming Cum Trading Centre.
- 2. Participatory Living Handicrafts Village and Kalgramam
- 3. Centre for Travel Circuit cum spice cuisine.
- 4. Signage.

Status of Implementation:

- 1. Organic Spice Farming Cum Trading Centre has been made.
- 2. Participatory Living Handicrafts Village and Kalgramam have been completed.
- 3. Centre for Travel Circuit cum spice cuisine has been constructed.
- 4. Signage has been built.



SOFTWARE

Organization/Implementing Agency for Software: The District Collector, Ernakulam/Kalady Development of Authority, Kaladi.

Year of Completion of Software : 2007

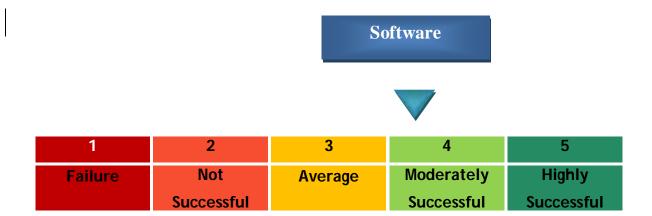
Implementing Agency Details: The District Collector, Ernakulam/Kalady Development of Authority, Kaladi.

Software Components:

- 1. Awareness Programme.
- 2. Training Programme.
- 3. Gender empowerment Programme
- 4. Marketing and Publishing materials
- 5. Baseline Survey.

Status of Implementation:

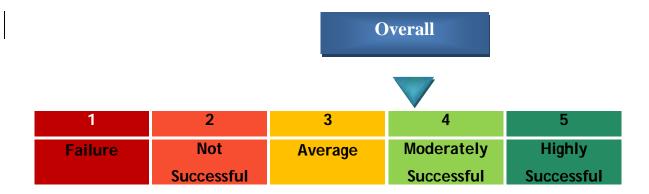
- 1. Awareness Programmes have been organized.
- 2. Training Programmes have been organized.
- 3. Gender empowerment Programme has also been organized.
- 4. Marketing and Publishing materials have been purchased.
- 5. Baseline Survey has been done.



Perception about the Rural Tourism Project:

- 1. Both Hardware & Software work has been completed successfully.
- 2. Artisans are getting good benefits after the completion of the project.
- 3. Tourists flow has also increased.
- 4. Socio economic conditions have improved.
- 5. Over all satisfactory with the performance of the project

Consultant's Gradation of the Rural Tourism Project: This project has been successful as it helps artisans to improve their socio-economic conditions and both software as well as hardware work have been completed.



State : Kerala

Location : Anakkara, District- Idukki

Project Name: Development of Anakkara village, as a Rural Tourism Destination

Activity/Craft: Spice Village.

3. District Portrait

Idukki district is one among the 14 districts of Kerala state, India. The district headquarters is located at Kuyilimala in Painavu. It is the second least populous district in Kerala, after Wayanad. Idukki is the spice garden of Kerala. Sahya ranges occupying most of the geographical area, Idukki is one of the most nature rich areas of Kerala. High ranges and wooded valleys of Idukki offers diverse attractions like wildlife sanctuaries, hill stations, spice plantation tours,



jungles and safaris, mountain treks, elephant rides etc. Idukki is home to a large population of tribals, the main tribes being Muthuvan, Malayarayan, Mannan, Paliyan, Urali, Ulladan, Malayedan and Malampandaram.

About Anakkara

Anakkara is the spice destination of Kerala that attracts tourists in many more ways. This emerald strip of land lies in close proximity to the world renowned Periyar Wild Life Sanctuary (Thekkady), enroute Munnar, another world



renowned tourism destination. Anakkara is blessed with a unique climate best suited for growing spices. No wonder then, world's finest quality cardamom and pepper are produced here. Extensive spice and tea plantations, picture perfect landscapes, waterfalls, rocks, caves are the major attractions here, most of them are unexplored miracles of nature.

• Crafts/Activities in the District:

The mountainous district of Idukki forms the gateway to the high ranges in the state. Idukki abounds in a variety of plantation crops such as tea, coffee and spices. The mist-clad beauty of the hills overlooking emerald valleys attracts tourists and vacationers to the place.

HARDWARE

Organization/Implementing Agency for Hardware: The District Collector/Women in Agriculture, Village Anakkara, Kerala

Year of Completion of Hardware : 2010

Implementing Agency Details Women in Agriculture (WIA), a group of women in Anakkara in Kerala, is bidding to implement Ecotourism and are responsible for tourism projects at Anakkara Spice Tourism village in Idukki district of the state. WIA was formed in October 2004 when 25 enthusiastic women of Anakkara came together with an aim of improving their life style by providing their own contributions to the family income.

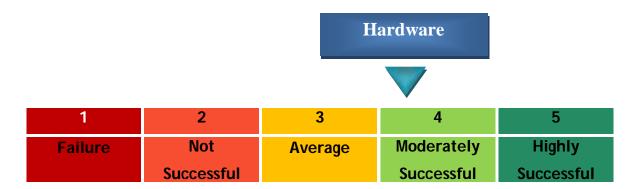
Hardware Components:

- 1. Fifteen Home stay for ground floor
- 2. One Comfort station
- 3. One Reception center

- 4. Four Toilet and Sanitation facilities
- 5. Solid waste management.
- 6. Signage.
- 7. Illumination with street light.
- 8. Development of farm.

Status of Implementation:

- 1. Fifteen Home stay at ground floor have been constructed.
- 2. One Comfort station has been made.
- 3. One Reception center has been made.
- 4. Four Toilet and Sanitation facilities have been provided.
- 5. Management for disposal of solid waste has been provided
- 6. Signage has been built.
- 7. Illumination with street light has been completed.
- 8. Development of farms has been completed.



SOFTWARE

Organization/Implementing Agency for Software: The District Collector/Women in Agriculture, Village Anakkara, Kerala

Year of Completion of Software : 2010

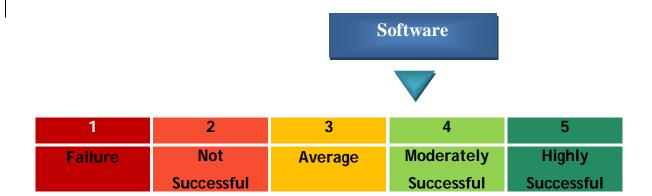
Implementing Agency Details: Women in Agriculture (WIA), a group of women in Anakkara in Kerala, is bidding to implement Ecotourism and are responsible for tourism projects at Anakkara Spice Tourism village in Idukki district of the state. WIA was formed in October 2004 when 25 enthusiastic women of Anakkara came together with an aim of improving their life style by providing their own contributions to the family income.

Software Components:

- 1. Training for SHG members
- 2. Training for Guides and Receptionists
- 3. Training for Farming community.
- 4. Public Awareness Programme.
- 5. Survey & data collection & Auditing
- 6. Gender Sensitization.
- 7. Promoting Cultivation of Traditional Crops.
- 8. Promotion of traditional Art & Craft.
- 9. Organizational Training for farm Tourism

Status of Implementation:

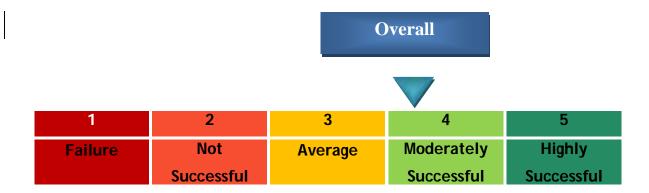
- 1. Training for SHG members done.
- 2. Training for Guides and Receptionists done.
- 3. Training for Farming community done.
- 4. Public Awareness Programme done.
- 5. Survey & data collection & Auditing done.
- 6. Gender Sensitization done.
- 7. Promoting Cultivation of Traditional Crops done.
- 8. Promotion of traditional Art & Craft done.
- 9. Organizational Training for farm Tourism done



Perception about the Rural Tourism Project:

- 6. Both Hardware & Software work has been completed successfully.
- 7. Artisans are getting good benefits after the completion of the project.
- 8. Tourists flow has also increased.
- 9. Socio economic conditions have improved.
- 10. Over all satisfactory with the performance of the project

Consultant's Gradation of the Rural Tourism Project: This project has been successful as it helps artisans to improve their socio-economic conditions and both software as well as hardware work have been completed.



Snapshots of the Rural Tourism Project:



Spice of Anakkara



Spice of Anakkara

State: Madhya Pradesh

State: Madhya Pradesh

Location: Village Pranpur, Dist. Ashok Nagar

Project Name:

Activity/Craft: Pulkari, Hand block printing

District Portrait

Ashoknagar is located on the northern-eastern part of Malwa Platue between Sindh and the Betwa. The eastern and western boundaries of the District are well defined by the rivers. The Betwa flows along the eastern boundary separating from Sagar District, and Lalitpur and Jhansi District of Uttar Pradesh. The Sindh is the main river flowing along the western boundary. Chanderi is famous for its exquisite and delicate muslin industry is a part of the district.



Crafts/Activities in the District

The district is famous for a small town called 'Chanderi', which is about 60 km from Ashoknagar. In Chanderi, ancient sculptures have been discovered in large numbers. Thubonji Sidhdha Kshetra is another one of the pilgrim centre for Jains. It is about 32 km from Ashoknagar. In the south, about 35 km from Ashoknagar, is the famous 'Karila Mata Mandir', which is known to be the birthplace of 'Luv and Kush', sons of Lord Rama and Sita Mata. A huge fair is organized every year on Rangpanchmi in which Rai Dance is performed by Bedni Women. Tumen is also a famous historical pilgrim centre situated at Triveni known for Mata Vindhyavasini temple. There are many more places of religious importance in the district of Ashoknagar.

Artisans covered: Around 200 artisans are based in and around the village but only 15 ladies received training in toy making and only 1 artisan practicing pottery received training from the implementing agency.

HARDWARE

Organization/Implementing Agency for Hardware:

- 1. The Commissioner Tourism Govt. of M.P.
- 2. M.P Tourism Development Corporation Ltd.
- 3. Project consultant UNDP-Endogenous tourism Project
- 4. Bundelkhand Institute for Rural Development Guna Madhya Pradesh.

Year of Completion of Hardware: 2004-2005

Hardware Components:

- 1. Laying of internal roads and drains
- 2. De silting repairing and landscaping of the Takbandi tank
- 3. Illumination of the inner areas of the village
- 4. Construction of 10 garbage bins and trenching grounds
- 5. Extenuation of 10 houses owned by village community for providing tourist accommodation
- 6. Sewerage management in village Pranpur
- 7. Stone Signage
- 8. Reception cum information center at Pranpur
- 9. Construction of Vishramsthal Rural Huts
- 10. Park Development of Pranpur
- 11. Procurement of equipment related to water sport, Eco friendly modes of Transport.

Status of Implementation: Hardware components work in most of the areas has not been completed and villagers and Gram Pradhan want the project to continue so that it increases domestic tourist visits to the village.



SOFTWARE

Organization/Implementing Agency for Software:

- 1. The Commissioner Tourism Govt. of M.P.
- 2. M.P Tourism Development Corporation Ltd.
- 3. Project consultant UNDP-Endogenous tourism Project.
- 4. Bundelkhand Institute for Rural Development Guna Madhya Pradesh.

Year of Completion of Software: 2004-2005

Implementing Agency Details:

1. Rural Indian Association is an NGO for improving rural peole and is located in Jammu. It is involved with the artisans, in the craft of hand embroidery & paper mache. It has a total of 19 SHG's and a total workforce of 239 artisans.

Software Components:

- 1. Base Line Survey & Scooping Exercise
- 2. Publication of Tourism related material
- 3. Organizing workshop for awareness
- 4. Training for tourism service capacity building and related activities
- 5. Capacity Building of local musicians and folk artist

- 6. Capacity building of host community
- 7. Development of marketing support model, brochures, post cards etc.
- 8. Development of website, effective use of media
- 9. Imparting of skills to weavers and other artisans
- 10. Capacity building of the community for gender sensitization
- 11. Exposure visits for artisans and tourism service providers
- 12. Capacity building of local persons for aggressive marketing of tourism
- 13. Organizing annual festival "Pranpur Virasat"
- 14. Building capacity of farmers to adopt organic farming, horticulture and flower culture
- 15. Organizing trekking camps and facility
- 16. Building capacity of healthy & hygienic cooking "Bundeli vyanjan"
- 17. Provide support of organize traditional festivals & fare around the year
- 18. School education programme (class VI to x) for sustainable eco-rural tourism.

Software Implementation: Regarding start of software work, training by the NGO and other consultants' training had started and continued for a few days at the time of initiation of the project, but after that training, which is incomplete till now, there has been none anymore. There has been no improvement in the product.



Perception about the Rural Tourism Project: The artisans are not happy with the scheme and feel that it is quite useful for them if it is implemented properly, which has not been the case. The artisans also want the projects to continue.

Consultant's Gradation of the Rural Tourism Project: Both hardware and software components have not been implemented completely and lots of work is still pending. This initiative neither has increased tourism in the project site nor has helped in increasing the socio economic condition of the population that exists there.



Snapshots of the Rural Tourism Project:

1. Laying internal road and Drain.







2. De silting repairing and landscaping of the Takbandi tank





1. Illumination of the inner areas of the village.





2. Construction of 10 garbage bins and trenching grounds



3. Extenuation of 10 houses owned by village community for providing tourist accommodation







6. Sewerage management in village Pranpur and Stone Signages







7. Reception cum information center at Pranpur & Construction of Vishramsthal Rural Huts











8. Park Development of Pranpur



State: State: Madhya Pradesh

Location: Orchha Village, Tikamgarh District

Project Name: Infrastructure Development Rural Tourism Project in Orchha Village,

Tikamgarh District

District Portrait

Tikamgarh district lies in the northern part of Madhya Pradesh. The early history of Tikamgarh district is however not chronicled, though as suggested by the numerous ruins of buildings and other old remains lies scattered at various places, viz Orchha, Garh Kudar, Prithvipur, Barana, Lidhoura, Digora, Mohangarg, Baldeogarh and Tikamgarh, it must be having a glorious past.



Crafts/Activities in the District

A village of Niwari tehsil, Orchha is situated on the Betwa river at a distance of about 13 Km. from tehsil headquarter. It is 15 Km. from Jhansi (U.P.). Orchha is linked by the rail on Jhansi-Manikpur section of the Central railway.

Artisans covered: No Artisans are present there.

HARDWARE

Organization/Implementing Agency for Hardware:

- 1. The Commissioner Tourism Govt. of M.P.,
- 2. M.P Tourism Development Corporation Ltd

Year of Completion of Hardware: 2005-2006

Implementing Agency Details:

1. M.P Tourism Development Corporation developed the projects.

Hardware Components:

- Restoration and conversion of heritage building to tourist accommodation at Betwa cottage complex
- 2. River front development and adjoining area of Betwa cottage complexlandscaping, paving & lighting
- 3. Boundary wall, Reception, Dining Hall-Kitchen construction
- 4. Landscaping, Repairing of old buildings on site
- 5. Signage, Linking with Chaupal etc.

Status of Implementation:

1. The entire list of hardware components as mentioned in the previous section has been properly completed and the quality of the work is good. The rural tourism project has led to the increase in tourists interested to experience rural life. All hardware components are maintained under the cottage manager under M.P Tourism Development Corporation Ltd.



Consultant's Gradation of the Rural Tourism Project: In this project where only hardware components have been incorporated, has been executed to the point and just the incorporation of the hardware infrastructure components has led to the increase in the number of tourist arrivals to the project site. Keeping in mind only the hardware component implementation part, this project can be termed as successful.



Snapshots of the Rural Tourism Project:

1- Restoration and conversion of heritage building to tourist accommodation at Betwa cottage complex



2. River front development adjoining Betwa cottage complex-landscaping, paving & lighting









3. Boundary wall, Reception, Dining Hall-Kitchen









4. Signage, Linking with Chaupal etc.





State : Madhya Pradesh

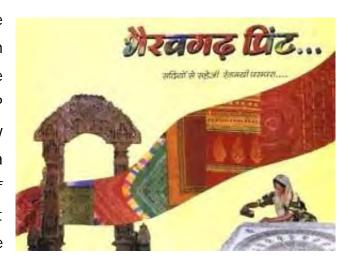
Location : Village Amla, Distt. Ujjain

Project Name: Development of Rural Tourism in Village Amla, Distt.

Activity/Craft: Block Printing

District Portrait

Ujjain lay on the main trade route between North India and Deccan and on to western Asia and the West. The Northern black polished ware - the NBP as it is often called which is technically the finest pottery of the time, with a brilliantly burnished dressing almost of the quality of a glaze in color from jet black to a deep grey or metallic blue



and iron, found their way to the northern Deccan from the Gangetic plains through Ujjain. The articles of export to the western Asia such as precious stones and pearls, scents and spices, perfumes, silks and muslin, reached the port of Brighukachcha from the remote north through Ujjain.

Crafts/Activities in the District

The tradition of printing cloths began with blocks of potato and developed into printing with wooden blocks, is centuries old. It can be marketed, when Bhairavgarh Lugda, Godra, Jajam or Nandana were replaced by sarees, bedsheet and dress material. The blocks are carved on the specially evened teak wood. For color combination in one design different blocks are used. In block printing utmost care has to be taken, regarding applying even pressure on block every time, and properly matching the joints. Preparation of colours is an important aspect of the art of printing and therefore, according to the nature of the material used for preparing the colours the

printing techniques like Alijarin, Nandana, Chemical T.C, Bagru and Discharge print developed.

Artisans covered: The heritage village Amla is located near the temple town of Ujjain, Omkareshwar, Maheshwar and the financial capital of the state - Indore. Block-printing workshops renowned for indigo printing are located in the nearby Ujjain. AMLA is specialized in tribal art, block printing, tie and dye and batik. More than 500 hundred people are involved in this work.

HARDWARE

Organization/Implementing Agency for Hardware:

- 1. Managing Director, MPSTDC
- 2. Regional Director (West)

Year of Completion of Hardware: 2006-2007

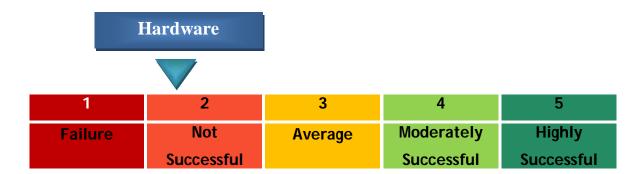
Hardware Components:

- 1. Providing cement concrete roads in entire village
- 2. Providing Covered Drains in village
- Provision of electric poles in village and electric system for internal lighting
- 4. Providing boundary walls and plantation work in middle school campus
- 5. Internal village lighting arrangements like vapor lamps
- Provision of 20 tourist shops for handicraft market of handicraft and local products
- 7. Improvement & clearance of Bawdi at Amla Mata ji Mandir
- 8. Providing roadside plantation from crossing to Amla plantation in Playground Campus Balaji Mandir
- 9. Improvement and beautification of tanks
 - Balaji Tank
 - Sai Tank
 - Gandharva Tank

- Jafila Tank
- 10. Providing roadside plantation on the crossing between Amla plantation in Playground Campus and Balaji Mandir
- 11. Provision of Display Boards
 - At Railway Station
 - At Bus Stands
 - At Barnagar Road Crossing

Status of Implementation:

1. Most of the work is not completed. If the work is completed like in case of 20 Tourist Shops for handicrafts market of handicrafts and local products but there has been no distribution of the shops for the people till now.



SOFTWARE

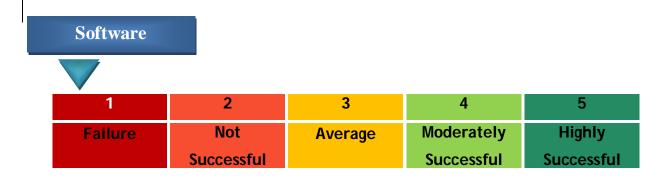
Organization/Implementing Agency for Software: MPSTDC

Year of Completion of Software: 2007-2008

Software Components:

- 1. Block Printing and Dying Training Programme
- 2. Folk Music and Dance Troupe
- 3. Marketing & Publicity
- 4. Participation in Travel promotional events
- 5. Contingency

Status of Implementation: Software work is given to Panchayat Samiti but they have not conducted any training programme. According to the Panchayat Samiti head, the software section of the project is under process.



Perception about the Rural Tourism Project: The artisans are not happy with the Training program and feel that these schemes are useful for them if implemented properly. For example if block printing and flock music and dance training program is conducted properly, it would be very beneficial for them. The artisans also want to attend more marketing fairs and exhibitions.

Consultant's Gradation of the Rural Tourism Project: This project is not successful as software portion of the work is yet to be started and the hardware part is partially complete and partially implemented. The work is already delayed and quick measures need to be taken to improve the situation.



Snapshots of the Rural Tourism Project:

1. Providing Cement Concrete road in Village entirely.





2. Providing Covered Drains in village+ Provision of electric poles in village and electric system for internal lighting,





3. Providing boundary walls and plantation work in middle school campus





2. Village internal lighting arrangements like vapor lamps Provision of 20 tourist shop for handicraft market of handicraft and local





3. Improvement & clearance of Bawdi at Amla Mata ji Mandir





6. Providing improvement of tanks and beautification





7. Providing roadsides plantation from crossing Amla plantation in Playground Campus Balaji Mandir



State: Madhya Pradesh

Location: Villages Chaugan, District- Mandla

Project Name: Development of Rural Tourism project villages Chaugan

District Portrait

Mandla is a tribal district situated in the east-central part of Madhya Pradesh. The district lies almost entirely in the catchment of river Narmada & its tributaries. A district with a glorious history, Mandla comprises of numerous rivers and endowed with rich forests. The world's famous Tiger Sanctuary, Kanha National Park located in the district, is one of the hottest targets for both the domestic as well as foreign tourists.



Crafts/Activities in the District

Chaugan Villagers are expert in making handicrafts items out of the fiber and bamboo. A famous plant species known as Ram Phul is used to make beautiful wood items. Wood carvings are other major attractions of Chaugan village which can be collected as souvenir.

Artisans covered: National institute of women, child & youth development has given training Program to maintain antique items like OKHALI, CHAKIYA, and KHUMBHARI. NGO formed for this purpose is called Somaya group and comprises of 80 members. Most of the artisans are not interested to continue to work because the programs have not given any monetary benefit to them.

HARDWARE

Organization/Implementing Agency for Hardware:

- 1. The District Collector, District- Mandla
- 2. Project Consultant, UNDP-Endogenous Tourism Project
- 3. National Institute of Women Child & Youth Development.

Implementing Agency Details: The National Institute for Women, Child and Youth Development (NIWCYD), based in Nagpur, was established in 1982 by a group of development activists who came together with the primary objective of working for the overall development of women, children and youth, and empowering them to actively participate in the process for their own development.

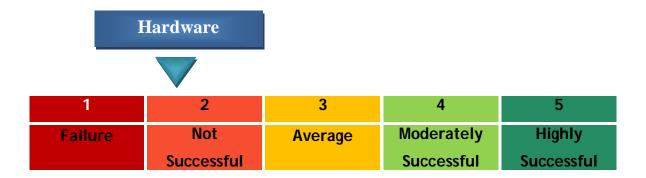
In co-operation with AWO International, NIWCYD is currently running the project "Livelihood Promotion of Primitive Tribal Groups and Marginalized Communities in Central India through Linkages to Government Schemes". The project is located and executed in 34 adivasi villages of the Indian States of Madhya Pradesh and Chhattisgarh.

Hardware Components:

- 1. Improving of village surroundings
- 2. Improving roads within Panchayat limits
- 3. Villages illumination: Solar sets
- 4. Wayside amenities
- 5. Procurement of tourism equipment
- 6. Solid Waste & sewerage management
- 7. Refurbishment of monuments
- 8. Signage
- 9. Other work directly related to Tourism

Status of Implementation:

 Hardware work has been completed by the NGO which was being managed by the collector of the district. The quality of the work is not satisfactory according to the villagers and the Gram Pradhan has requested to the Department of Ministry of Tourism that the entire project to be checked out and restarted.



SOFTWARE

Year of Completion of Software: 2004-2005

Software Components:

- 1. Program expenses-Team building orientation
- 2. Training-Capacity building
- 3. Training-skill developments
- 4. Training-cum-production unit-raw material and equipment cost
- 5. Promotion/marketing
- 6. Administrative express

Status of Implementation: No training program or any type of software work has started so far and the villagers are not satisfied and have urged that the training program be started as soon as possible for the development of the villagers.



Perception about the Rural Tourism Project: The artisans are not happy with the implementation rate of the scheme but feel that this scheme is quite useful for them. The artisans also want attractive monetary benefits from this scheme. At present form these artisans are not getting any money.

Consultant's Gradation of the Rural Tourism Project: This project is a partial success as only the hardware part of the scheme has been implemented and no software work has yet started. The quality of hardware has raised a few doubts among the beneficiaries and the software non-implementation leaves a lot to be desired.



Snapshots of the Rural Tourism Project:

1 Improving of village surroundings





2 Improving roads within Panchayat limits





3 Villages illumination: Solar sets





4 Wayside amenities





5 Procurement of tourism equipment



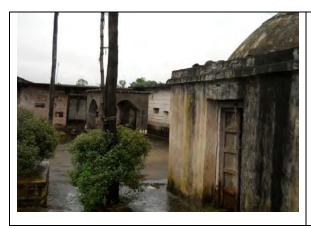


6 Solid Waste & sewerage management





7 Refurbishment of monuments





8. Signage





9 Other work directly related to Tourism





State: Maharashtra

State : Maharashtra

Location : Morachi Chincholi, District- Pune

Project Name: Development of Morachi Chincholi village, as a Rural Tourism

Destination

Activity/Craft: Mirror Work/Embroidery

District Portrait

Pune District is situated in Maharashtra state of India. Pune is well known as the 'Queen of Deccan' due to its scenic beauty and rich natural resources. Besides, it is famous for its religious and historical places. Pune city is known on the world map beacuase of its educational, research and development institutions. The district also has an significance as an important military base. Pune is the most industrialized district in western Maharashtra



and a famous IT hub in the country. Pune exemplifies an indigenous Marathi culture and ethos, in which education, arts and crafts, and theatres are given due prominence.

About Morachi Chincholi village

Morachi Chincholi, by name itself means a village of tamarind trees & town of Dancing Peacocks all around. It is situated on Ahmednagar-Pune Highway near Shirur, Ranjangaon Ganpati at a distance of 23



km in Maharashtra (India). Today also in Morachi Chincholi, one can find lot of peacocks everywhere in this small village.

• Crafts/Activities in the District

Pune district has a rich cultural heritage & handicraft products like Wooden craft, Metal handicraft, gifts and decorative, stone handicrafts, glass products, Mirror work, costume jewelry, paintings, Embroidery, Carpets & bone handicrafts, etc

• **Artisan covered:** Approximately 700 artisans are working in this village.

HARDWARE

Organization/Implementing Agency for Hardware: The Secretary / The Director, Tourism, Govt. of Maharashtra.

Year of Completion of Hardware : 2009

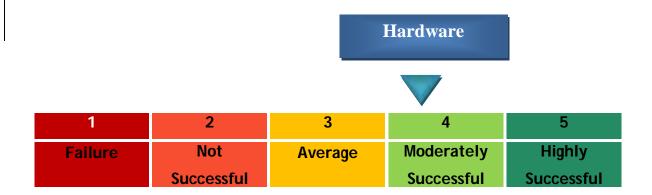
Implementing Agency Details: The Secretary / The Director, Tourism, Govt. of Maharashtra.

Hardware Components:

- 1. Reception and Exhibition Block.
- 2. Amphitheatre Toilet Block & Drinking Water.
- Fountain.
- 4. Dormitories Budget accommodation.
- 5. Landscape.
- 6. Development near lake.
- 7. Restoration of the old village entrance arch.

Status of Implementation

- 1. Morachi Road 5 km. have been developed.
- 2. Signage have been built
- 3. Morachi Bus Stop has been developed.
- 4. Cottages one Bamboo House, one Fibre House, one Shed, two RCC Sheds all have been made.
- 5. Repair of Jai Malhar Temple has been done.
- 6. Construction of Fish Pond has been completed.
- 7. Higher Sec. School for Common Education has been made.
- 8. Agriculture Training School has been made.
- 9. Cultural activities inside the ground worth Two acre have been implemented.



SOFTWARE

Organization/Implementing Agency for Software: The Secretary / The Director, Tourism, Govt. of Maharashtra/ Jai Malhar Krishi Vikas Pratisthan, Morachi Chincholi, Pune.

Year of Completion of Software : 2009

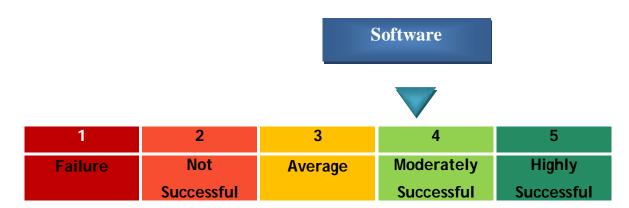
Implementing Agency Details: The Secretary / The Director, Tourism, Govt. of Maharashtra/ Jai Malhar Krishi Vikas Pratisthan, Morachi Chincholi, Pune.

Software Components

- 1. Workshop, Seminars and Awareness Programmes.
- 2. Operation Norms.
- 3. Training Activities.
- 4. Tourism Product Development.
- 5. Cultural Festivals.
- 6. Training on Photography.
- 7. Gender Sensitization.
- 8. Marketing Support.
- 9. Administrative Expenses for NGO.

Status of Implementation

- 1. Horse riding has been provided to tourists.
- 2. Training for disposal of garbage has been completed.
- 3. Agriculture Training for vegetable and Fruits have been provided.
- 4. Tourist Camps have been arranged
- 5. There has been arrangement for Kodba Party in month of January/February.



Perception about the Rural Tourism Project:

- 1. Both Hardware & Software work are satisfactory.
- 2. After receiving software training Artisans are getting benefits.

- 3. There is an Increase in their socio economic conditions.
- 4. Product quality has also improved.

Consultant's Gradation of the Rural Tourism Project: Most of the hardware as well as software work has been completed. Overall this project has increased the socioeconomic conditions of the villagers and is thus doing well.



State : Maharashtra

Location : Sulibhanjan-Khultabad, District- Aurangabad

Project Name: Development of Sulibhanjan-Khultabad, as a Rural Tourism Destination

Activity/Craft: Sufi tradition and Culture

District Portrait

Aurangabad District is one of the 35 districts of Maharashtra state in western India. It is bordered by the districts of Nashik to the west, Jalgaon to the north, Jalna to the east, and Ahmednagar to the south. Aurangabad is the headquarters and principal city. Barring these heritage monuments of Ajanta, Ellora, Daulatabad and Bibi-Ka-Maqbara the district is rich in monuments, historical and



religious, of National importance. Hence, it deserves the epithet as Tourist District of India.

About Sulibhanjan-Khultabad village

Sulibhanjan and Khultabad are essentially merged into one part for Hindus and Muslims. The villages are situated on the main tourism axis, just 3km from the Ellora caves in Aurangabad district, Maharashtra. The entire region bears an incredible architectural and historical heritage. Sulibhanjan is



a rural paradise with hills, forests, lakes and lush agricultural fields. Khultabad is one of the most important seats of Sufi tradition.

Crafts/Activities in the District

Pune district has a rich cultural heritage & handicraft products like Wooden craft, Metal handicraft, gifts and decorative, stone handicrafts, glass products, Mirror work, costume jewelry, paintings, Embroidery, Carpets & bone handicrafts, etc

• Artisan covered: Approximately 700 artisans are working in this village.

HARDWARE

Organization/Implementing Agency for Hardware: The Secretary / Commissioner/The Director, Tourism, Govt. of Maharashtra.

Year of Completion of Hardware : 2007

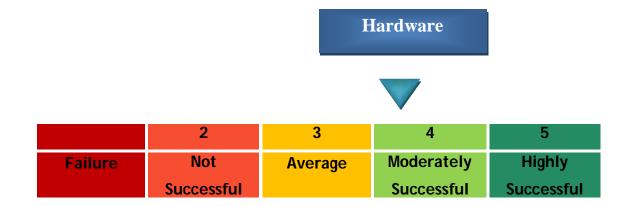
Implementing Agency Details: The Secretary / Commissioner/The Director, Tourism, Govt. of Maharashtra.

Hardware Components:

- 1. Component.
- 2. Revival of old cascade lake system
- 3. Strengthening, widening etc. of approach road
- 4. Development of pathway.
- 5. Conservation/repair of Nakkarkihana gage.
- 6. Development of garden near Bani Begum Baag.
- 7. Craft training/mall construction.
- 8. Purchase of adventure tourism equipment.

Status of Implementation

- 1. Components have been purchased.
- 2. Revival of old cascade lake system has been done.
- 3. Strengthening, widening etc. of approach road has been done.
- 4. Pathways have been developed.
- 5. Conservation/ repair of Nakkarkihana gage have been done.
- 6. Development of garden near Bani Begum Baag has been done.
- 7. Craft training/mall construction has been done.
- 8. Adventure tourism equipments have been purchased



SOFTWARE

Organization/Implementing Agency for Software: The Secretary / The Director, Tourism, Govt. of Maharashtra/ Gomkh Trust for Sustainable Development, Pune.

Year of Completion of Software : 2007

Implementing Agency Details: Gomukh Trust came into existence as a response and reaction to the inadequate and lop sided approach of the Government's watershed development programme.

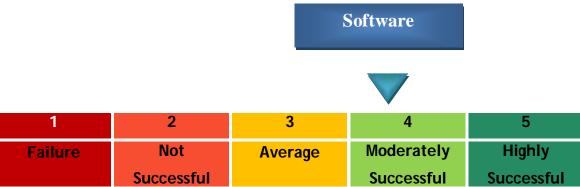
Software Components

- 1. Conducting a Participatory Rural appraisal in Sulibhanjan-Khultabad.
- Mobilization of SHGs.
- 3. Hospitality Training for Households.
- 4. Exposure visits and Exchange Programmes.
- 5. Training of Guides/Crafts persons.
- 6. Filed office and Administration.

7.

Status of Implementation

- 1. Participatory Rural appraisal in Sulibhanjan-Khultabad have been conducted.
- 2. Mobilization of SHGs has been done.
- 3. Hospitality Training for Households has been provided.
- 4. Exposure visits and Exchange Programmes have been conducted.
- 5. Training for Guides/Crafts persons has been provided.
- 6. Work related to field offices and administration has been done



Perception about the Rural Tourism Project:

- 1. Both Hardware & Software work are satisfactory.
- 2. After receiving software training Artisans are getting benefits.
- 3. There is an Increase in their socio economic conditions.
- 4. Product quality has also improved
- 5. But at present needs maintenance.
- 6. After this project both domestic/foreign tourists have increase.

Consultant's Gradation of the Rural Tourism Project: Most of the hardware as well as software work has been completed. Overall this project has increased the socioeconomic conditions of the villagers and is thus doing well.



Snapshots of the Rural Tourism Project:



State: Manipur

State: Manipur

Location: Village Andro, District East Imphal, Manipur

Project Name: Development of Rural Tourism in village Andro

Activity/Craft: Terracotta

District Portrait

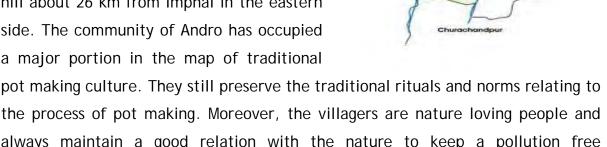
The District is situated in two separate valleys of the state namely Central Valley

EAST IMPHAL

and Jiribam Valley.

Crafts/Activities in the District

A small *Chakpa* village of Manipur known as Andro, lies in the foothills of *Nongmaiching* hill about 26 km from Imphal in the eastern side. The community of Andro has occupied a major portion in the map of traditional



always maintain a good relation with the nature to keep a pollution free ecosystem. In brief, we can call the village as the living heritage village.

Artisans covered: An overview

The **Andro** cluster is able to form above 226 Artisans and 20 SHGs supporting the strong work force. The mobilization gains momentum day by day.

HARDWARE

Organization/Implementing Agency for Hardware:

- 1. District development office East Imphal
- 2. Tourism department Govt of Manipur

Year of Completion of Hardware: 2007-2008

Implementing Agency Details: Under the direction of engineering department of tourism department work has been completed. Regarding construction quality and other thing are under direction of Engineers.

Hardware Components:

- Multipurpose Hall (including entrance lobby with Reception, Selling cum display counters, Toilets, office, store, weaving center etc.)
- Public utilities (Male & Female)
- Amphi Theatre for activities
- Parking & Landscaping
- Signage
- Public Utilities (Male & Female)
- Lighting
- Landscaping & Beautification that is uplifting of stone relics area
- Fencing
- Parking & pathways
- Boating Facilities

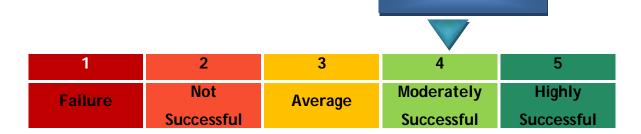
Status of Implementation:

Major of the work has been completed and running properly but boating facilities are not being maintained properly. If some boats are provided for plying to the visitors, it will be more attractive to the tourists.



Overall

Consultant's Gradation of the Rural Tourism Project: There was no software component involved with this rural tourism project. The hardware components implementation has been completed but needs maintenance. This project is moderately successful.



Snapshots of the Rural Tourism Project:



State: Manipur

Location: Village Khongion, District Thonbal, Manipur

Project Name: Development of Rural Tourism in village Khongion

Activity/Craft: Manipur Dance

1. District Portrait

The district of Thoubal, which occupies the bigger portion of the eastern half of the Manipur Valley, takes the shape of an irregular and triangular with its base facing north. It is bounded on the north by Imphal district, on the east by Ukhrul and Chandel districts, on the south by Chandel and Churachandpur districts and on the west by the districts of Imphal and Bishnupur. Although the district is a part of the valley,



the area of the district is not entirely plain. Many rivers flow through the district and many lakes dot its surface.

2. Crafts/Activities in the District

A dance of dedication to the sylvan deity, Khamba Thoibi dance is a duet of male and female partners. This dance is a part and parcel of Moirang Lai-Haraoba. It is supposed that the legendary hero - Khamba and heroin - Thoibi danced jointly before the Lord Thangjing, a celebrated deity of Moirang, a village in the South-West of Manipur which is known for its rich cultural traditions, for peace and wealth of the land. This dance is an interpretation of the dance performed by Khamba and Thoibi. The SHG covered in Badgaon village was formed in 2004-05. A total of thirty artisans were covered in this SHG. The annual turnover of these artisans ranges around Rs 15,000.

HARDWARE

Organization/Implementing Agency for Hardware:

- 1. Director Tourism & Assistant Engineers, Manipur
- 2. District tourism Office Khongion (District Thonbai)

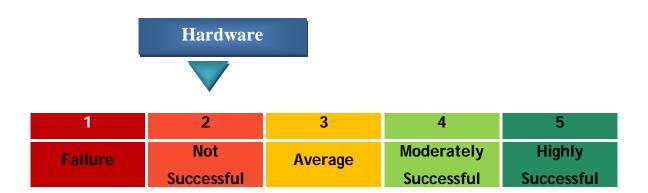
Year of Completion of Hardware: 2007-2008

Implementing Agency Details: Under the direction of the engineering wing of Tourism Department of Manipur, the work has been completed. Construction quality and other thing are under direction of Engineers.

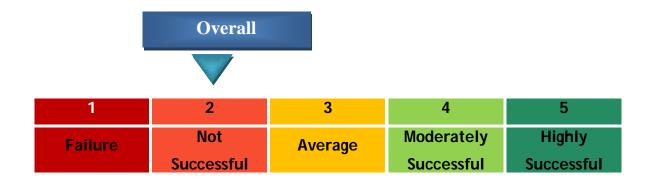
Hardware Components:

- Up gradation of Tourist Lodge
- Beautification of place of worship (Village Deity)
- Beautification of "Battle Field" Park
- Weaving cum Exhibition Centre

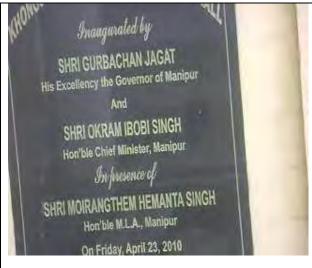
Status of Implementation: One community Hall, one hall for performing cultural programs has been constructed nicely. But, it was found (seen in the photograph) that the Hall for cultural programs is damaged and C.I. sheet roofing has also been damaged and torn into pieces. The flooring of the two halls has mud flooring (Kutcha) and as such it seems to be unclean due to waste paper, rubbish & cow dung scattered over there. Regarding the War-field, it is not protected by proper fencing. The water for offering homage to the people killed in the Khongjom War by the British army is also not nicely preserved. The tourist lodge has become the residence of the Indian army. There is no weaving centre in the village funded by the Ministry of Tourism.



Consultant's Gradation of the Rural Tourism Project: This rural tourism project didn't have any software component implementation. The hardware components have not been implemented properly as only one component has been implemented. This project hence is not successful.



Snapshots of the Rural Tourism Project:













State: Manipur

Location: Village Noney, District Tamenglong

Project Name: Development of Rural Tourism in village Noney

Activity/Craft: Manipur Dance

District Portrait

Tamenglong District is blessed with virgin forests, exotic orchids, rare and endangered plants, and wildlife. The forests can be grouped as Tropical-Ever-green forest, Sub-tropical forest and Bamboo brakes.



Artisans covered: An overview

The SHG covered in Badgaon village was formed in 2004-05. A total of thirty artisans were covered in this SHG. The annual turnover of these artisans ranges around Rs 15,000.

HARDWARE

Organization/Implementing Agency for Hardware: Director Commissioner, Department of Tourism.

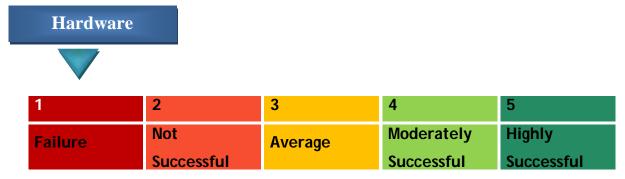
Year of Completion of Hardware: Work has not started yet

Hardware Components:

- Multipurpose Hall entrance lobby reception
- Store, Restaurant kitchen
- Rooms (6 in number)
- Public Utilities (for both Males & Females)
- Parking

- Landscaping
- Signage

Status of Implementation: According to headman and MR. Chhetri, Director Commissioner of Department of Tourism, due to flood, construction work has been damaged, so the Department has decided to construct in other place. The site has been reserved for the purpose of rural tourism projects.



SOFTWARE- No software components

Consultant's Gradation of the Rural Tourism Project: This rural tourism project is a failure as the work on hardware components has not yet been started.

