

State: Meghalaya

State : Meghalaya

Location : Sasatgre, District. West Garo Hills

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

Activity/Craft: Bamboo Craft

- **District Portrait**

West Garo Hills is one of the largest district of Meghalaya, located in the western part of the State. The Garo Hills district was divided into two districts, viz. the West Garo Hills district and the East Garo Hills district in October 1976. The erstwhile West Garo Hills district was further divided into two administrative districts of West and South Garo Hills on June 1992. The district headquarters of West Garo Hills is Tura, which is the second largest town in the State after Shillong. West Garo Hills district lies on the western part of the state of Meghalaya bounded by East Garo Hills district on the east, South Garo Hills on the south-east, Goalpara district of Assam on the north and north-west and Bangladesh in south.



- **About Sasatgre village**

Sasatgre village located on the hilly crescent - like saddle at the foot of the Nokrek peak, in West Garo Hills district. Sasatgre village is accessible by road from Oragitok village which lies on Tura-Asanangre-Williamnagar State highway. The distinguishing feature of this village is that although all the houses are built in the typical Garo Pattern and design, they are spacious, airy, well-built and firm.



Development, change and prosperity have not changed the way of living of Sasatgre villagers and they continue to be the repository of undiluted Garo custom, culture and convention. Sasatgre has been blessed by nature, as far as orange plantations are concerned and the village is surrounded by healthy, dark green orange bushes, which are highly productive. The village now falls on the periphery of the Nokrek Gene Sanctuary-cum-Biosphere Reserve.

HARDWARE

Organization/Implementing Agency for Hardware:

1. Meghalaya Tourism Department under the direction of WEST GARO HILLS DC.

Year of Completion of Hardware : 2011

Implementing Agency Details :

1. Meghalaya Tourism Department under the direction of WEST GARO HILLS DC.

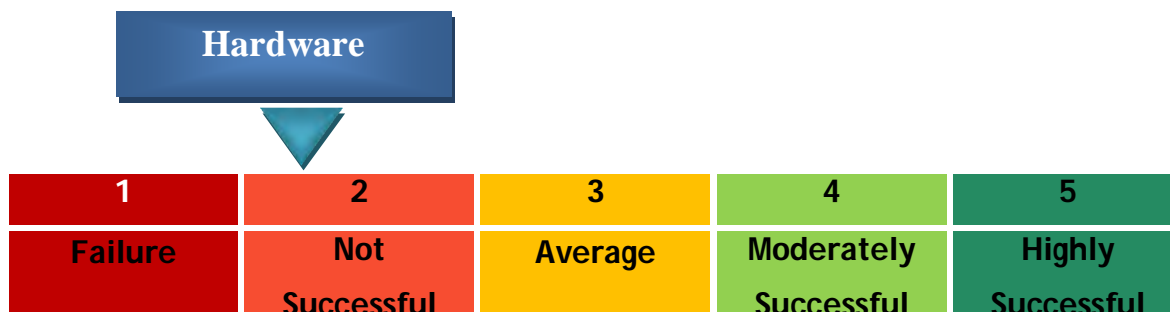
Hardware Components:

1. Hardware components like Craft shop.
2. Typical Garo House.
3. Traditional looms.
4. Borang tree House
5. Shaiter for local Brewing, and site Development work is under construction
6. According to project components work are in progress

Status of Implementation: (work is going on)

1. Hardware components like Craft shop.
2. Typical Garo House.
3. Traditional looms.
4. Borang tree House.
5. Shaiter for local Brewing, and site Development work has been under construction

6. According to project components work has been able to progress



SOFTWARE

Organization/Implementing Agency for Software :

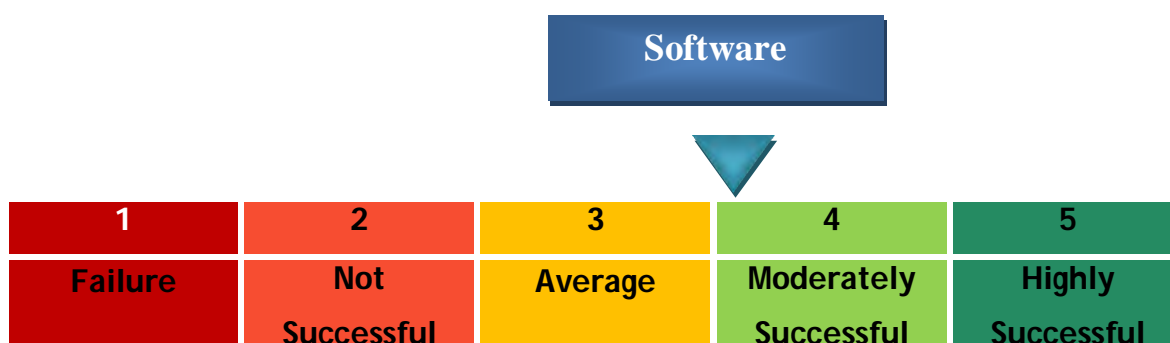
1. Achik Tourism Society/Dept. of Tourism.

Year of Completion of Software : 2007

Software Components and implementation:

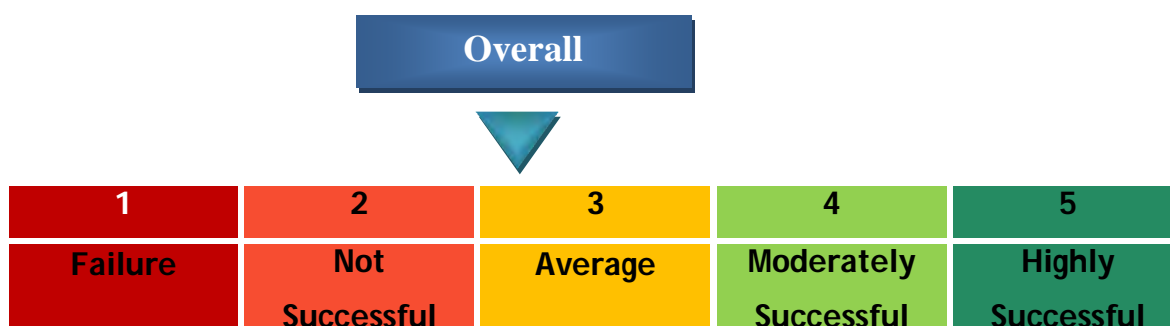
1. Capacity building training awareness on importance of natural & wildlife, its Preservation and conservation for Eco-tourism and development training program which was held on 2nd November, 2007 with the help of forest department and Achik Tourism society. Around 30 people attended training programme which has been completed.
2. Training programme on rural tourism project management committee & operation norms book keeping account & financial management, marketing management have been implemented.
3. Production management has been done.
4. Capacity building training programme for women group and other on managing accommodation places in area of cuisine & presentation, hospitality, hygiene & sanitation lodgings has been implemented.

5. Capacity building training for tourism community managers about the knowledge and history of the culture and area, oral traditional, customer and beliefs of the GAGO community has all been completed.
6. Awareness and planning workshop at community block & district level for NGOs & SHGs from Sasatge, Rombagre, Chandigre, Selbalge have been implemented on July 2007



Perception about the Rural Tourism Project: Effect and impact of existing project will be after the completion of Hardware components.

Consultant's Gradation of the Rural Tourism Project: Software work has been successfully completed but hardware work is still continuing.



State : Meghalaya

Location : Lalong, Jowai, District Jaintia Hills

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

Activity/Craft: Adventure.

- **District Portrait**

The **Jaintia Hills** district was established in 1972. Initially, it was a part of Assam, a north-eastern state of India. It is situated at the eastern edge of Meghalaya. Its total area is 3819 square kms. The district is located between 20 degrees 58 minutes and 26 degrees 3 minutes North latitudes and 91degrees 59 minutes and 92degrees 51minutes East longitudes. It is bordered by Assam on the east and north, Bangladesh on the south and the district of East Khasi Hills on the west. The people of **Jaintia Hills in Meghalaya** are mainly Wars, Pnars, Biates and Bhoi (Karbis).



HARDWARE

Organization/Implementing Agency for Hardware:

1. District commissioner, Jaintia hills, Jowai.

Year of Completion of Hardware : 2008

Implementing Agency Details :

1. District commissioner, Jaintia hills, Jowai

Hardware Components:

1. Signages.
2. Hording road side
3. Traditional welcome gate
4. Construction of thatched huts
5. Parking facility
6. Tree plantation on both the sides of village
7. Vishram sthal.
8. Landscaping using the contour of the site.
9. Electrical fitting and wiring.
10. Construction of kala Kendra including display panels.
11. Trekking path within the village
12. Illumination within the presentation areas.
13. Improvement of approach road to project village.
14. Water facility at project village.

Status of Implementation:

1. Presently, construction is being carried out by implementing agency.
2. Hardware component Light & Sound system, podium, country boat for river rafting communication system, fish breeding centre, traditional archery range, demonstration site for encouraging hand on pottery making touch screen to be put part of interpretation centre have not been developed or have not been constructed by implementing Agency.

Hardware

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

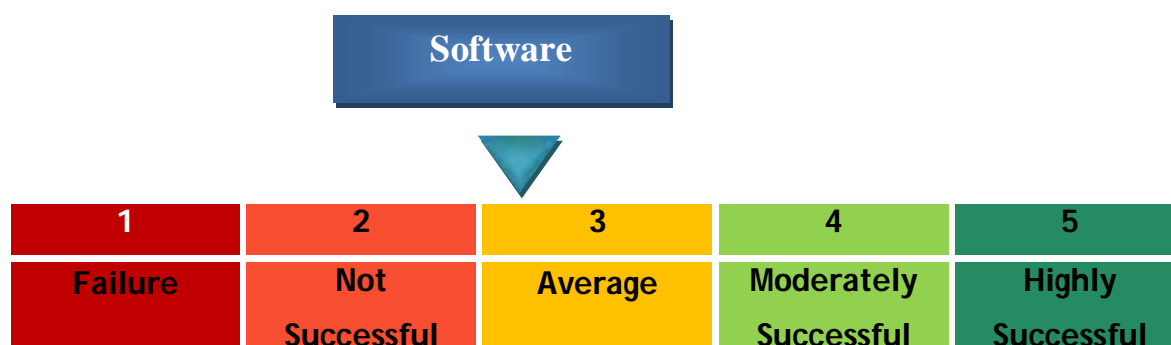
SOFTWARE

Organization/Implementing Agency for Software : No

Year of Completion of Software : 2007

Software Components and implementation:

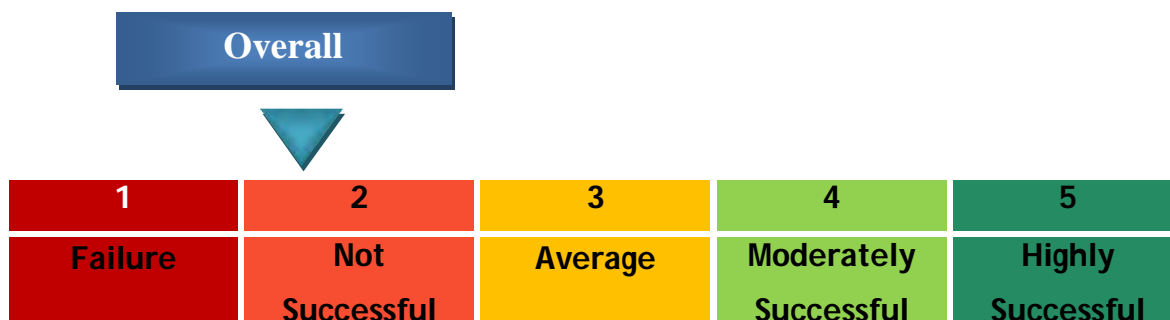
1. Software components like sensitization awareness and planning workshops have been implemented
2. Public awareness programme at regular interval on health Hygiene & sanitation at community workshop for higher school teachers has been implemented.
3. Organizing children debate and painting competition on tourism at project village related to tour operators, cooperatives societies workshop, training workshop for rural tourism project by management committee have been done.
4. Grooming of women group in project management skills has been done.
5. Training of women group for maintenance of Hygiene, sanitation and availability of safe drinking water in the village, convergence workshop has been done.
6. Training of youths in pottery making to be part of Gurukul School has been completed.
7. Tour operator's workshop has been provided.
8. Documentation of art and history of Jaintia culture has been imparted.
9. Road shows around beh Dein khlam festival have been made available.
10. Organizing nature trek for school children has been done.
11. Training youths on cave's exploration and interpretation of caves has been done.
12. Marketing supports activities for around 30 to 32 women and 30-32 men or 100 school children are involve during training program have been implemented.
13. All programme/software components work has been completed in 2007.



Perception about the Rural Tourism Project:

1. Effect and impact of the rural tourism project in the village can only be analyzed whenever the construction work gets completed. Few domestic tourists came to visit the place, but at present all hardware components are useless and broken.
2. Surroundings of the project do not have any cleanliness system, no water supply, no electricity and there is no care taker of existing accommodations and infrastructure.
3. At present infrastructure maintenance responsibility is given to DRDA.
4. No maintenance work has been carried out by the agency.
5. Surroundings locations are attractive to increase domestic tourist that is why villagers are also interested to continue the project.
6. Maximum improvement can be done by repairing and maintaining existing components.
7. There are communication gaps between implementing agency and state Tourism department.
8. If state Tourism department is interested to protect/save existing components, then hopefully conditions might improve. Tourism office is within 1 k.m distance from the place of tourist's project.
9. According to the survey report there is no need to continue the project. If it has to be continued the project department should do the re-construction work or infrastructure work.

Consultant's Gradation of the Rural Tourism Project: Software work has been partially completed but hardware work needs lot of assistance.



State: Nagaland

State: Nagaland

Location: Village Longsa, District- Mokokchung

Project Name: Capacity Building for service Provider Scheme of Ministry of Tourism Govt. of India for the Site: Village Longsa

Activity/Craft: Shawl weaving

District Portrait

Mokokchung is the cultural center of the [people](#) and is economically and politically the most important urban centre in Northern Nagaland. In fact it is the most important urban hub in all of Nagaland after Dimapur and Kohima. Mokokchung is particularly noted for its extravagant Christmas, New Year, [Moatsu](#) and Tsungremong celebrations.



Crafts/Activities in the District

Tradition says that the Aos sprung up from “Longtrok” which means “six stones”. They then founded the Logsa village where they settled and stayed for a considerable period of time. In course of time, they crossed the Dikhu River by a cane bridge leaving other people behind. These people (the Aos) who went ahead leaving others behind came to be known as “Aor” or “Ao”, which means....“going” or “gone”. The Aos then settled in “Soyim” which is known as Ungma today, and then moved again to another place called “Koridang”. From Koridang, groups of people scattered to different directions and founded new villages. Gradually, as population grew; they eventually spread over the five ranges of the land and founded as many new villages.

HARDWARE

Organization/Implementing Agency for Hardware:

District Tourism , Government of Nagaland

Village council of Longsa.

Executive Engineer of tourism department of Nagaland.

Year of Completion of Hardware: 2008-2009

Implementing Agency Details: Under the supervision of Executive Engineering department of Tourism Nagaland, Tourist accommodation lodge and product infrastructure & Destination development work completed.

Hardware Components:

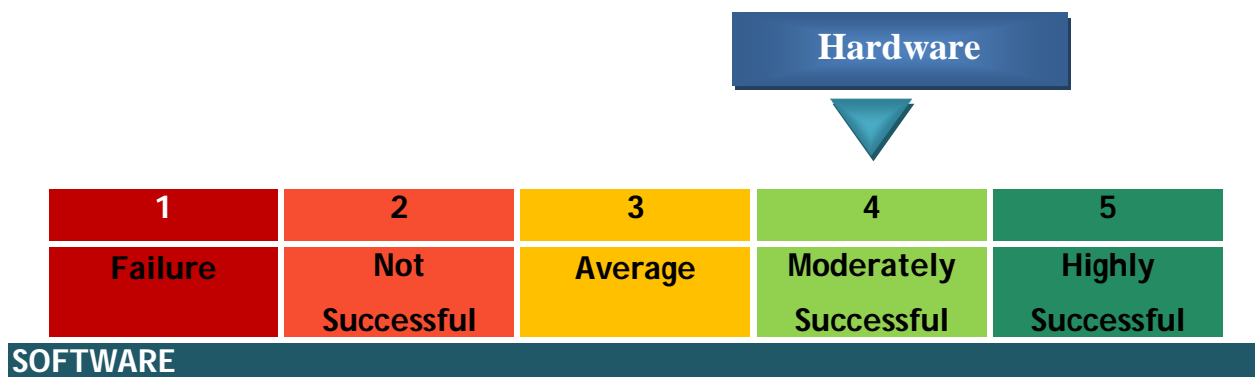
Economic accommodation facility

Museum & Craft display centre

Tourist Reception Centre

Lighting.

Status of Implementation: Rest house (two storied building having 8 rooms with attached kitchen & toilet) has been completed. One tower for sightseeing has also been completed. One waiting shed for tourists have also been done.



Organization/Implementing Agency for Software:

District Tourism , government of Nagaland

Village council of Longsa.

Executive Engineer of tourism department of Nagaland.

Year of Completion of Software: 2008-2009

Implementing Agency Details: Village council of Longsa had organised the software training programme.

Software Components:

Workshop, Seminars and Awareness Activities

Training Activities

Training on Photography and Videography

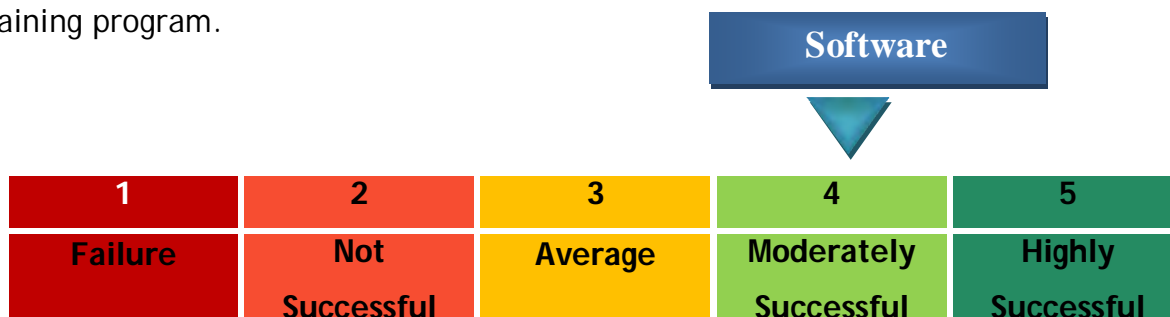
Culture Festivals

Operational Norms

Gender Sensitization

Market Support

Status of Implementation: According to Village council of Longsa work has been done at Village location and training had been done. The Village People are satisfied with training program.



Perception about the Rural Tourism Project: The villagers are happy with the scheme and feel that it is quite useful for them. Construction quality of the project is excellent to attract domestic tourists and implementation of scheme has increased

domestic tourists to the place. Income of the society and another members associated with the project has increased.

Overall

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

Consultant's Gradation of the Rural Tourism Project: This project is moderately successful as few of the hardware components are yet to be implemented, although the project has increased tourist flow to the destination and increased the financial condition of the local populace.

Snapshots of the Rural Tourism Project:



State: Nagaland

Location: Village Mopunchukhet, District- Mokokchung

Project Name: Rural Tourism in Village Mopunchukhet

Activity/Craft: Shawl Weaving

- **District Portrait**

Mokokchung is a town and a [municipality](#) in [Mokokchung district](#) in [Nagaland](#). It is the district headquarters as well as the main urban hub of Mokokchung district. Mokokchung is the cultural center of the [Ao people](#) and is economically and politically the most important urban centre in Northern Nagaland. Its tradition of celebrating Christmas and New Year midnight celebrations in the main town square is regarded as one of the unique features of Mokokchung.



- **Crafts/Activities in the District**

Mopunchuket is an AO village in Mokokchung District, renowned for its historic past and romantic story of Jina and Etiben. A tower commemorating their love story and struggle is one of the prominent attractions of the village. It is believed that the monuments located on the outskirts of the village provided shelter to the Ahoms. The village museum, time-pillar and morungs are some of the other attractions of the village.

Artisans covered: The SHG covered in Mokounchukhet village was formed in 2007-08. A total of thirty artisans were covered in this SHG. They are very much satisfied with the training program.

HARDWARE

Organization/Implementing Agency for Hardware:

1. Tourism Director Govt of Nagaland.
2. Executive Engineers Department of Tourism

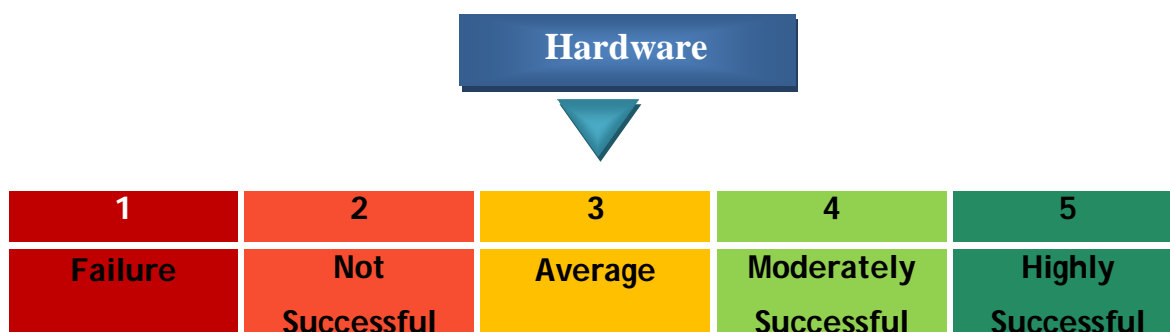
Year of Completion of Hardware: 2008-2009

Implementing Agency Details: Under the supervision of Executive Engineering department of Tourism Nagaland, tourist accommodation lodge and product infrastructure & Destination development work has been completed.

Hardware Components:

1. Tourist accommodation lodge.
2. Product infrastructure & Destination developments.

Status of Implementation: One tourist waiting shed near the lake, one spot for sightseeing has been completed and the work is satisfactory. But the lake needs to be preserved and kept neat and clean for attracting tourists.



SOFTWARE

Organization/Implementing Agency for Software:

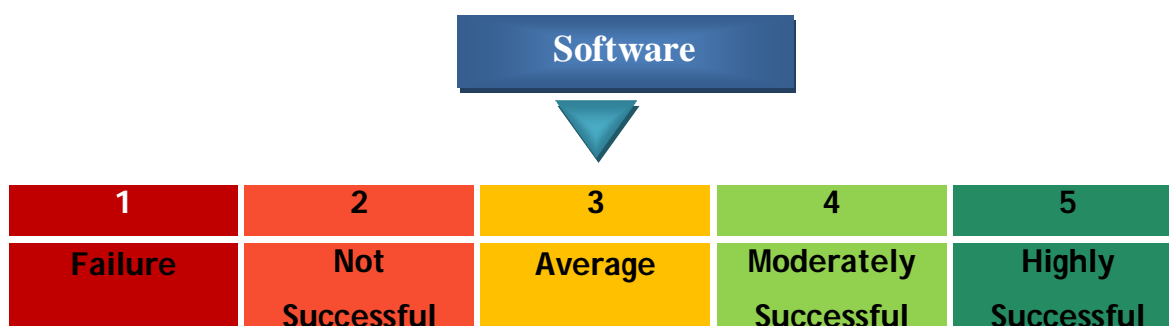
1. Tourism Director Govt of Nagaland.
2. Village council of Mopunchukhet Village.
3. Executive Engineers Department of Tourism

Year of Completion of Software: 2007-2008.

Software Components:

1. Training (CBSP) at community level
2. Training (CBSP) at group level
3. Grooming of SHGs in project management skills
4. Group of 10 representing village council and project management committee to be taken for an exposure trip to community managed tourism project area
5. Training and capacity building for different groups i.e tourism community managers, rural tourism guides, cuisine and cultural performers
6. Marketing support
7. Administrative expenditure for NGO/Implementing partner

Status of Implementation: According to village council of Mopunchukhet, **implementation** of Software components had been done. The Village People are very happy with the software program.



Perception about the Rural Tourism Project: Construction work and art of the project are satisfactory . attract domestic tourist flows well as local people . quality of software training programme is improving income of local society . At present responsibility of maintenance the project is on the local community. Local community has not carried out work properly so that the facilities and amenities are losing attraction.

Consultant's Gradation of the Rural Tourism Project: This project is an average success as the project has not increased tourism to the destination and neither has increased the income of the villagers. Moreover all the hardware components have not been implemented yet, for example the tourist accommodation.

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

Snapshots of the Rural Tourism Project:



State: Nagaland

Location: Village Avachekha, District- Zunheboto

Project Name: Capacity of Service Provider Scheme of Tourism Ministry for Avachekha Village

Activity/Craft: Tribal Culture

- **District Portrait**

Zunheboto, in the state of Nagaland, is situated 1800 m above sea level. Mokochung lies to the east of Zunheboto and Wokha to its west. It is the sole urban locality in the district measuring around 1255 sq km. The hills in Zunheboto vary in height from 1000 to 2500 m.



- **Crafts/Activities in the District**

Zunheboto is the home of the Sumis. Sumis are considered to be the Martial tribe among the Nagas. They have their colorful dance and songs. Tuluni is one of the most important festivals. It is observed in the second week of July every year. The inhabitants of every Semas are living together in harmony without any discrimination or distinction, speaking the one language i.e. Sema. The people are hard workers, the main stay of people's livelihood is shifting cultivation except the people living on the bank of Tizu River, where 70% practice terrace cultivation.

HARDWARE

Organization/Implementing Agency for Hardware:

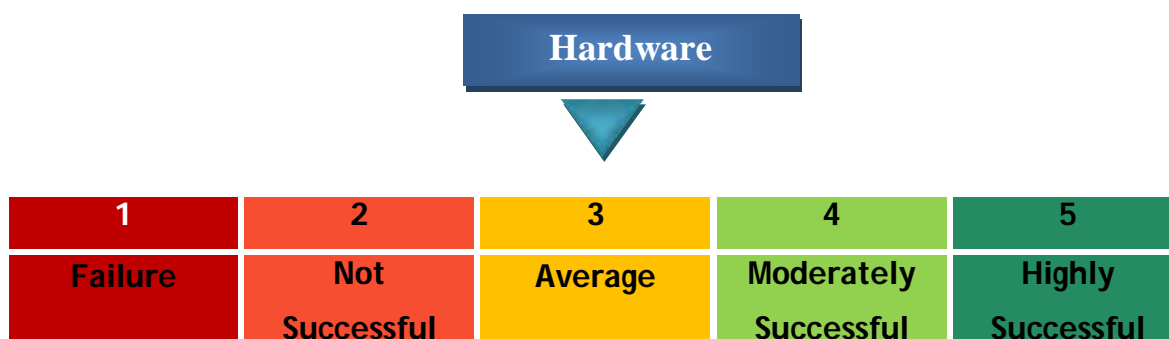
1. Director Tourism, Government of Nagaland.
2. Village council of Avachekha.
3. Executive Engineer tourism department.

Year of Completion of Hardware: 2008-2009

Hardware Components:

1. Economic Accommodation facilities
2. Construction of Multipurpose Centre
3. Internal road connectivity's within the village Panchayat.
4. Construction of Community Toilet for Ladies & Gents
5. Procurement and installation of solar renewable energy

Status of Implementation: Under the supervision of Executive Engineering Department of Tourism Nagaland, Construction of Tourist accommodation facilities, Multipurpose Centre, Internal road connectivity within the village Panchayat, Community Toilet for Ladies & Gents, Procurement and installation of solar renewal energy product infrastructure & Destination development has been completed. One tourist waiting shed, Tourist house having 7 rooms along with kitchen & toilet (Ladies & Gents) and reservoir water tank has also been built.



SOFTWARE

Organization/Implementing Agency for Software:

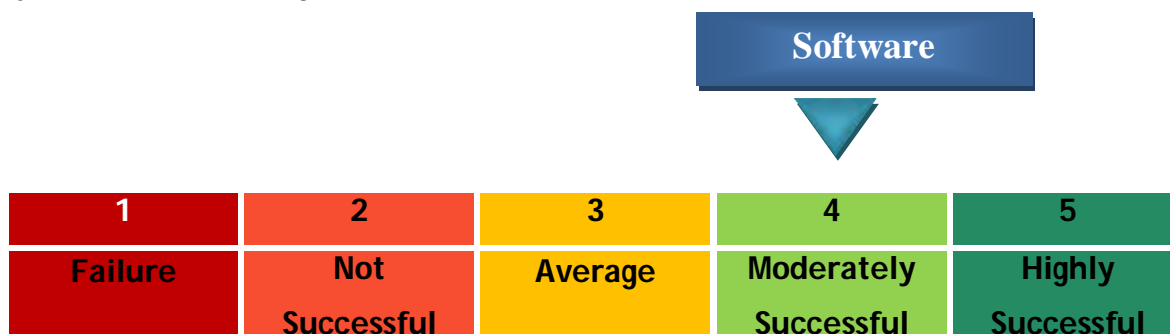
1. Director Tourism, Government of Nagaland.
2. Village council of Avachekha.
3. Executive Engineer tourism department.

Year of Completion of Software: 2008-2009

Software Components:

1. Workshops, seminars and Awareness activities
1. Training Activities
2. Training Photography and Videography
3. Culture Festivals
4. Operational Norms
5. Gender Sensitization
6. Market Support
7. Administrative for Ngo

Status of Implementation: According to the Village council of Avachekha, software work has been done at Village location and training of Software program has been very useful to the villagers.



Perception about the Rural Tourism Project: The artisans and villagers are happy with the scheme of development of rural tourism projects and feel that it is quite useful for them. The artisans also want to attend more marketing events.

Consultant's Gradation of the Rural Tourism Project: This rural tourism project is more or less moderately successful as the hardware component construction work is complete but not maintained in a good condition. The software component has been

implemented and has proved beneficial for the beneficiaries but there has been no marked increase in tourist arrivals or economic up gradation of beneficiaries.

Overall

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

Snapshots of the Rural Tourism Project:



State: Nagaland

Location: Village Chandtongia, District- Mokokchung

Project Name: Hardware and Software development in Village Chandtongia

Activity/Craft: Tribal Culture.

- **District Portrait**

Mokokchung is a town and a municipality in Mokokchung district in the Indian state of Nagaland. It is the district headquarters as well as the main urban hub of Mokokchung district. Mokokchung is the cultural center of the Ao people and is economically and politically the most important urban centre in Northern Nagaland. In fact it is the most important urban hub in all of Nagaland after Dimapur and Kohima.



- **Crafts/Activities in the District**

Ao tribe is one of the major Tribes of the Naga family. Tradition says that the Aos sprung up from "Longtrok" which means "six stones". They then founded the changdongia village where they settled and stayed for a considerable period of time. In course of time, they crossed the Dikhu River by a cane bridge leaving other people behind. These people (the Aos) who went ahead leaving others behind came to be known as "Aor" or "Ao", which means...."going" or "gone".

HARDWARE

Organization/Implementing Agency for Hardware:

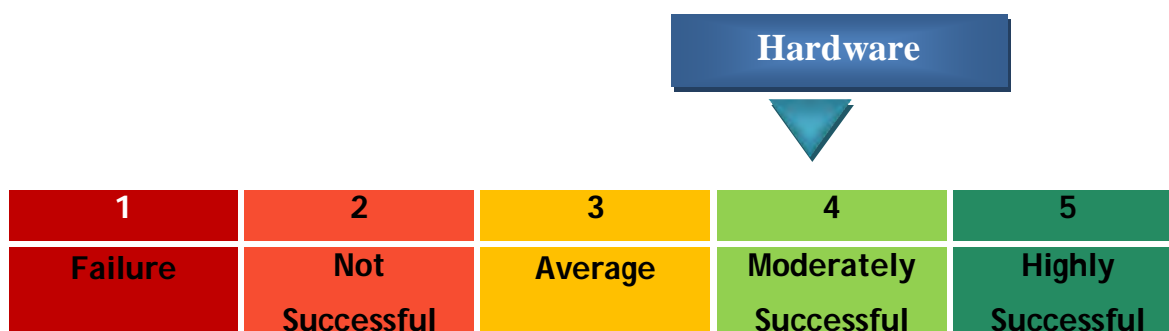
1. District Tourism, Government of Nagaland.
2. Village council of Changtongia.
3. Executive Engineer of tourism department of Nagaland.

Year of Completion of Hardware: 2008-2009

Hardware Components:

1. Accommodation centre
2. Internal Pavement
3. Cement Concrete drainage
4. Construction of Public Utility Services
5. Procurement and installation of Solar renewable Energy
6. Construction of Open Dias for Cultural performance
7. Construction of Traditional Village Welcome Gate

Status of Implementation: Hardware components like Accommodation centre, Internal Pavement, Cement Concrete drainage, Construction of Public Utility Services, Procurement and installation of Solar renewable Energy, Construction of Open Dias for Cultural performance, Construction of Traditional Village Welcome Gate with quality of construction and design has been completed.



SOFTWARE

Organization/Implementing Agency for Software: Village council of Changtongia.

Year of Completion of Software: 2008-2009

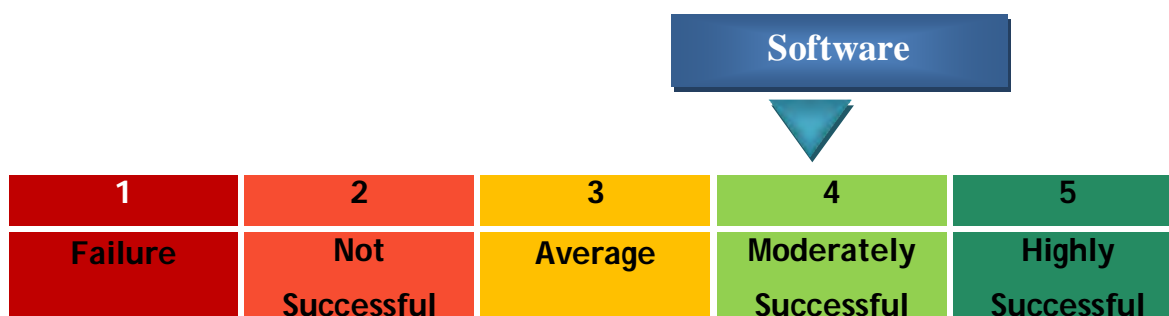
Implementing Agency Details: Village council of Changtongia organised training program.

Software Components:

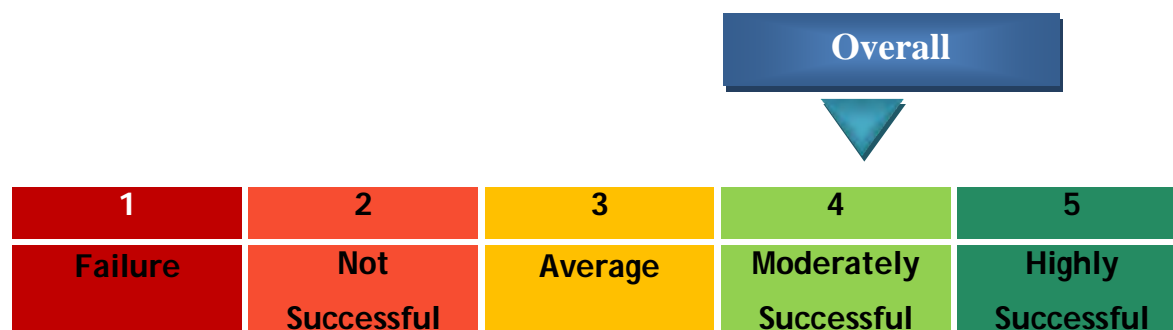
1. Workshops, Seminars and Awareness Activities
2. Training Activities
3. Training Photography and Videography
4. Culture Festivals
5. Operational Norms
6. Gender Sensitization
7. Market Support
8. Administrative for NGO

Status of Implementation: Work has been done at Village location and Software component implementation had been done. The villagers are happy with the trainings under the rural tourism project.

Perception about the Rural Tourism Project: The villagers are happy with the scheme and feel that it is quite useful for them.



Consultant's Gradation of the Rural Tourism Project: In this rural tourism project, all the hardware and software components have been properly implemented but it has not resulted in increase in tourists in considerable numbers, hence this project is moderately successful.



Snapshots of the Rural Tourism Project:



State: Nagaland

Location: Village Leshumi, District- Phek

Project Name: Development of Rural Tourism at Village Leshumi

Activity/Craft: Adventure

- **District Portrait**

Phek District is situated in the south-eastern part of [Nagaland](#). It is a hilly district rich in flora and fauna. The district attracts a large number of tourists every year. Phek is famous for rare birds and several varieties of beautiful orchids. Some of the most colorful species of orchids are found here. Phek has a good climate - summer is moderately warm and winter is not too cold. Monsoon sets in by the last week of May. The important places in Phek District are the town of [Phek](#), [Chazouba](#), Chizami, Phokhungri, Chietheba, Khezhakenoma and Sakraba.



- **Crafts/Activities in the District**

The District Cultural office was established in the year 1982. The Department of Art & Culture mainly deals with promotion of culture, performing Art, development of Museum, promotion of Library services, Archeology, Registration of Antiquity and Art treasures. The district Museum attached to this office has a showroom with few specimens on display. There are 36 Rural Libraries in the district registered under the department of Art & Culture. The Department has collected around 35 Folk songs and 60 Folk tales covering the Chakhesang and the Pochury tribes.

HARDWARE

Organization/Implementing Agency for Hardware:

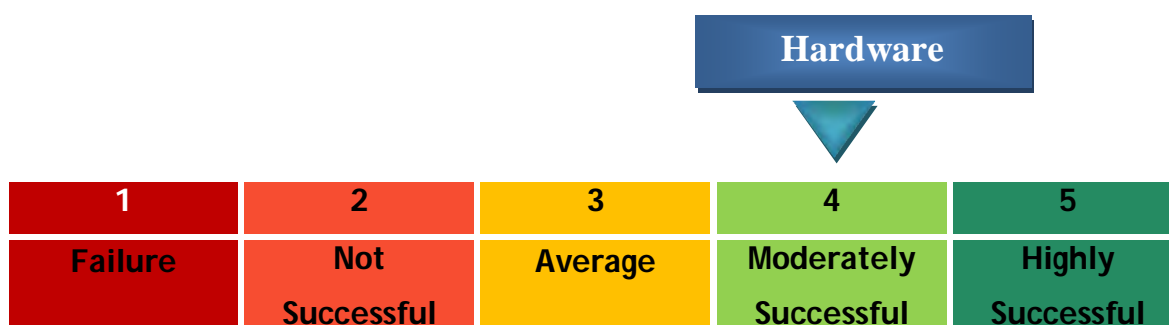
1. Director of Tourism, Govt of Nagaland.
2. Leshumi Women Welfare society Leshume.
3. Executive Engineer, Department of Tourism Govt of Nagaland

Year of Completion of Hardware: 2008-2009.

Hardware Components:

1. Rain Shelters/Enclosures for Neolithic stones
2. Entrance gate
3. Public toilets
4. Tourism Reception and Cultural Centre
5. Children's play area
6. Roads, pathways, parking, landscaping, lighting

Status of Implementation: All the construction work of hardware components has been completed properly. Rain Shelters/Enclosures for Neolithic stones ,Entrance gate, Public toilets, Tourism Reception and Cultural Centre, Children's play area, Roads, pathways, parking, landscaping ,lighting have been completed and the local populace is very happy with the project.



SOFTWARE

Organization/Implementing Agency for Software: Leshumi Women Welfare Society.

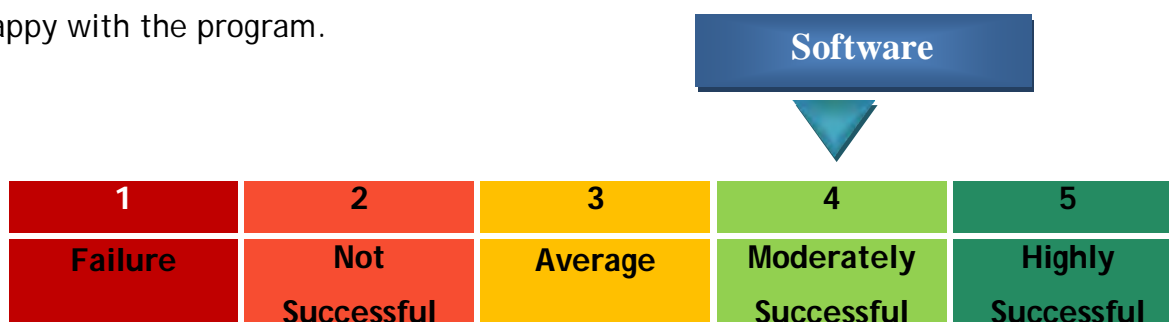
Year of Completion of Software: 2008-2009

Implementing Agency Details: Leshumi Women Welfare society is involved in software programmed. The Society is very active within the village as well as in the district level rural activities.

Software Components:

1. Honorium to Trainers
2. Hire & Other consumable charges
3. Expenditure for the Training Programme
4. Refresher level course for regional level guides

Status of Implementation: Work has been done at Village location and implementation of Software components had been done. The Village People are very happy with the program.



Perception about the Rural Tourism Project: The villagers are happy with the scheme and feel that it is quite useful for them.

Consultant's Gradation of the Rural Tourism Project: All the software and hardware components have been implemented properly in this village but requires maintenance; hence this project is moderately successful.

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

Snapshots of the Rural Tourism Project:



State: Orissa

State : Orissa

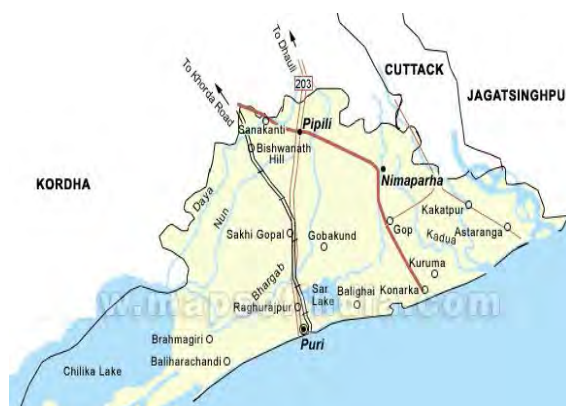
Location : Raghurajpur, District Puri

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

Activity/Craft: Stone Craft & Pattachitra.

- **District Portrait**

Puri being a coastal district of Orissa is famous for its Historic antiquities, sanctuaries, Architectural Grandeur, Sea-scape beauty, moderate climate. It holds a wealth of attraction for the visitors. It boasts of a continuous history from 3rd Century B.C. to the present day and its unique monuments like those of Lord Jagannath at Puri , the Sun God at Konark are famous in the world. It has Chilika Lake, the largest brackish water lakes in India that holds a picturesque Sea-Scape beauty. It offers an ideal resort for birds that migrate from different parts of the continent. By virtue of Geographical location, the climate of Puri is equable throughout the year.



- **About Raghurajpur village**

Raghurajpur is a heritage crafts village in Puri district, Orissa, known for its master Pattachitra painters, an art form which is way back famous from 5 BC. In this region, Gotipua dance troupes particularly known as the precursor to the Indian classical dance form of Odissi; is also the birthplace



of one of the finest Odissi person. Apart from the tourist place, village is also home to crafts like Tussar paintings, palm leaf engravings, stone and wood carvings, wooden, cow dung and papier mache toys, and masks.

- **Crafts/Activities in the District**

Patachitra is the famous art of Raghurajpur. The art of pata painting in Orissa is very old. Patachitra is done on a specially prepared cotton cloth. The process of patachitra begins with creating a canvas on which the painting is to be drawn. A paste is prepared of boiled tamarind seeds and soft granite powder, which is plastered on a stretched piece of cloth, twice, so that it becomes hard and does not crack. The paper is then dried and the bare outlines of the painting are sketched with charcoal or limestone (chalk) by a master painter.

- **Artisans covered**

Raghurajpur has 123 households having 316 Artists including both female & male.

HARDWARE

Organization/Implementing Agency for Hardware: Directorate of Tourism (Govt. of Orissa)/Orissa State Tourism Dev. Corpn./The Indian National Trust for art and Cultural Heritage (INTACH) & village committee.

Year of Completion of Hardware : 2009

Hardware Components:

1. Surveying of the Village.
2. Entrance Gateway.
3. Amphitheater.
4. Grama Kutira.
5. Accommodation Block

6. Gurukul (Phase-I)
7. Toilet area for children.
8. Craft Centre (Phase-I)
9. Paving & Steps along the village pond (Phase-I)
10. Street Furniture (Phase-I)
11. Signage (Phase-I)
12. Development of the pond
13. Strengthening of wall paintings.
14. Landscaping
15. Rain water harvesting.

Status of Implementation:

1. Surveying of the Village has been done.
2. Entrance Gateway has been made.
3. Amphitheater has been made.
4. Grama Kutira has been made.
5. Accommodation Block has been completed.
6. Gurukul (Phase-I) has been made.
7. Toilet area for children has been made.
8. Craft Centre (Phase-I) has been made.
9. Paving & Steps along the village pond (Phase-I) have been made.
10. Street Furniture (Phase-I) has been provided.
11. Signage (Phase-I) has been made.
12. Development of the pond has been done.
13. Strengthening of wall paintings has been done.
14. Landscaping has been done.
15. Rain water harvesting has also been completed.

Hardware

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

SOFTWARE

Organization/Implementing Agency for Software: Directorate of Tourism (Govt. of Orissa)/Orissa State Tourism Dev. Corpn./The Indian National Trust for art and Cultural Heritage (INTACH).

Year of Completion of Software : 2009

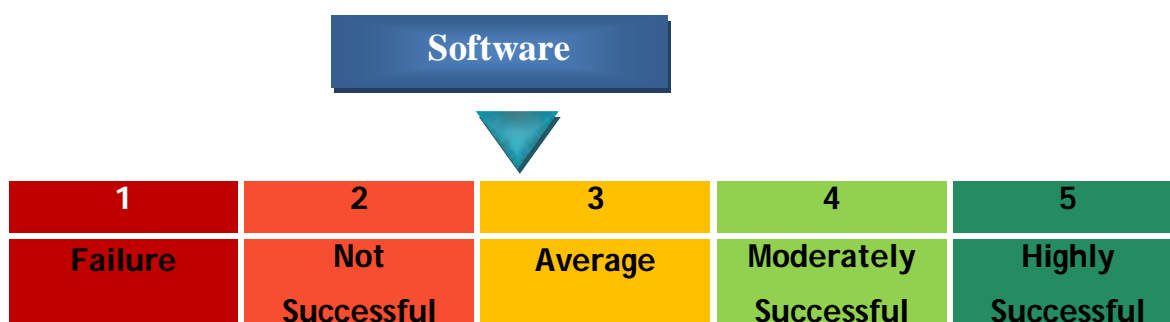
Software Components:

1. Surveying of the Village
2. Pathways, Design & Implementation.
3. Street furniture, Design & Execution at Site.
4. Amphitheater, Design & Execution at site.
5. Signage, Design & Execution at site.
6. Gurukul, Revision in Plan, Design & Execution at site.
7. Crafts Person's survey.
8. Self formation help groups
9. Product Development and production

Status of Implementation:

1. Surveying of the Village has been done
2. Pathways, Design & Implementation has been done.
3. Street furniture, Design & Execution at Site has been done.

4. Amphitheater, Design & Execution at site has been done.
5. Signage, Design & Execution at site has been done.
6. Gurukul, Revision in Plan, Design & Execution at site has been done.
7. Crafts Person's survey has been done.
8. Self formation helps groups have been formed.
9. Product Development and its production have been done.



Perception about the Rural Tourism Project:

1. Information centre, Open Auditorium, Rest rooms, Restaurants, Artisans Resource Centre have been constructed
2. At present all amenities are in good conditions.
3. Paving & steps along the village pond have not been completed
4. Improvement of village and surrounding area have not been completed
5. Village sewerage system is very poor
6. Electric lighting system is very poor
7. The artisans are not happy with the particulars scheme. Marketing, support, financial status has not been improved.
8. Overall the entire project has not improved their socio economic status.

Consultant's Gradation of the Rural Tourism Project: Though, hardware and software work has been carried out but satisfactory results have not been achieved because of some basic requirements of a sightseeing destination.

Overall

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

Snapshots of the Rural Tourism Project:



State : Orissa

Location : Village Hirapur, District Khurda

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

Activity/Craft: Historical

- **District Portrait**

Khurda occupies a distinct place in the historical map of Orissa. Khurda was the capital of Orissa Kingdom from 1568. British government took Orissa under its rule in 1803. But it could not include Khurda in its territory till 1827. The strong protest from Paikas of Khurda shook the backbone of British rule in Orissa. Khurda is known as the "Last Independent Fort" of India. Now the remains of this historic fort lie as an evidence of our glorious past. Bhubaneswar, the capital of Orissa belongs to this district. Daya and Kuakhai rivers flow through Khurda. It is also renowned for its Brass utensils cottage industries, cable factory, spinning mill, watch repairing factory, railway coach repairing factory and oil Industry.



- **About Hirapur village**

Hirapur Village is famous for its Yogini Temples, which are two of the best self preserved temples of the Yogini cult. Apart from being filled with a number of attractions starting from the reign of Somavamsi and



Bhauma rulers in Orissa, the village also contains many ancient Hindu and Buddhist heritage sites. Yogini cult, a simple tribal and folk tradition in India somewhere in the 8th century AD, has its origins in Hirapur. In the Yogini Temples, many inscriptions have been found that corroborate the belief that the rituals followed by the Yogini cult were prevalent even in the 16th century AD. In the Yogini Temples of Hirapur, Yoginis are portrayed as balancing themselves on a pair of wheels or playing drums. Some Yoginis are shown as huntresses with bows and arrows. In some walls of the temples, Yoginis have been shown to have non-human faces such as horse, rabbit, elephant, rat or a decapitated male head. With mastic, Madya, Mudra (parched grain) or Maithuna (sexual intercourse) and Mamsa (meat), the chakra of the Yoginis is associated. One of the smallest Yogini Temples in India, Hirapur Temple has Yoginis that are carved out of fine grained grey chlorite.. A small central pavilion, which is around 8 inches long, is present in the interior of the temple.

- **Crafts/Activities in the District**

Khurda is the most urbanized district of Orissa and contains many industries, both SSI and Cottage Industries apart from large mining corporations and large Scale industries. The district is known worldwide for its work in brass metals. There are more than 937 cottage industries in the district and more than 112 indulge in the manufacturing of items in brass. Apart from this there are 256 industries that are engaged in mining activities or can be covered under the large scale industry cover. Number of Small and Medium Scale Industries are 312 while the number of looms in the district those are engaged in the production of cloth and dress material is 5733. The presence of such a large number of industries in the district is responsible for creating large scale employment and for attracting huge mass of people from outside the district who can find employment here.

HARDWARE

Organization/Implementing Agency for Hardware: Commissioner-cum-secretary, Tourism/Director & Additional secretary, Dept. of Tourism, Govt. of Orissa/ District Collector, Khurda, Orissa


Year of Completion of Hardware : On going

Hardware Components:

1. Landscaping inside the temple is complex.
2. Shaded sitting area in the temple is complex.
3. Pavement of front area of temple including landscaping and plantation.
4. Development of Pond area.
5. Provision of Ghats around the Pond.
6. Tourist information center.
7. Provision of toilet block and drinking water facility
8. Illumination inside the temple is complex.
9. Signage at Uttara Square.
10. Craft Centre (Workshop area, training area, sale centre, display area and central court)
11. Village Development.
12. Village Drainage, sewage and sanitation.
13. Illumination for the village street, main road temple and parking.
14. Signage at different places leading to Uttara Square.
15. Renovation of boundary wall of the temple is complex.
16. Village square development.
17. Illumination in the pond area

Status of Implementation: Hardware work has not been implemented till now.

Hardware




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

Perception about the Rural Tourism Project: No hardware work has been started till now.

Consultant's Gradation of the Rural Tourism Project: No software work has been given and no hardware work has been done.

Overall



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

State : Orissa

Location : Pipli, District Puri

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

Activity/Craft: Applique Work

- **District Portrait**

Puri being a coastal district of Orissa is famous for its Historic antiquities, sanctuaries, Architectural Grandeur, Sea-scape beauty, moderate climate. It holds a wealth of attraction for the visitors. It boasts of a continuous history from 3rd Century B.C. to the present day and its unique monuments like those of Lord



Jagannath at Puri , the Sun God at Konark are famous in the world. It has Chilika Lake, the largest brackish water lakes in India that holds a picturesque Sea-Scape beauty. It offers an ideal resort for birds that migrate from different parts of the continent. By virtue of Geographical location, the climate of Puri is equable throughout the year.

- **About Pipli village**

The little village of Pipli is famous throughout India for its brightly colored appliqué work that incorporates peacocks, elephants, parrots, trees, lotuses, jasmine, the sun, and Rahu. Pipli has been producing this craft for centuries. Dozens of shops lay



on both sides of the main street, crammed with piles of cheery beach umbrellas, lampshades, wall hangings, bags, and more, in patchworks of primary greens, yellows, blues, and reds with little circular bits of mirror inset for sparkle. All the shops offer pretty much the same traditional fare. In a few you'll see some attempts at modern design, and here and there you may catch an artisan at work.

- **Crafts/Activities in the District**

Pipli in Orissa is known for its appliqué work. Applique work forms a major part of the handicrafts of Orissa. The appliqué work is a piece of art that is done by cutting beautiful pattern on a piece of cloth. Beautiful patterns depicting flowers, animals, etc are made, which are then stitched beautifully on another piece of cloth. In Pipli, one can go across rows



of shops flaunting the appliqué work. The appliqué work in Pipli includes bed covers, letter cases, cushion covers, wall hangings, pillow covers, bed sheets, hand bags, canopies, garden umbrellas, etc.

HARDWARE

Organization/Implementing Agency for Hardware: The Principal secretary, Tourism/Orissa Tourist Development Corporation/District collector/ Directorate of Tourism (Govt. Of Orissa)

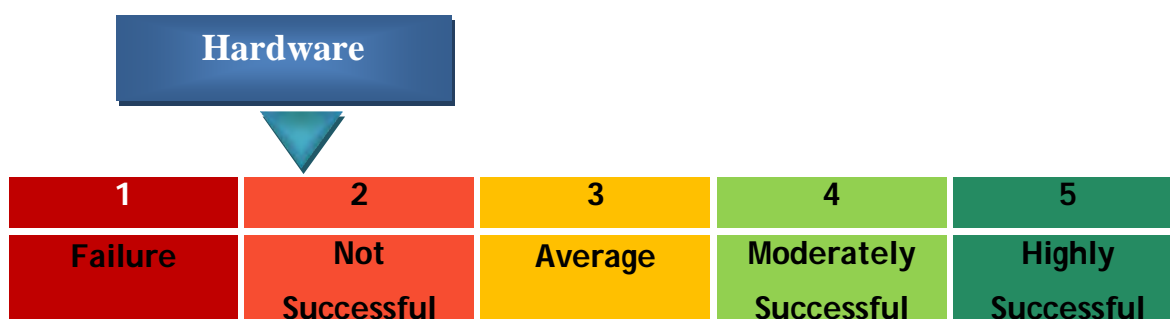
Year of Completion of Hardware : On going

Hardware Components:

1. Improvement of surroundings- landscaping, plantation, park fencing and compound wall, sewage management, biogas and solar lighting.

2. Tourist infrastructure- roads, pavements, roadside amenities and toilets, parking, guest house and reception center etc.
3. Art and craft display-craft museum, library, culture centre, ethnic painting walls, renovation of village Chatsali and heritage painting/sign boards etc.
4. Promotion of ethnic and eco-packaging.

Status of Implementation: Only land has been allocated & compound wall has been made on one side at present.



SOFTWARE

Organization/Implementing Agency for Software : Darbar Sahitya Sansad, Khurda, District.

Year of Completion of Software : Not Implemented till now

Software Components:

1. Preparatory activities.
2. Tourist service capacity building
3. Art & culture base entertainment.
4. Craft popularization.
5. Gender.
6. Market promotion.
7. Livelihood education.

Status of Implementation: As per discussion with concern NGO Darbar Sahitya Sansad, Khurda they have not received any project from Dept. of Tourism.

Software



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

Perception about the Rural Tourism Project:

1. Hardware work is primary stage.
2. Software work not start till now.

Consultant's Gradation of the Rural Tourism Project: Though, hardware and software work has been carried out but satisfactory results have not been achieved because of some basic requirements of a sightseeing destination.

Overall



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

Snapshots of the Rural Tourism Project:



Artisan



Finish product ready to sale.



State : Orissa

Location : Village Barapali, District Bargarh

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

Activity/Craft: Sambalpuri saris

- **District Portrait**

Bargarh district lies in the western part of Orissa and came in to existence from 1st April 1993. It is bounded on the north by the State of Chhatisgarh and on the east by the district of Sambalpur, on the south lies the district of Balangir and Subarnapur and on the west the district of Nawapara. Bargarh district can be divided into 3 natural divisions, (1) Bargarh Plain (2) Borasambar (3) Ambabhona & Lakhanpur. Headquarter of the district Bargarh is situated on the left bank of Jira River.



- **About Barapali village**

Barpali is a large village in Bargarh district in Orissa. Today well-known worldwide for its beautiful weaves, handloom cluster for its design, tie & dye, which are famous as Sambalpuri saris. It has about 769 households, near about 1400 weavers who weave the handloom with traditional design called "Bandh" Barpali, place where threads and colors find their way into the hands of skillful weaves and are sold in the market as beautiful saris. Making of Dress material is the most typical craft activity performed in the village in



Bargarh district of Orissa. Barpali is also known for world famous poet SWABHAV KABI Gangadhar Meher's birth Place.

- **Crafts/Activities in the District**

Handloom Sector is an important Cottage Industry of the State. It offers considerable employment to the artisan which stands next to that of agriculture. Handloom cloth of Orissa, particularly woven by the weavers of Bargarh district have been appreciated all over the country and abroad because of its appealing form, design and color combination. The tie and dye design known as IKAT fabric, otherwise popularly known as "Bandha" technique of handloom weaving in Western Orissa. It has been the most appealing form of hand weaving process with an intricate art of long tradition of excellence.



HARDWARE

Organization/Implementing Agency for Hardware: Commissioner-cum-Secretary, Tourism/Director & Additional Secretary, Department of Tourism, Govt. of Orissa, Bhubaneswar.

Year of Completion of Hardware : On going

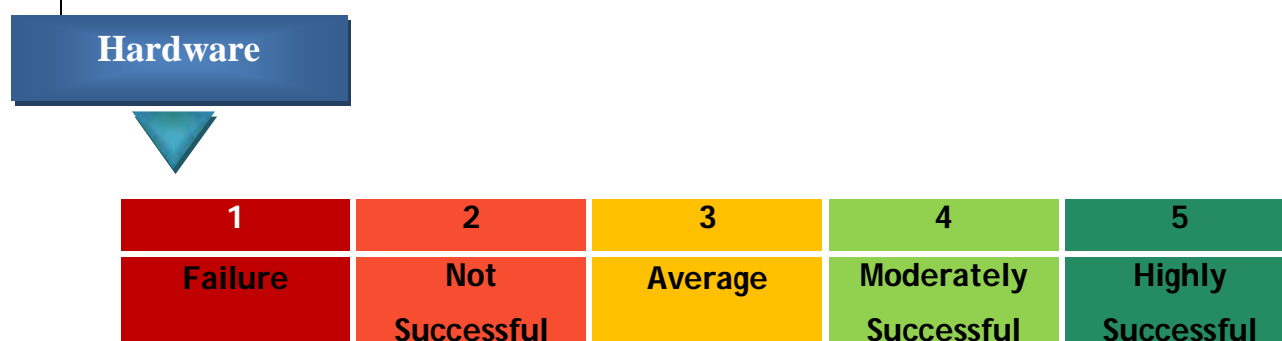
Implementing Agency Details: Commissioner-cum-Secretary, Tourism/Director & Additional Secretary, Department of Tourism, Govt. of Orissa, Bhubaneswar.

Hardware Components:

1. Development of approach road 1.0 Km @ Rs. 20.00 lakh/km, this has been restricted to Rs 11,00,000/- as DOT share.
3. Provision of 35 Street Light @ RS. 400/no.
4. Improvement of the façade of the houses/work places.
5. Development of the surrounding area and Illumination of Gangadhar Meher Statue.
6. Improvement of Solid Waste management.
7. Exhibition Hall of the Handloom and handicraft products- 115.48 sqm @ Rs.5500/-sqm.
8. Two Transit accommodation-125.4 sqm @ Rs. 6500/- sqm.
9. Information Centre-cum-Library-53.71 sqm @ Rs. 5500/- sqm.
10. Construction of a Chaupal (Open Air Theatre)
11. Toilet Block-area 40.89 sqm. @ Rs. 7000/-sqm.
12. Provision of Drinking Water.
13. Development of Park

Status of Implementation:

- Director of Tourism has been assigned to DRDA Bargarh for hardware implementing in Barpali. Due to some technical problem Barpali BDO & JE have not been able to implement the project at Barpali as per Lt No.1401 Dated 8.06.11. Add Secretary (Tourism) Govt. of Orissa has withdrawn the hardware project given to OTDC. Now



SOFTWARE

Organization/Implementing Agency for Software : Nehru Yuva Kendra, Ainthapali Sambalpur.

Year of Completion of Software : Not started till now

Implementing Agency Details: Nehru Yuva Kendra was established in the year 1972. Objective was to employ rural youth so that they can take part in the process of nation building as well to provide opportunities to them for the development of their personality and skills. NYKS has targeted to identify areas of harnessing youth power for development by forming Youth Clubs, which are at village level and would involve voluntary action groups of youth to help in nation building activities. The core strength of NYKS lies in its network of youth clubs. Youth Clubs are village based organizations working for community development and youth empowerment

Software Components:


- 1) Workshops, seminars and awareness programme.
- 2) Operational Norms.
- 3) Training activities.
- 4) Tourism product development.
- 5) Culture- Festivals.
- 6) Gender sensitization.
- 7) Training on photography & videography.
- 8) Marketing support.

Status of Implementation:

1. As per villagers view they have not been intimated about Neheru Yuva Kendra. Implementing agency or NGO can't select any artisans, who require training. They also don't make any list or data base.

2. As per the opinion of local tourist officer, District collector has ordered to pay Rs90, 000 to NGO according to scheme of the programme, details of which have been submitted to collector.

Software




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

Perception about the Rural Tourism Project:

1. Both Hardware & Software work not start till date.

Consultant's Gradation of the Rural Tourism Project: Though, hardware and software work has been carried out but satisfactory results have not been achieved because of some basic requirements of a sightseeing destination.

Overall



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

State : Orissa

Location : Deulajhari- Athamalik, District Angul

Project Name: Development of Deulajhari-Athamalik village, as a Rural Tourism Destination

Activity/Craft: Spiritual

- **District Portrait**

Angul District is located at the center of Orissa and is considered as Industrial Capital of Orissa. It is bounded by Dhenkanal and Cuttack districts in the east, Deogarh, Kendujhar and Sundargarh in north, Sambalpur and Sonapur in west and Bouda and Nayagarh in the south side. The district is abundant with natural resources, which ultimately help the district to contribute maximum amount of revenues to the state government. Angul, district headquarters is about 150 kilometers from the state's capital Bhubaneswar. It is situated on the National Highway 42, well accessible from all parts of the state.



- **About Deulajhari- Athamalik village**

Deulajhari is situated in Angul district near Athamalik at a distance of about 90 kms from the district headquarter. This place has both religious significance and scenic beauty. Deulajhari is surrounded by around 24 hot spots whose temperature varies from 40 degrees Celsius to 62 degrees Celsius. The most popular spots are Agnikunda, Himakunda, Taptakunda, Amrutakunda



and Labakusakunda. These places emerge from the bottom of a Shiv Lingam. Important festivals of this place are Panasankranti, Sitalasasthi, Kartika Purnima, Makaramela, & Shivaratri.

- **Crafts/Activities in the District**

Artisans of Angul district make different crafts like Dhokra casting, Terracotta, Wood carving, Art textiles, Soft toys etc. Some clusters have been developed for Dhokra casting, Brass and Bell metal at Tangiri of Chhendipada Block, Natada of Kishorenagar Block and Tubey of Angul Block. Traditional Bell metal items i.e. Mana and Jagara of this district have found place in all handicraft centers and museums of India. With the help of Orissa Khadi and Village Industry Board, artisans in Pottery, Carpentry, Stone crushing, Brick making, Spices grinding, Paddy processing, Beedi making, Khadi stitching, Bamboo basket making have all been assisted. Presently 9 co-operative societies are active in this sector.

- **Artisans covered: An overview:** 40 artisans are currently working but they have no record at present.

HARDWARE

Organization/Implementing Agency for Hardware: Commissioner-cum-Secretary, Tourism/Director & Additional Secretary, Department of Tourism, Govt. of Orissa, Bhubaneswar/INTACH

Year of Completion of Hardware : 2010.

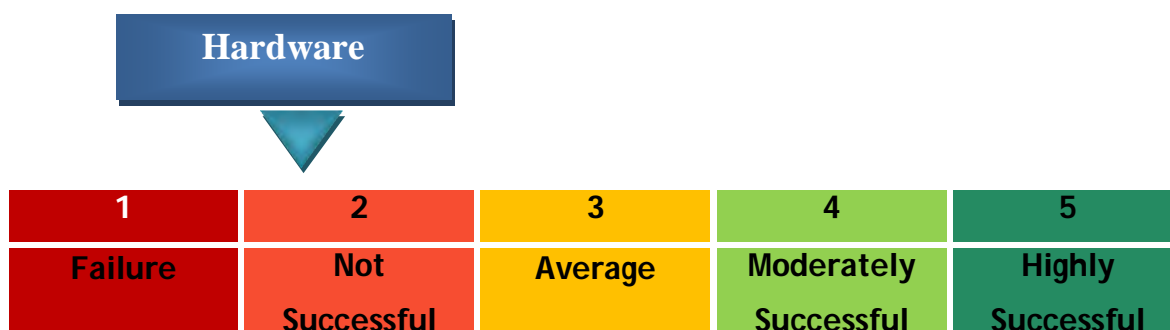
Implementing Agency Details: Commissioner-cum-Secretary, Tourism/Director & Additional Secretary, Department of Tourism, Govt. of Orissa, Bhubaneswar.

Hardware Components:

1. Soft landscaping including planting of Arjun & Kewada trees etc.
2. Hard landscaping including provision of Chabutara and Drinking water.
3. Construction of informal Rest places including Construction of public toilets.
4. Renovation of Temple complex including Kundas.
5. Renovation of Bath Complex.
6. Signage.
7. Development of the existing Pond.
8. Internal Wiring.
9. Light Fitting.

Status of Implementation:

1. Plantation of trees has not been done.
2. Chabutara & Drinking water system have been made available but not to serve visitors.
3. Places of taking rest & public toilet have been constructed but not for visitors.
4. There has not been any development of the existing pond.
5. Internal wiring has been completed.
6. Light fitting has been done.
7. Signage has been made.



SOFTWARE

Organization/Implementing Agency for Software : Nehru Yuvak Kendra, NGO, Angul, Orissa.

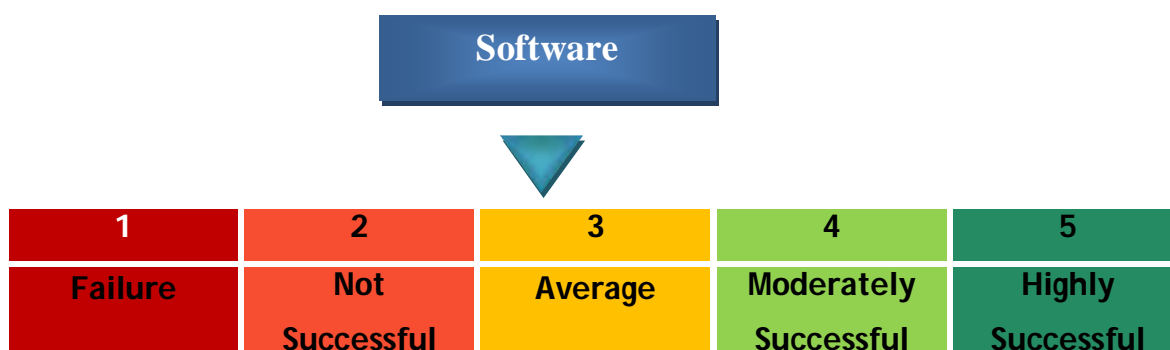
Year of Completion of Software : 2007

Software Components:

1. Workshop, Seminars and Awareness Programmes.
2. Operational Norms.
3. Training Activities
4. Tourism Product Development
5. Culture- Festival
6. Training on Photography and Videography
7. Marketing Support.

Status of Implementation:

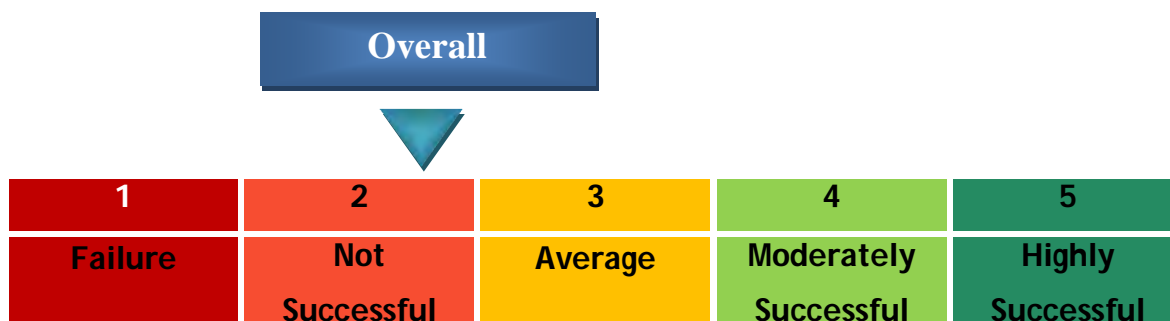
1. Workshop, seminars and Awareness Programmes have been conducted.
2. Training Activities have been imparted.
3. Tourism Product Development has not been done.
4. Culture- Festival has been organized.
5. Training on Photography and making of videos have not been done.
6. Marketing Support has not been given.



Perception about the Rural Tourism Project:

1. Over all Artisans are not satisfied with their training, & they do not get any benefit from the project. Their financial status has also not improved.

Consultant's Gradation of the Rural Tourism Project: All the hardware work that has been completed is of no use because they are not ready to serve visitors. Software has been completed partially.



State : Orissa

Location : Village Khiching, District Mayurbhanj

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

Activity/Craft: Folk Music " Bhagabat Tongi" Clorite Stone Carving

- **District Portrait**

Mayurbhanj district is the largest district of Orissa. District headquarters is at Baripada. Majority of the district is covered with forests, which have a varied flora and fauna. Mayurbhanj is famous for horn works, stone and clay works, tussar silk, jute mills and spinning mills. The major attractions of the district are Deokhund with its waterfalls, Haripur, Khiching and Simlipal National Park. . It is also recognized for its irrigation and power project named Sunei.



- **About Khiching village**

Khiching is situated in the eastern Indian state of Orissa and is a famous heritage site. This place is an important historical and tourist site in Mayurbhanj district. It is situated in Karanjia sub-division, 150 km from Baripada and 320 kilometers from Bhubaneswar. The major tourist attraction of Khiching is the Temple Of Maa Kichakeswari. The major festival in Khiching is Sihvaratri, which is celebrated for seven days.



- **Crafts/Activities in the District**

Handicrafts in the district of Mayurbhanj were acknowledged as an important part of rich cultural heritage of this region. Handicrafts of Mayurbhanj are available in several materials and forms namely stone carving, stone wares, Dhokra, Brass and Bell Metal wares, Artistic Mats, Wooden painted items, lacquered toys, Terracotta, Sabai-Grass product, Cane craft and Bamboo crafts, musical instruments, costume jewelry, folk paintings, Tassar Textiles, Solapith work and Sea shell items.

HARDWARE

Organization/Implementing Agency for Hardware: Commissioner-cum-Secretary, Tourism/Director & Additional Secretary, Department of Tourism, Govt. of Orissa, Bhubaneswar/PWD.

Year of Completion of Hardware : Ongoing.

Implementing Agency Details: Commissioner-cum-Secretary, Tourism/Director & Additional Secretary, Department of Tourism, Govt. of Orissa, Bhubaneswar/PWD.

Hardware Components:

1. Open Air Theatre.
2. Tourist Information Centre & Library.
3. Toilet Block.
4. Paved Pathway.
5. Green Hedging & Landscape.
6. Temple Pond Development.
7. Renovation of existing Museum.
8. Landscape inside temple premises.
9. Boundary Wall of Temple renovation.

10. Renovation of Birat garh.
11. Renovation compound wall and landscape near Kichakgarh.
12. Road inside the Village Keshna.
13. Development of work shop of artists.
14. Village Centre Development.
15. Public Convenience & near artist work shop
16. Renovation tourist dwelling.
17. Renovation of Cultural Mandap.
18. Renovations of artist training center.
19. Signage & hoarding.

Status of Implementation:

1. Tourist information centre & library have been made.
2. Renovation of existing museum has been completed.
3. Boundary wall of temple has been made.
4. Renovation of Birat Garh has been completed.
5. Renovation of compound wall KichakGarh has been completed.
6. Open air theatre & Paved Pathway have been under construction
7. Green Hedging Landscape & Landscape inside temple premises have been working but have not been started in case of village Keshna.
8. Renovations of cultural Mandap, Road inside the village, signage & Hoarding have been completed.
9. Renovation of artist training center has been completed partially.
10. Development of artist work shop & village center development has not been done.
11. Signage & Hoarding have been made.

Hardware

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

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. In Khiching only hardware is carried out work and no software work.
2. Some of the Hardware work is ongoing.
3. Over all construction work is satisfactory.

Consultant's Gradation of the Rural Tourism Project: Most of the hardware work is complete while no software work is assigned for this project.

Overall

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

Snapshots of the Rural Tourism Project:

	
Temple entrance gate.	Inside road. (Pathway)
	
Boundary wall	Cultural Mandap
	
Drinking water	Water storage tank
	
Open area theatre under construction	Museum
	
Kichak garh	Information centre.

State : Orissa

Location : Village Padmanavpur, District Ganjam

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

Activity/Craft: Puppet Dance, Tiger Dance and Textile weaving.

- **District Portrait**

Ganjam district is broadly divided into two divisions, the coastal plains area in the east and hill and table lands in the west. The Eastern Ghats run along the western side of the district. The plains lie between the Eastern Ghats and Bay of Bengal. Since the hills are close to the sea, the rivers flowing from hills are not very long and are subject to sudden floods. Plains are narrow because of the absence of big rivers. Coastal plains in the east contain more fertile and irrigated lands.



Towards the centre and south it is hilly with beautiful valley. The south eastern portion is fertile whereas extreme north east is occupied by a portion of the famous Chilika Lake.

- **About Padmanavpur village**

Padmanabhpur village, 40 km from Digapahandi block of Ganjam district, is famous for its weavers and folk dancers. Animal dance troupes of this village, who use masks to imitate movements of animals ranging from tigers to bulls, are quite well-known.

- **Crafts/Activities in the District**

Literal meaning of Ganjam is the source of food grain and as this district is famous for food grain production and trade, it is named as Ganjam. The inhabitants of this district are hardworking people. This district has contributed a lot in the making of

Orissa state and its progress. It has become famous for horn works, silver works & appliqué works.

HARDWARE

Organization/Implementing Agency for Hardware: Commissioner-cum-Secretary, Tourism/Director & Additional Secretary, Department of Tourism, Govt. of Orissa, & DRDA Ganjam.

Year of Completion of Hardware : Ongoing.

Implementing Agency Details: Commissioner-cum-Secretary, Tourism/Director & Additional Secretary, Department of Tourism, Govt. of Orissa, & DRDA Ganjam, Take care of Hardware work construction work done by Block Development Authority.

Hardware Components:

1. Soft Landscaping
2. Hard Landscaping.
3. Providing and fixing FRP Dust Bins and Drinking Water Fountain.
4. Renovation of Existing Houses.
5. Construction of Cottages.
6. Construction of 6 Restaurant and O.A.T
7. Electrical Distribution of Arrangement.
8. Internal/Outdoor light Poles.
9. Light fittings.

Status of Implementation:

1. Hardware work started in 2010 and now it is at primary stage.

Hardware

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

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. Only hardware work is going on in Padmanavpur. Presently they are carrying out the construction work.

Consultant's Gradation of the Rural Tourism Project: Construction work for hardware work is being carried out and is

Overall

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

Snapshots of the Rural Tourism Project:

 <p>Signage</p>	 <p>Artisan</p>
 <p>Artisan</p>	 <p>Rural tourism complex</p>

State : Orissa

Location : Village Barapali, District Bargarh

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

Activity/Craft: Sambalpuri saris

• District Portrait

Bargarh district lies in the western part of Orissa and came in to existence from 1st April 1993. It is bounded on the north by the State of Chhatisgarh and on the east by the district of Sambalpur, on the south lies the district of Balangir and Subarnapur and on the west the district of Nawapara. Bargarh district can be divided into 3 natural divisions, (1) Bargarh Plain (2) Borasambar (3) Ambabhona & Lakhanpur. Headquarter of the district Bargarh is situated on the left bank of Jira River.



• About Barapali village

Barpali is a large village in Bargarh district in Orissa. Today well-known worldwide for its beautiful weaves, handloom cluster for its design, tie & dye, which are famous as Sambalpuri saris. It has about 769 households, near about 1400 weavers who weave the handloom with traditional design called "Bandh" Barpali, place where threads and colors find their

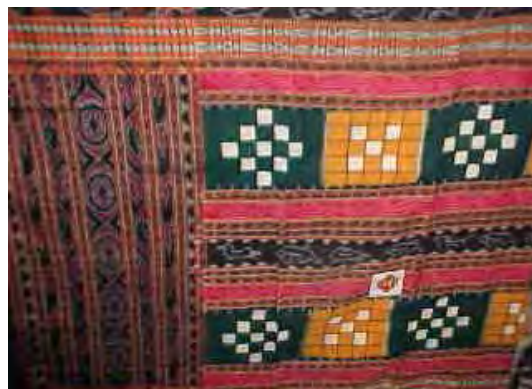


way into the hands of skillful weaves and are sold in the market as beautiful saris. Making of Dress material is the most typical craft activity performed in the village in

Bargarh district of Orissa. Barpali is also known for world famous poet SWABHAV KABI Gangadhar Meher's birth Place.

- **Crafts/Activities in the District**

Handloom Sector is an important Cottage Industry of the State. It offers considerable employment to the artisan which stands next to that of agriculture. Handloom cloth of Orissa, particularly woven by the weavers of Bargarh district have been appreciated all over the country and abroad because of its appealing form, design and color combination. The tie and dye design known as IKAT fabric, otherwise popularly known as "Bandha" technique of handloom weaving in Western Orissa. It has been the most appealing form of hand weaving process with an intricate art of long tradition of excellence.



HARDWARE

Organization/Implementing Agency for Hardware: Commissioner-cum-Secretary, Tourism/Director & Additional Secretary, Department of Tourism, Govt. of Orissa, Bhubaneswar.

Year of Completion of Hardware : On going

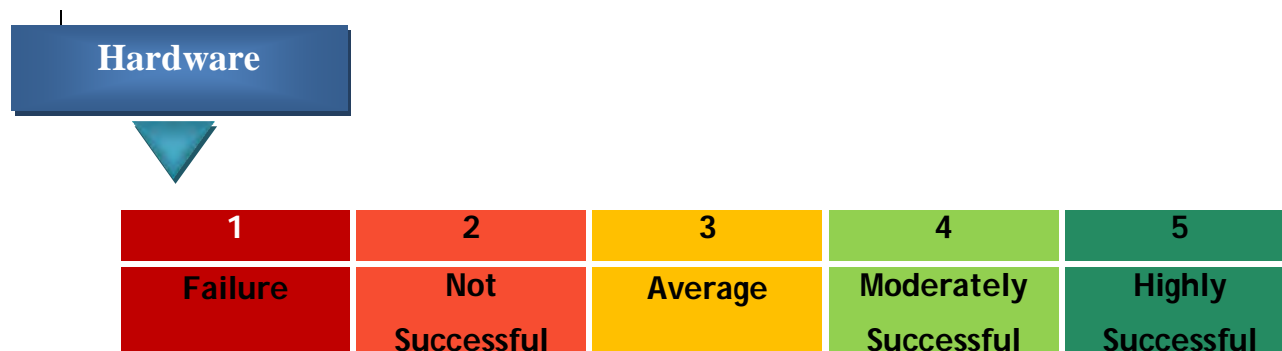
Implementing Agency Details: Commissioner-cum-Secretary, Tourism/Director & Additional Secretary, Department of Tourism, Govt. of Orissa, Bhubaneswar.

Hardware Components:

1. Development of approach road 1.0 Km @ Rs. 20.00 lakh/km, this has been restricted to Rs 11,00,000/- as DOT share.
2. Provision of 35 Street Light @ RS. 400/no.
3. Improvement of the façade of the houses/work places.
4. Development of the surrounding area and Illumination of Gangadhar Meher Statue.
5. Improvement of Solid Waste management.
6. Exhibition Hall of the Handloom and handicraft products- 115.48 sqm @ Rs.5500/-sqm.
7. Two Transit accommodation-125.4 sqm @ Rs. 6500/- sqm.
8. Information Centre-cum-Library-53.71 sqm @ Rs. 5500/- sqm.
9. Construction of a Chaupal (Open Air Theatre)
10. Toilet Block-area 40.89 sqm. @ Rs. 7000/-sqm.
11. Provision of Drinking Water.
12. Development of Park

Status of Implementation:

Director of Tourism has been assigned to DRDA Bargarh for hardware implementing in Barpali. Due to some technical problem Barpali BDO & JE have not been able to implement the project at Barpali as per Lt No.1401 Dated 8.06.11. Add Secretary (Tourism) Govt. of Orissa has withdrawn the hardware project given to OTDC. Now



SOFTWARE

Organization/Implementing Agency for Software : Nehru Yuva Kendra, Ainthapali Sambalpur.

Year of Completion of Software : Not started till now

Implementing Agency Details: Nehru Yuva Kendra was established in the year 1972. Objective was to employ rural youth so that they can take part in the process of nation building as well to provide opportunities to them for the development of their personality and skills. NYKS has targeted to identify areas of harnessing youth power for development by forming Youth Clubs, which are at village level and would involve voluntary action groups of youth to help in nation building activities. The core strength of NYKS lies in its network of youth clubs. Youth Clubs are village based organizations working for community development and youth empowerment

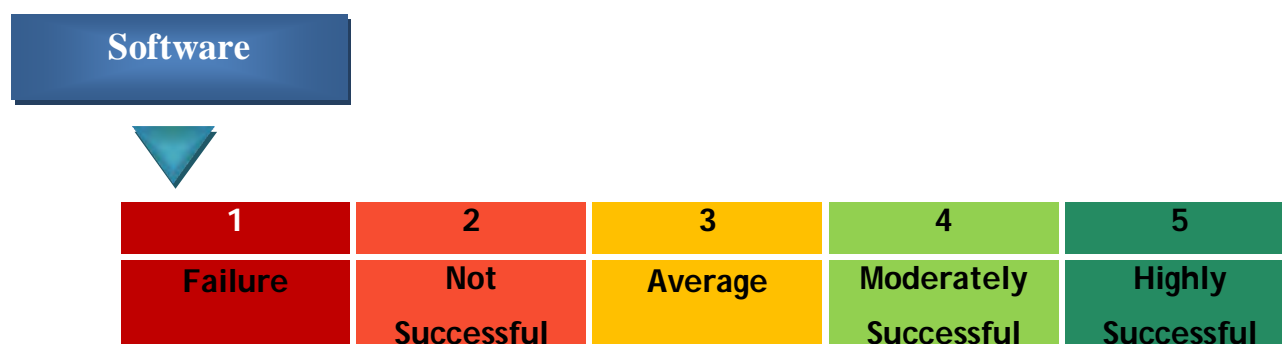
Software Components:

1. Workshops, seminars and awareness programme.
2. Operational Norms.
3. Training activities.
4. Tourism product development.
5. Culture- Festivals.
6. Gender sensitization.
7. Training on photography & videography.
8. Marketing support.

Status of Implementation:

1. As per villagers view they have not been intimated about Nehru Yuva Kendra. Implementing agency or NGO can't select any artisans, who require training. They also don't make any list or data base.

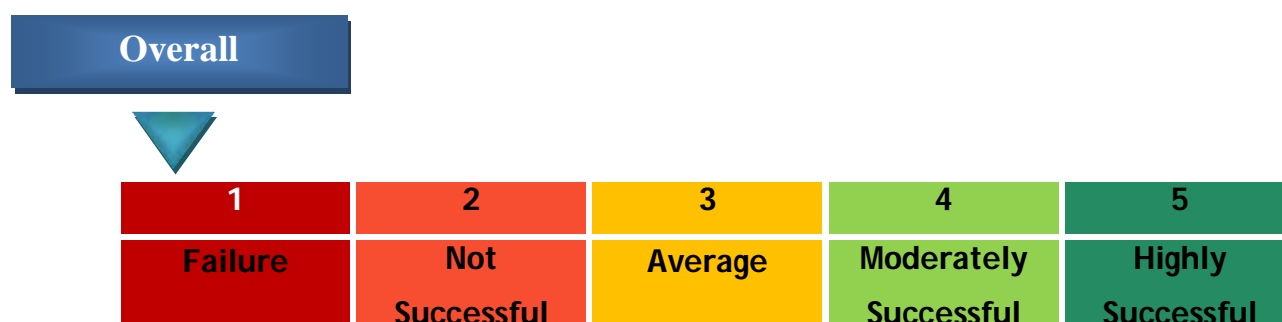
2. As per the opinion of local tourist officer, District collector has ordered to pay Rs90, 000 to NGO according to scheme of the programme, details of which have been submitted to collector.



Perception about the Rural Tourism Project:

Both Hardware & Software work not start till date.

Consultant's Gradation of the Rural Tourism Project: Though, hardware and software work has been carried out but satisfactory results have not been achieved because of some basic requirements of a sightseeing destination.



State : Orissa

Location : Deulajhari- Athamalik, District Angul

Project Name: Development of Deulajhari-Athamalik village, as a Rural Tourism Destination

Activity/Craft: Spiritual

District Portrait

Angul District is located at the center of Orissa and is considered as Industrial Capital of Orissa. It is bounded by Dhenkanal and Cuttack districts in the east, Deogarh, Kendujhar and Sundargarh in north, Sambalpur and Sonapur in west and Bouda and Nayagarh in the south side. The district is abundant with natural resources, which ultimately help the district to contribute maximum amount of revenues to the state government. Angul, district headquarters is about 150 kilometers from the state's capital Bhubaneswar. It is situated on the National Highway 42, well accessible from all parts of the state.



About Deulajhari- Athamalik village

Deulajhari is situated in Angul district near Athamalik at a distance of about 90 kms from the district headquarter. This place has both religious significance and scenic beauty. Deulajhari is surrounded by around 24 hot spots whose temperature varies from 40 degrees Celsius to 62 degrees Celsius. The most popular spots are Agnikunda, Himakunda, Taptakunda, Amrutakunda



and Labakusakunda. These places emerge from the bottom of a Shiv Lingam. Important festivals of this place are Panasankranti, Sitalasasthi, Kartika Purnima, Makaramela, & Shivaratri.

- **Crafts/Activities in the District**

Artisans of Angul district make different crafts like Dhokra casting, Terracotta, Wood carving, Art textiles, Soft toys etc. Some clusters have been developed for Dhokra casting, Brass and Bell metal at Tangiri of Chhendipada Block, Natada of Kishorenagar Block and Tubey of Angul Block. Traditional Bell metal items i.e. Mana and Jagara of this district have found place in all handicraft centers and museums of India. With the help of Orissa Khadi and Village Industry Board, artisans in Pottery, Carpentry, Stone crushing, Brick making, Spices grinding, Paddy processing, Beedi making, Khadi stitching, Bamboo basket making have all been assisted. Presently 9 co-operative societies are active in this sector.

- **Artisans covered: An overview:** 40 artisans are currently working but they have no record at present.

HARDWARE

Organization/Implementing Agency for Hardware: Commissioner-cum-Secretary, Tourism/Director & Additional Secretary, Department of Tourism, Govt. of Orissa, Bhubaneswar/INTACH

Year of Completion of Hardware : 2010.

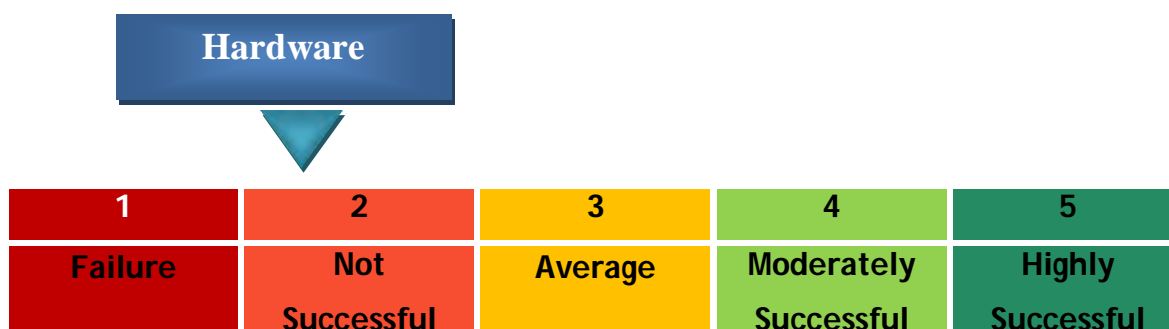
Implementing Agency Details: Commissioner-cum-Secretary, Tourism/Director & Additional Secretary, Department of Tourism, Govt. of Orissa, Bhubaneswar.

Hardware Components:

1. Soft landscaping including planting of Arjun & Kewada trees etc.
2. Hard landscaping including provision of Chabutara and Drinking water.
3. Construction of informal Rest places including Construction of public toilets.
4. Renovation of Temple complex including Kundas.
5. Renovation of Bath Complex.
6. Signage.
7. Development of the existing Pond.
8. Internal Wiring.
9. Light Fitting.

Status of Implementation:

1. Plantation of trees has not been done.
2. Chabutara & Drinking water system have been made available but not to serve visitors.
3. Places of taking rest & public toilet have been constructed but not for visitors.
4. There has not been any development of the existing pond.
5. Internal wiring has been completed.
6. Light fitting has been done.
7. Signage has been made.



SOFTWARE

Organization/Implementing Agency for Software : Nehru Yuvak Kendra, NGO, Angul, Orissa.

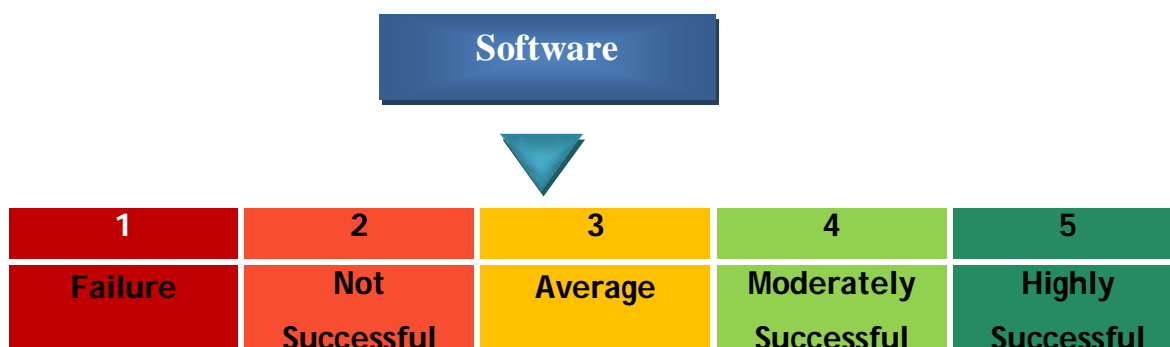
Year of Completion of Software : 2007

Software Components:

1. Workshop, Seminars and Awareness Programmes.
2. Operational Norms.
3. Training Activities
4. Tourism Product Development
5. Culture- Festival
6. Training on Photography and Videography
7. Marketing Support.

Status of Implementation:

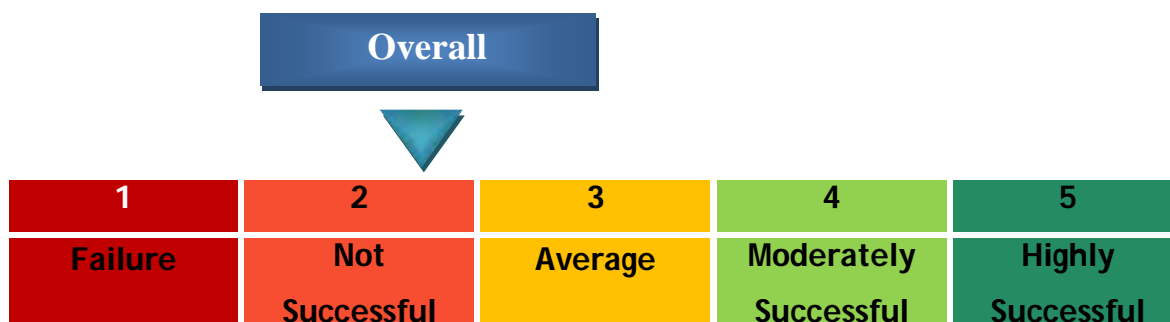
1. Workshop, seminars and Awareness Programmes have been conducted.
2. Training Activities have been imparted.
3. Tourism Product Development has not been done.
4. Culture- Festival has been organized.
5. Training on Photography and making of videos have not been done.
6. Marketing Support has not been given.



Perception about the Rural Tourism Project:

Over all Artisans are not satisfied with their training, & they do not get any benefit from the project. Their financial status has also not improved.

Consultant's Gradation of the Rural Tourism Project: All the hardware work that has been completed is of no use because they are not ready to serve visitors. Software has been completed partially.



State : Orissa

Location : Village Khiching, District Mayurbhanj

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

Activity/Craft: Folk Music " Bhagabat Tongi" Clorite Stone Carving

District Portrait

Mayurbhanj district is the largest district of Orissa. District headquarters is at Baripada. Majority of the district is covered with forests, which have a varied flora and fauna. Mayurbhanj is famous for horn works, stone and clay works, tussar silk, jute mills and spinning mills. The major attractions of the district are Deokhund with its waterfalls, Haripur, Khiching and Simlipal National Park. . It is also recognized for its irrigation and power project named Sunei.



About Khiching village

Khiching is situated in the eastern Indian state of Orissa and is a famous heritage site. This place is an important historical and tourist site in Mayurbhanj district. It is situated in Karanjia sub-division, 150 km from Baripada and 320 kilometers from Bhubaneswar. The major tourist attraction of Khiching is the Temple Of Maa Kichakeswari. The major festival in Khiching is Sihvaratri, which is celebrated for seven days.



- **Crafts/Activities in the District**

Handicrafts in the district of Mayurbhanj were acknowledged as an important part of rich cultural heritage of this region. Handicrafts of Mayurbhanj are available in several materials and forms namely stone carving, stone wares, Dhokra, Brass and Bell Metal wares, Artistic Mats, Wooden painted items, lacquered toys, Terracotta, Sabai-Grass product, Cane craft and Bamboo crafts, musical instruments, costume jewelry, folk paintings, Tassar Textiles, Solapith work and Sea shell items.

HARDWARE

Organization/Implementing Agency for Hardware: Commissioner-cum-Secretary, Tourism/Director & Additional Secretary, Department of Tourism, Govt. of Orissa, Bhubaneswar/PWD.

Year of Completion of Hardware : Ongoing.

Implementing Agency Details: Commissioner-cum-Secretary, Tourism/Director & Additional Secretary, Department of Tourism, Govt. of Orissa, Bhubaneswar/PWD.

Hardware Components:

1. Open Air Theatre.
2. Tourist Information Centre & Library.
3. Toilet Block.
4. Paved Pathway.
5. Green Hedging & Landscape.
6. Temple Pond Development.
7. Renovation of existing Museum.
8. Landscape inside temple premises.
9. Boundary Wall of Temple renovation.
10. Renovation of Birat garh.

11. Renovation compound wall and landscape near Kichakgarh.
12. Road inside the Village Keshna.
13. Development of work shop of artists.
14. Village Centre Development.
15. Public Convenience & near artist work shop
16. Renovation tourist dwelling.
17. Renovation of Cultural Mandap.
18. Renovations of artist training center.
19. Signage & hoarding.

Status of Implementation:

1. Tourist information centre & library have been made.
2. Renovation of existing museum has been completed.
3. Boundary wall of temple has been made.
4. Renovation of Birat Garh has been completed.
5. Renovation of compound wall KichakGarh has been completed.
6. Open air theatre & Paved Pathway have been under construction
7. Green Hedging Landscape & Landscape inside temple premises have been working but have not been started in case of village Keshna.
8. Renovations of cultural Mandap, Road inside the village, signage & Hoarding have been completed.
9. Renovation of artist training center has been completed partially.
10. Development of artist work shop & village center development has not been done.
11. Signage & Hoarding have been made.

Hardware

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

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. In Khiching only hardware is carried out work and no software work.
2. Some of the Hardware work is ongoing.
3. Over all construction work is satisfactory.

Consultant's Gradation of the Rural Tourism Project: Most of the hardware work is complete while no software work is assigned for this project.

Overall

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

Snapshots of the Rural Tourism Project:

	
<p>Temple entrance gate.</p>	<p>Inside road. (Pathway)</p>
	
<p>Boundary wall</p>	<p>Cultural Mandap</p>
	
<p>Drinking water</p>	<p>Water storage tank</p>
	
<p>Open area theatre under construction</p>	<p>Museum</p>
	
<p>Kichak garh</p>	<p>Information centre.</p>

State : Orissa

Location : Village Padmanavpur, District Ganjam

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

Activity/Craft: Puppet Dance, Tiger Dance and Textile weaving.

District Portrait

Ganjam district is broadly divided into two divisions, the coastal plains area in the east and hill and table lands in the west. The Eastern Ghats run along the western side of the district. The plains lie between the Eastern Ghats and Bay of Bengal. Since the hills are close to the sea, the rivers flowing from hills are not very long and are subject to sudden floods. Plains are narrow because of the absence of big rivers. Coastal plains in the east contain more fertile and irrigated lands. Towards the centre and south it is hilly with beautiful valley. The south eastern portion is fertile whereas extreme north east is occupied by a portion of the famous Chilika Lake.



About Padmanavpur village

Padmanabhpur village, 40 km from Digapahandi block of Ganjam district, is famous for its weavers and folk dancers. Animal dance troupes of this village, who use masks to imitate movements of animals ranging from tigers to bulls, are quite well-known.

- **Crafts/Activities in the District**

Literal meaning of Ganjam is the source of food grain and as this district is famous for food grain production and trade, it is named as Ganjam. The inhabitants of this

district are hardworking people. This district has contributed a lot in the making of Orissa state and its progress. It has become famous for horn works, silver works & appliqué works.

HARDWARE

Organization/Implementing Agency for Hardware: Commissioner-cum-Secretary, Tourism/Director & Additional Secretary, Department of Tourism, Govt. of Orissa, & DRDA Ganjam.

Year of Completion of Hardware : Ongoing.

Implementing Agency Details: Commissioner-cum-Secretary, Tourism/Director & Additional Secretary, Department of Tourism, Govt. of Orissa, & DRDA Ganjam, Take care of Hardware work construction work done by Block Development Authority.

Hardware Components:

1. Soft Landscaping
2. Hard Landscaping.
3. Providing and fixing FRP Dust Bins and Drinking Water Fountain.
4. Renovation of Existing Houses.
5. Construction of Cottages.
6. Construction of 6 Restaurant and O.A.T
7. Electrical Distribution of Arrangement.
8. Internal/Outdoor light Poles.
9. Light fittings.

Status of Implementation:

Hardware work started in 2010 and now it is at primary stage.

Hardware

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

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:

Only hardware work is going on in Padmanavpur. Presently they are carrying out the construction work.

Consultant's Gradation of the Rural Tourism Project: Construction work for hardware work is being carried out and is

Overall

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

Snapshots of the Rural Tourism Project:

 <p>Signage</p>	 <p>Artisan</p>
 <p>Artisan</p>	 <p>Rural tourism complex</p>

State: Punjab

State : Punjab

Location : Boothgarh (Hoshiarpur)

Project Name: Development of Raja Sansi as a Rural Tourism Destination.

Activity/Craft: Inlay, Wood work & lathe

- **District Portrait**

Hoshiarpur district is located in the north-east part of the Indian state of Punjab. It falls in the Jalandhar Revenue Division and is situated in the Bist Doab portion of the Doaba region. Hoshiarpur shares a common boundary with Kangra district, and Una district of Himachal Pradesh in the northeast. In the southwest, it borders Shahid Bhagat Singh Nagar district, Jalandhar district, and Kapurthala district, and in the northwest it borders Gurdaspur district.



- **About Boothgarh**

Boothgarh is a village located in the Hoshiarpur district of Punjab state.

- **Crafts/Activities in the District**

Hoshiarpur district is famous for its traditional wooden handicrafts, ivory and plastic inlay works. There are more than 125 such small units and 8 lacure ware units in the district. All India Handicrafts Board has its office in Hoshiarpur for development of this sector.



Artisans covered: In this place approx 1000 artisan are there but only 13 artisans are received training for Inlay & Wood work.

HARDWARE

Organization/Implementing Agency for Hardware: Public Work Department and Deputy Commissioner, (District Hoshiarpur)

Year of Completion of Hardware: 2010.

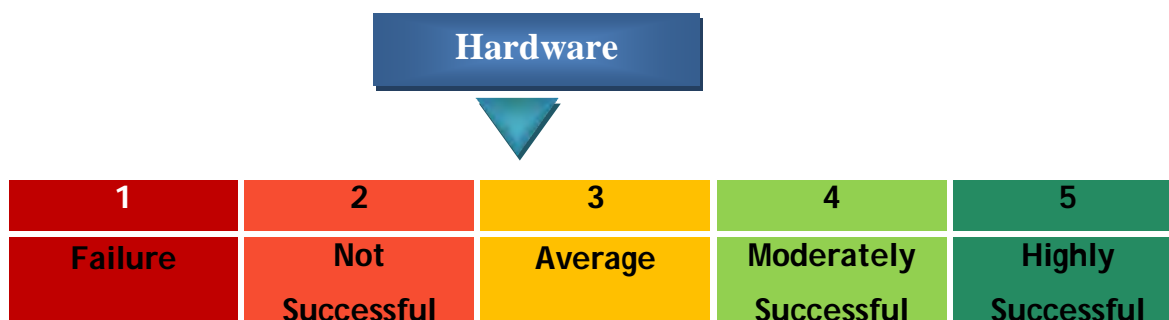
Implementing Agency Details Deputy Commissioner, (District Hoshiarpur), Executive Director. Overall execution.

Hardware Components:

1. Development and installation of signage.
2. Roadside Hoardings
3. Installation of traditional welcome gate at point of entrance to village (steel Fabrication)
4. Construction of two thatched huts.
5. Development of Parking facility
6. Paving Area
7. Barbed wood wire fencing
8. Landscaping
9. Toilets
10. Construction of Vishram Sthals (Rest Houses)
11. Construction of semi-open amphitheatre at designated land within the village
12. Construction of product Display Centre (Display Panel)
13. Development of Centre with installation of modern Machinery for the manufacturing of handicrafts
14. Village sanitation & Hygiene (Lining of Drains within the village, Construction of vermin-compost pits.
15. Providing of safe drinking water at the centre.

Status of Implementation:

1. Installation of signage has taken place.
2. Roadside Hoardings have been put up.
3. Installation of traditional welcome gate at point of entrance to village (steel Fabrication) has been done.
4. Construction of two thatched huts has not been done till now.
5. Parking facility has been developed.
6. Paving Area has been constructed.
7. Barbed wood wire fencing constructed.
8. Landscaping done.
9. Toilets have been constructed.
10. Construction of Vishram Sthals (Rest Houses) not done till now.
11. Construction of semi-open amphitheatre at designated land within the village not done till now.
12. Construction of product Display Centre (Display Panel) done.
13. Development of Centre with installation of modern Machinery for the manufacturing of handicrafts not done till now.
14. Village sanitation & Hygiene (Lining of Drains within the village, Construction of vermin-compost pits not done till now.
15. Provision of safe drinking water at the centre has been done.



SOFTWARE

Organization/Implementing Agency for Software:

1. REEDS (Rajni Lamba)

Year of Completion of Software: 2011

Implementing Agency Details:

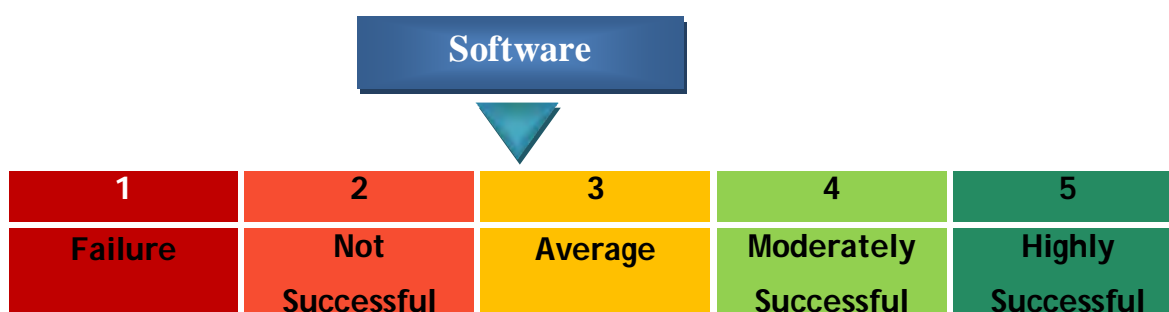
2. Non-Government and Non-Profit Organisation needs to mobilize enough resources in order to meet their service requirements. Reeds Foundation supports all non-profit organizations in the areas of Fund raising, Web site development, Software applications, Training, Event management for successful functioning

Software Components:

1. Capacity building related to art & craft skills project related activities
2. Local community awareness workshops
3. Workshops on gender sensitization
4. Workshops on awareness building
5. Workshops on mobilization and interpretation
6. Training for visitor handling skills
7. Tourism product development
8. Packaging of culture and craft based tourism products
9. Facilitating of creation of common facilities to enhance tourism
10. Facilitating setting up of craft museums, rural tourism product related infrastructure and activities
11. Training to improve product marketing skills
12. Introduction of marketing interfaces
13. Training and awareness on environment safeguard

Status of Implementation:

1. Improvement has happened in the socio economic condition of artisans after they received training.
2. Capacity building related to art & craft skills is going on.
3. Local community awareness workshop has been done.
4. Workshops on gender sensitization have been conducted.
5. Workshops on awareness building going on.
6. Workshops on mobilization and interpretation have been completed.
7. Training for visitor handling skills is partly done.
8. Tourism product development workshop has been done.
9. Packaging of culture and craft based tourism products one work shop has been done.
10. Facilitation for creation of common facilities to enhance tourism has been completed.
11. Facilitating setting up of craft museums, rural tourism product related infrastructure and activities is currently under process.
12. Training to improve product marketing skills has been done.
13. Introduction of marketing interfaces has been completed.
14. Training and awareness on environment safeguard is also done.

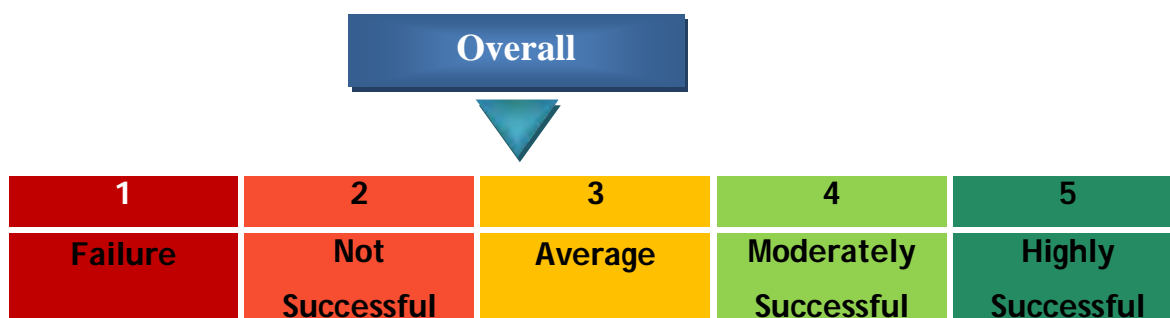


Perception about the Rural Tourism Project:

1. No fund has been received earlier. There has been lots of delay in the work.

2. One to two tourists visit this place in a month. The workers are not very educated hence on tourist handling skills.
3. The scheme has begun from 15th may 2011 - much later than the due date.
4. The building needs to be fully operational to increase the socio economic condition of the place.
5. The products need to be kept on display and then advertised to attract tourists.

Consultant's Gradation of the Rural Tourism Project: The approach road is yet to be made. Funds, which is the responsibility of the state Govt. has not yet been received by the implementing agencies and hence work has got delayed and has still not been completed. The vision that should match the action - this has not been the case for this project. There should be smooth flow of funds to ensure timely completion of project and this occurrence has stalled work of this project, making it a limited success.



Snapshots of the Rural Tourism Project: Hardware



Software



Wooden work



Wooden work



Wooden work



Wooden work



Wooden work



Wooden work

State : Punjab

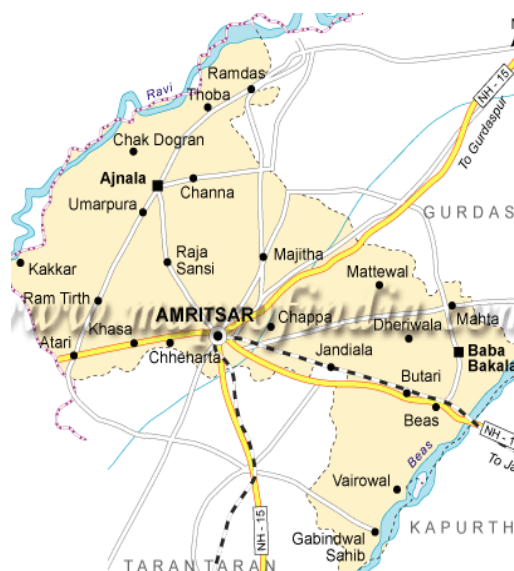
Location : Raja Sansi

Project Name: Development of Raja Sansi as a Rural Tourism Destination.

Activity/ Craft: Carpet

- **District Portrait**

Amritsar district is located in northern part of Punjab state and lies with Pakistan. Total area of the district is 5056 sq.km. Amritsar I, Amritsar II, Baba Bakala and Ajnala are four tehsils of the district. Whereas Majitha, Attari, Tarsikka, Lopoke and Ramdas are Sub Tehsils in the district. There are eight development blocks namely Tarsikka, Rayya, Ajnala, Chogawaan, Majitha, Verka, Jandiala Guru and Harsha Chana. Amritsar is a major commercial, cultural, and transportation centre.



- **About Raja Sansi**

Raja Sansi. Known for its famous Bukhara-style (hand-knotted) carpets. It has not been made, as yet, into a fully commercialised venture with flourishing carpet factories. In fact, weaving is primarily done by the local womenfolk. Some weavers here can even trace their ancestry to Persian craftsmen accompanying Babur's Mughal army.



- **Crafts/Activities in the District**

Amritsar district's metal workers are famous due to their talented skills. Different forms of soldering, casting & decoration techniques like pierced work, repousse,

engraving, chasing etc. are majorly used by them to create utensils, pots, objects that are required for spiritual rituals. Stamped metal doors and lamp shades are a few decorative items over which Punjab state's artists show their creative work. The stamped panels of Gurudwaras and temples are much in demand here. In ancient times, doors are covered by silver, gold and very nice repousse.

Artisans covered: Only 1 SHG they found at that time & total 11 members in the society. In this area approx 250 artisans are working now.

HARDWARE

Organization/Implementing Agency for Hardware:

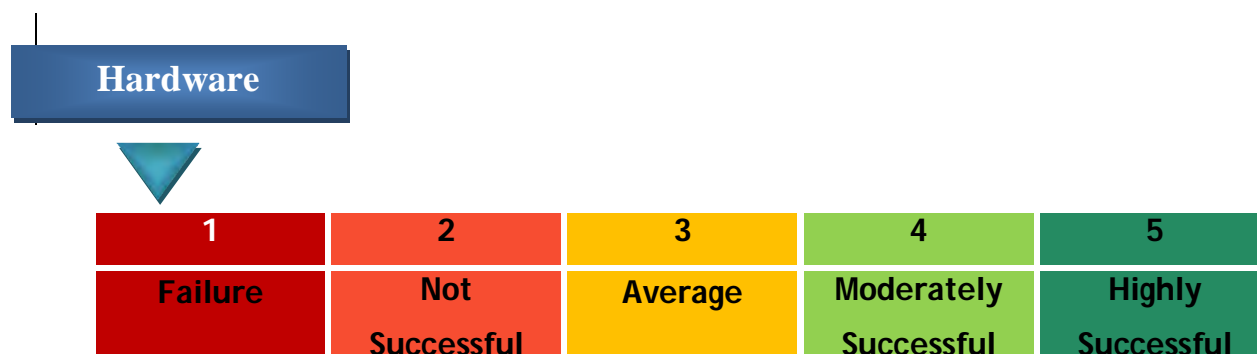
1. Deputy Commissioner, Amritsar.

Year of Completion of Hardware: No implementation till now.

Status of Implementation: Not done till now

Hardware Components:

1. Art & Cultural Centre
2. Showrooms
3. Office & Tourist info. Center



SOFTWARE

Organization/Implementing Agency for Software: Socio Economic Development Programme

Year of Completion of Software: 2010

Implementing Agency Details: SEDP the basic objective of the society was to function as a non political, charitable, not-profit, service oriented voluntary agency in selected areas of Punjab, Himachal Pradesh and Jammu & Kashmir by way of assisting the liberating process of development of the spiritually inert, socially down trodden and economically deprived sections of the people leading to their emancipation from poverty, inequalities and social injustices that enslave and dehumanize them, regardless of race, caste and creed.

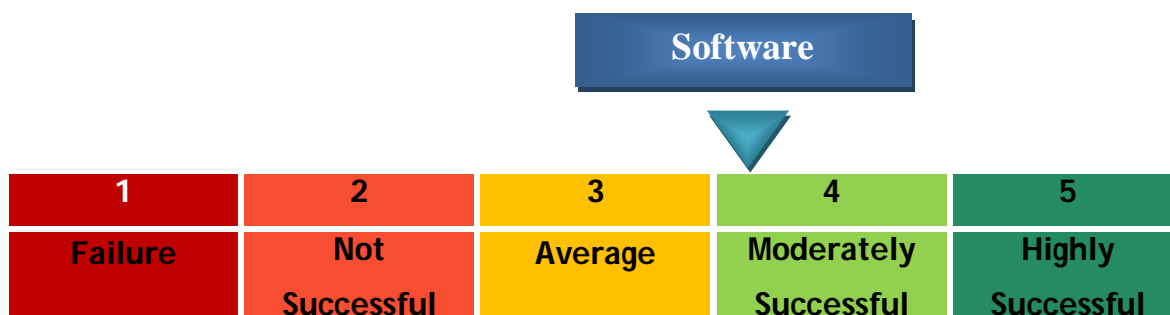
Software Components:

1. Baseline survey
2. Sensitization towards project
3. Advocacy workshop (External)
4. Formation of SHGs
5. Publication of IEC material/media management
6. Development of production units
7. Interface with market mechanism
8. Networking with project partners
9. Festival & craft mela
10. Setting up village kala Kendra, museums, resource centre.

Status of Implementation:

1. Motivation, Education and formation of village level and ward level committees has been completed
2. Base line survey and resource mapping has been completed
3. Training for Women's Self Help Groups has been completed

4. EDP training for women has been completed
5. Youth Clubs completed
6. Training in Phulkari making has been completed
7. Organizing cultural camps for enhancing their talents competed.
8. Organizing cultural festival in the tourist season has been completed
9. Cultural Exchange Programme has been completed

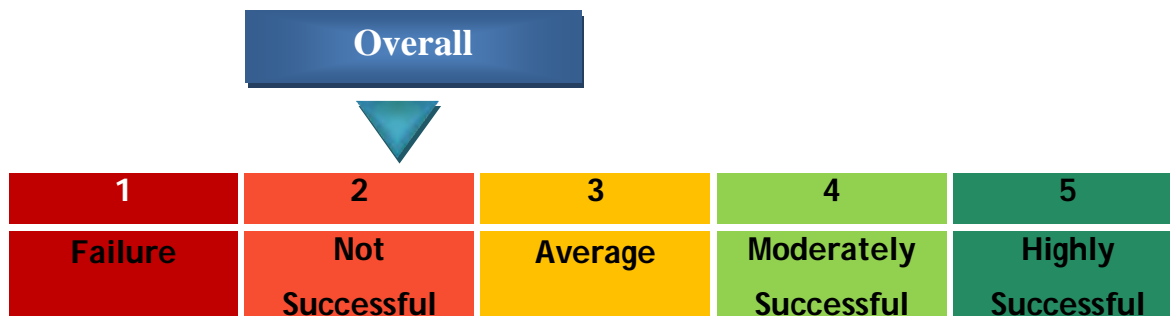


Perception about the Rural Tourism Project:

1. Quality of products has improved after receiving training.
2. Tourist guide training could not be done. There is no place to conduct the training in.
3. The hardware work is not done as of yet. This has hampered the project.
4. Co-ordination between local authorities and local people needs to be strengthened.
5. Artisans are not Independent.
6. They would like to sell their products to cities like Delhi, Agra etc but they don't get enough support to do so.
7. The raw material is costly
8. One problem that the weavers are still dogged with is that they do not have direct access to the market and middlemen often eat up the profits.

Consultant's Gradation of the Rural Tourism Project: This project cannot be described as a success as the hardware components have not at all been implemented

and the work has not at all started. The software component implementation is also partial and it is not really benefitting the villagers as was the vision.



Snapshots of the Rural Tourism Project:



State : **Punjab**
Location : **Village Chhat (Patiala)**
Project Name : Development of Village Chhat as a Rural Tourism Destination.

- **District Portrait**

Patiala district is one of the famous princely states of erstwhile Punjab. Forming the south-eastern part of the state. It is surrounded by the districts of Fatehgarh Sahib & Rupnagar and the Union Territory of Chandigarh in the north, Sangrur district in the west, Ambala and Kurukshetra districts of neighbouring state of Haryana in the east and Kaithal district of Haryana in the south.



- **About Chhat Village**

Chhatbir village is famous for Chhatbir Zoo. The Chhatbir Zoo is the perfect place for picnic as it also has a water body and large wooded parks and jungle area. Children come here for a fun-filled day and also learn a lot about the different animals by carrying out research on them. During the winters the rush increases due to pleasant climate during the daytime. Many zoologists also visit the Chandigarh zoo for carrying out research on various species of life.



- **Crafts/Activities in the District** - no craft activists are present here.

Artisans covered: No artisans are present in this project.

HARDWARE

Organization/Implementing Agency for Hardware:

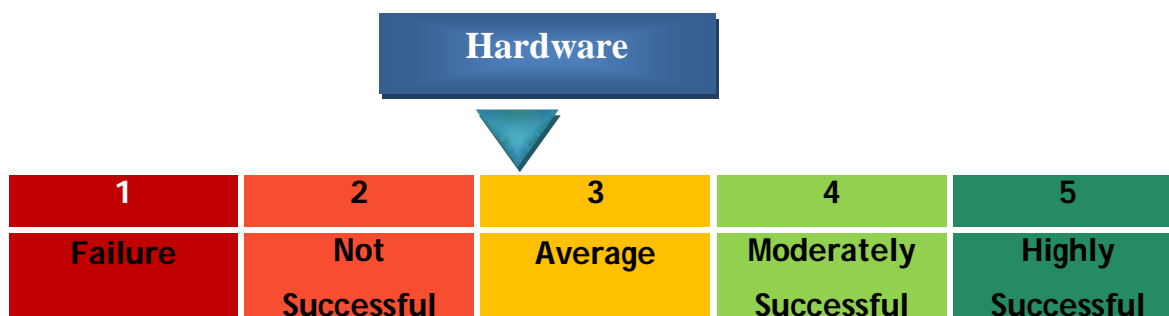
1. Public Works Department

Year of Completion of Hardware: NOT completed yet

Status of Implementation: All the hardware work is in progress. Nothing has been completed yet.

Hardware Components:

1. Solid Waste Management & Sewerage Management
2. Direction & Improvement of roads.
3. Site development
4. Signage's
5. Tourist Accommodation
6. Activity centre.



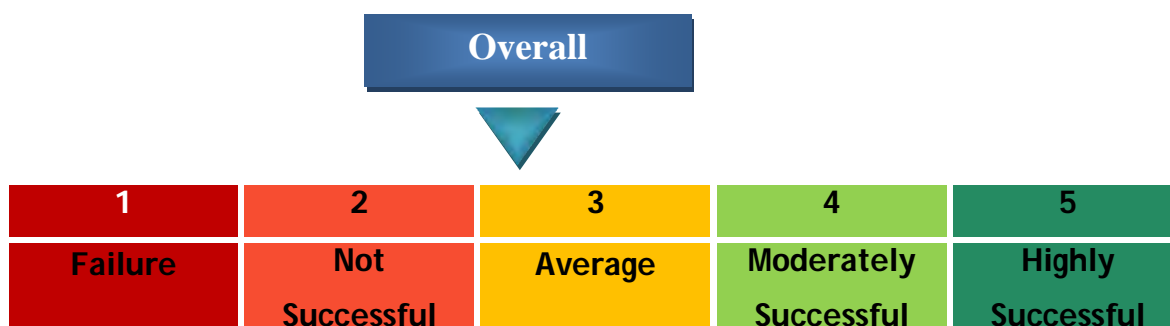
SOFTWARE (only approval for hardware no software)

Perception about the Rural Tourism Project:

1. Government policy needs to be friendlier. A lot of private companies ready to provide signage free of cost, but the government policy is stringent and not allowing them to do it and neither has the implementing agency, who is supposed to do it, are doing so.

2. Problem is occurring with creation of a place for facilities of the visitors.

Consultant's Gradation of the Rural Tourism Project: This project has almost not yet started as the work is totally in progress and can be envisaged to get completed in another year or two. The work is very much behind schedule and needs to get prioritized for effective evaluation of the project.



Snapshots of the Rural Tourism Project:





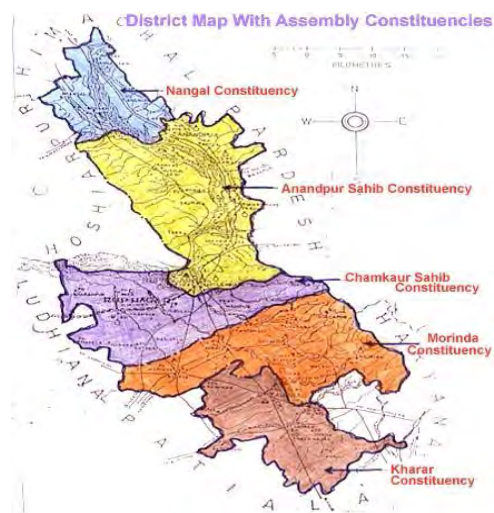
State : Punjab

Location : Chamkaur Sahib (Ropar)

Project Name: Development of Chamkaur Sahib as a Rural Tourism Destination.

- **District Portrait**

The district of Rupnagar is named after its district headquarters, the town of Rupnagar. Formerly known as Ropar. The district adjoins Nawanshahar, Mohali and Fatehgarh Sahib Districts of Punjab. The district comprises 4 Tehsils, Rupnagar, Anandpur Sahib, Nangal and Chamkaur Sahib and includes 624 villages and 6 towns namely Rupnagar, Chamkaur Sahib, Anandpur sahib, Morinda, Kiratpur Sahib and Nangal. All the towns except Chamkaur sahib fall on railways line. The Satluj river passes close (2 to 5 km) to the towns of Nangal, Rupnagar and Anandpur Sahib



- **About Chamkaur Sahib**

Chamkaur Sahib is another religious and historical place, which falls in this district. Here Shri Guru Gobind Singh Ji along with his two elder sons and 40 followers had come from Kotla Nihang. The Gurudwara Katalgarh Sahib, occupies a unique place among all the religious places located at Chamkaur Sahib. It is built at the site where Baba Ajit Singh and Baba Jhujjar Singh, elder sons of Guru Gobind Singh along with their followers fell while fighting against the Mughal army. A big fair known a Sheheedi Jor Mela lasting for three days is held in the month of December at



Chamkaur Sahib to commemorate the martyrdom of the elder sons of Shri Guru Gobind Singh Ji. Religious dewans are also organized. Dushehra festival at Chamkaur sahib is also celebrated with great enthusiasm by the people of the area.

Artisans covered: No artisans are present there.

HARDWARE

Organization/Implementing Agency for Hardware:

1. Deputy Commissioner

Year of Completion of Hardware: 2011

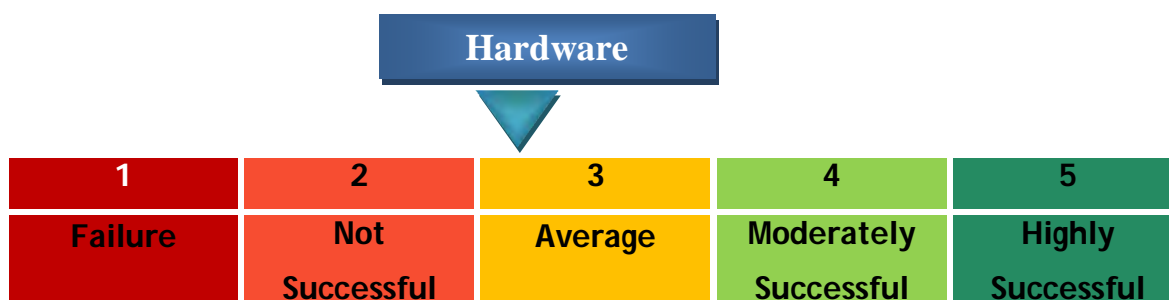
Implementing Agency Details: Public Works Department (Ropar)

Hardware Components:

1. Phase-I (Rest House site) Building works and sites Development.
2. Phase-II (Site from Canal Bridge to rest House Site)

Status of Implementation:

1. Phase-I (Rest House site) Building works and sites Development - 90 % done till now.
2. Phase-II (Site from Canal Bridge to rest House Site) not started till now.



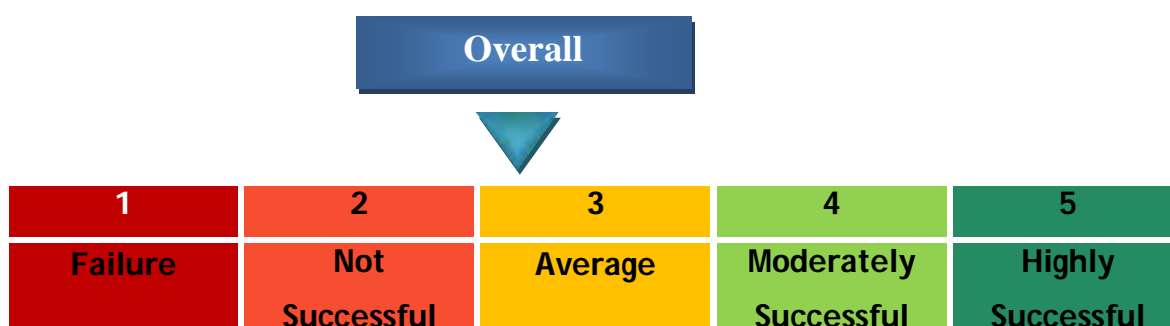
SOFTWARE (only hardware work no software work in this place.)

Perception about the Rural Tourism Project:

1. Delay in receipt of funds.

2. A receipt of Rs. 20 lac for the purpose of landscaping would create a better approach to the restaurant and parking area.

Consultant's Gradation of the Rural Tourism Project: This project is a partial success as the only the first phase of hardware component implementation has taken place till date. The second phase of work is yet to start and a delay will only lead to degradation of the infrastructure that has already been constructed.



Snapshots of the Rural Tourism Project:





State : Punjab

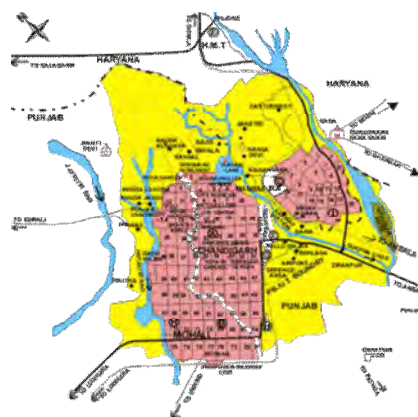
Location : Jainti Majri (Mohali)

Project Name : Development of Jainti Majri as a Rural Tourism Destination.

Activity/Craft : Spiritual

- **District Portrait**

Mohali is situated to the west of Chandigarh, the capital of Punjab. Mohali district) is one of the twenty two districts of Punjab a state in the North-West of the Republic of India. It is the most recently created district in the state of Punjab introduced in 2006. It is bounded by Rupnagar to its north and Patiala and Fatehgarh Sahib to the south. It is officially called as SAS nagar.



- **About Jainti Majri**

Jayanti Majri is popular for Jayanit majri Temple. The historical temple, which is at least 300 years old, was built on a hill in Jayanti Chandigarh-Mullanpur-Garibdass road. The area was also found to be popular for herbal medicine plantations. Small projects involving the residents of the local area focusing on the arts and crafts can also be encouraged as part of rural tourism. The temple is a major attraction for tourists during an annual festival when thousands of devotees throng the temple to pay obeisance to the Goddess.



Crafts/Activities in the District : No

Artisans covered: No

HARDWARE

Organization/Implementing Agency for Hardware: Department of Tourism
Government of Punjab/Public work Department (Executive Engineer).

Year of Completion of Hardware: 2011

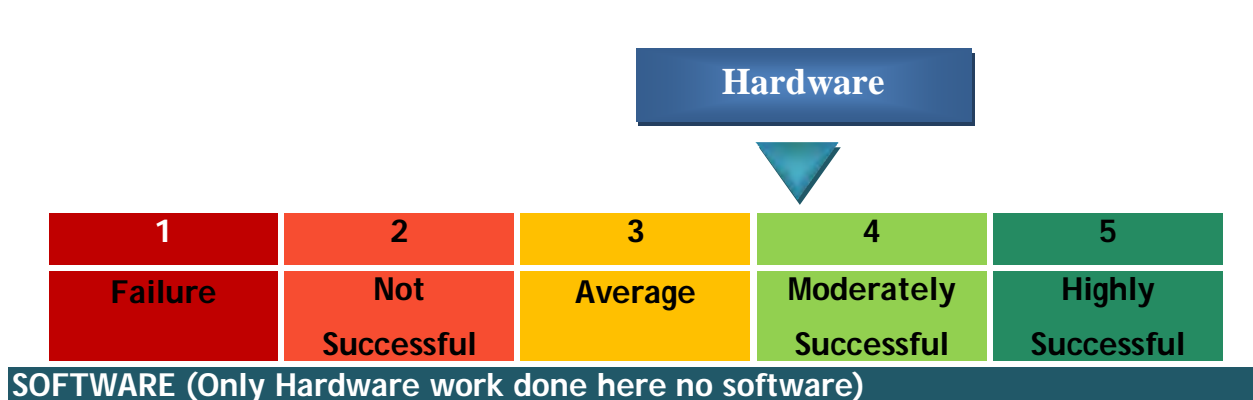
Implementing Agency Details: Department of Tourism, Government of Punjab and
Executive Engineer.

Hardware Components:

1. Improvement in the solid waste management and sewerage management.
2. Construction of wayside amenities.
3. Signage construction.
4. Construction on public conveniences.
- 5.

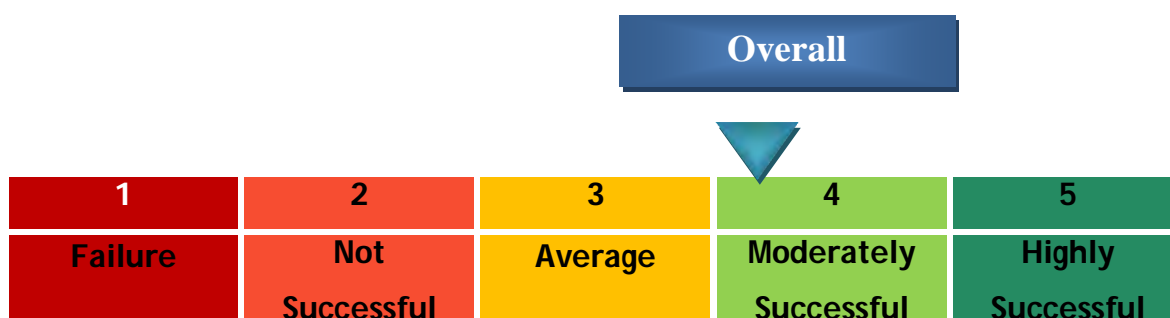
Status of Implementation:

1. Improvement in solid waste management and sewerage management completed.
2. Construction of wayside amenities is in process.
3. Signage construction work is in process.
4. Construction of public conveniences is in process.
5. Construction of shed for Mandir has been done.
6. Sitting benches & Dustbins have been made.
7. Plantation, Dustbins & Drinking water has been arranged.
8. Work on parking facility around temple has been done.
9. Construction of Toilets has been done.



Perception about the Rural Tourism Project: There has not been any increase in domestic or foreign tourist after the rural tourism project has been implemented. It is only during a particular festival when many people come to the temple to pray, that tourists arrive. The local population feels that there is a lot that can be done under this project to increase rural tourism.

Consultant's Gradation of the Rural Tourism Project: This project in particular has not created any interest or enthusiasm amongst the local population as they feel that it has not benefitted them in any way. The local population feels that a dam can be built there which can be used for tourism and also the temple is situated on the hills and since there is soil erosion happening, immediately funds are required to protect the temple. This project is more than partially successful but not completely because although the hardware works that was planned has been completed but it has not resulted in any benefit of the local population.



Snapshots of the Rural Tourism Project:



Mata Jainti Majri



Jainti Majri Temple



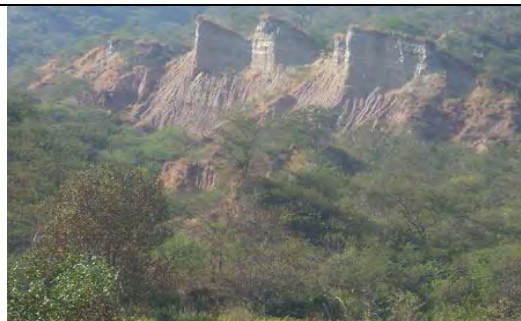
View of temple



Plantation



Connected road



Jainti Majri Hills.



Jainti Majri village



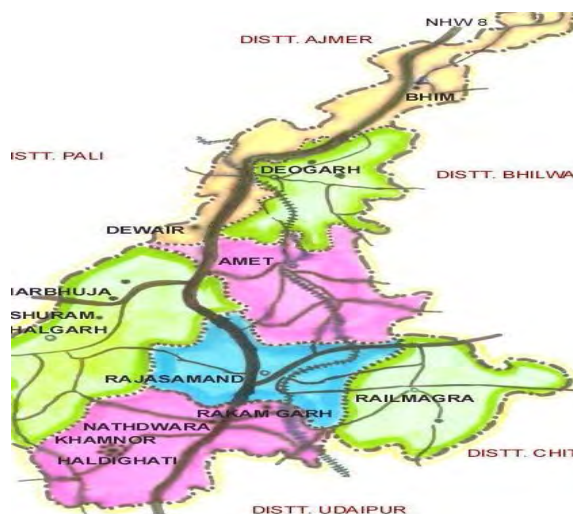
Jainti Majri Village road

State: Rajasthan

State : Rajasthan
Location : Haldighati (Rajsamand)
Project Name : Development of Haldighati as a Rural Tourism Destination
Activity/Craft : Terracotta, Chetri rose & Meenakari.

- **District Portrait**

Rajsamand district is surrounded by Ajmer in North, Pali in West, Udaipur in South and Bhilwara in East. Rajsamand is much rich district regarding history, religion, culture and mining industries. Among famous places of tourist interest Kumbhalgarh - the birth place of Maharana Pratap, Haldighati the famous battle field, Shrinathji the chief deity of Vaishnav religion, Dwarikadheesh, Charbhuja and many Shiv temples. Rajsamand is very well known for its marble production as the largest producing district as well as the largest single unit in the whole country. Rajsamand also saw the happenings of the freedom struggle between TANTYA TOPE and the British troops at 'Rakamgarh ka chhapar' in 1857.



- **About Haldighati**

Haldighati is an important historical site in the context of Rajasthan, India. Actually, Haldighati is a mountain pass in the Aravalli range connecting districts of Rajsamand and Pali in Rajasthan. The place is at a comfortable distance of 40 kms from the



city of Udaipur. The term Haldighati has been derived from the yellow colored soil of the place that gives a sense of turmeric (in Hindi, turmeric is called as 'Haldi' and valley is known as 'Ghati'). Haldighati extends as a thrilling tourist attraction that flares the merciless battlefield. A single thought of those courageous soldiers standing on the exact lands where they fought, send chills down one's spine. Haldi Ghati captures major attention because the terra firma made the battlefield to the legend, Maharana Rana Pratap and his loyal horse, Chetak. The place gives a nostalgic feeling as this was the same place where Chetak, the heroic mount of Rana Pratap, breathed his last after leaving his master to a safe place.

- **Crafts/Activities in the District**

Close to this place, Balicha village that is famous for its terracotta crafts. Badshahi Bagh is another place which is renowned for 'Chaitri-Gulab'. Here you can find original rose water and 'Gulkand' (Jam made from Rose petals) that has immense medicinal value and really tastes good. Thus, Haldighati is a place of interest for the people who value history and respect the heroes of India for their priceless efforts.

- **Artisans covered:** Total 8 SHG group formed, they offer training 106 Artisans (Meenakari, Terracotta & Chetree.)

HARDWARE

Organization/Implementing Agency for Hardware: District Administrator (Panchayat Samiti, Khamnor)

Year of Completion of Hardware: 2006

Implementing Agency Details:

1. District Administrator (Govt.of Rajasthan)

Hardware Components:

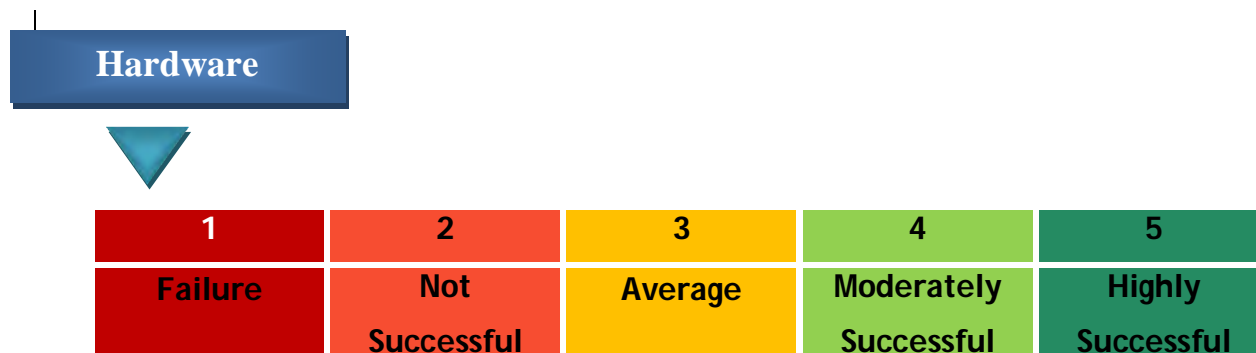
1. Construction of Kachcha foot path at Halidghati Darra.
2. Construction of Kachcha foot path at Halidghati Darra.
3. Signage of 4 important places.
4. Developments of TRC work shop & shop.
5. Repair & Renovation of RTDC cafeteria.
6. Development of view point of Rakt Talai in Village Khamnor.
7. Improvement of road from Haldighati to district border Udaipur (5 k.m).
8. Haldighati view point path by solar light-4.
9. Chetak Nallah- solar light-4
10. National memorial Tiraha - solar light-4
11. Construction of wayside activities (shade at view point, Toilets at Rakth Talai, Toilets at National memorial Tiraha, Bus stand at Rakth Talai Bus stop, Bus stand.
12. Organization of workshop to decide the escape path of Chetak and Maharana Pratap from Rakht Talai Nallah and Chetak Samadhi.
13. Development of view point of Shahibag and neck of Haldighati
14. Construction of accommodation facilities attached to RTDC cafeteria in the RTDC premises 4 rooms.

Status of Implementation:

1. Construction of Kachcha foot path at Halidghati Darra not done till now.
2. Signage of 4 important places not done till now.
3. Development of TRC work shop & shop not done till now.
4. Repair & Renovation of RTDC cafeteria not done till now.
5. Development of view point of Rakt Talai in Village Khamnor not done till now
6. Improvement of road from Haldighati neck to district border Udaipur (5 k.m) not done till now.
7. Haldighati view point path by solar light-4 not done till now.
8. Chetak Nallah- solar light-4 not done till now.
9. National memorial Tiraha - solar light-4 not done till now.

10. Construction of wayside activities (shade of view point, Toilets at Rakth Talai, Toilets at National memorial Tiraha, Bus stand at Rakth Talai Bus stop, Bus stand not done till now.
11. Organization of workshop to decide the escape path of Chetak and Maharana Pratap from Rakht Talai Nallah and Chetak Samadhi not done till now.
12. Development of view point of Shahibag and neck of Haldighati not done till now.
13. Construction of accommodation facilities attached to RTDC cafeteria in the RTDC premises 4 rooms not done till now.

Hardware part of this project has not progressed till now. Only land has been finalized with the help of District Administration and UNDP Architect. The budget amount is very less there so nobody interested to work.



SOFTWARE

Organization/Implementing Agency for Software: Vishvas Sansthan, Udaipur

Year of Completion of Software: 2007

Implementing Agency Details:

1. VISHVAS SANSTHAN was started by founder President Dr. Abdul Basit, with the ambition of transferring the benefits of knowledge to the grass roots. In his endeavor to accomplish this, he started this organization as a training centre and till today VISHVAS has been training rural youth in various trades ranging from agriculture to computer education for earning their livelihoods. Vishvas Sansthan is

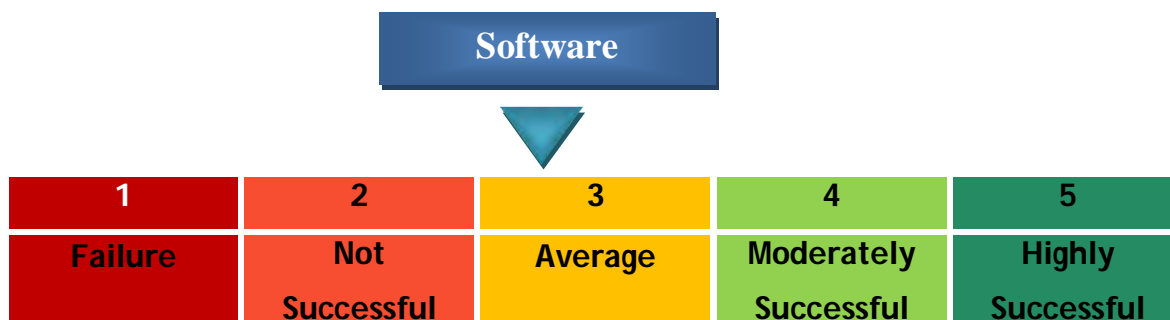
focused to carry out programs of poverty alleviation in rural sector and promote sustainable development by generating employment opportunities specifically for youth and women through their asset creation, skill and capacity enhancement and to create equitable society and active participation of weaker section in the development process.

Software Components:

1. Human Resource Development Practices
2. Enterprise support
3. IEC
4. Research on Chaitree Rose
5. Technical need Assessment
6. Consultancy to architecture
7. Market facilitation
8. Exposure visits

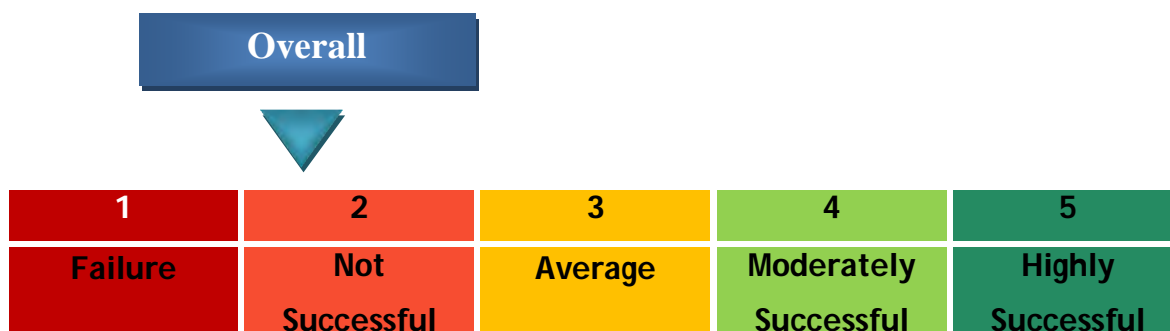
Status of Implementation:

1. Human Resource Development Practices - The implementing agency has given guide training (they have also established tourist guide society)
2. Design & skill training offer for terracotta & meenakari.
3. Farming and production of chaitree rose products are mainly done by the women on individual family basis.
4. Market facilitation- the implementing agency offers marketing support for minakari products for big craft fairs like Saras, Delhi Haat & IITF etc. For Terracotta products, the beneficiaries are getting training for good packaging, linkages with exporting agencies and govt. marketing agencies like TRIFED.
5. All trained Artisans have improved their life style due to the training and support offered by the implementing agency.



Perception about the Rural Tourism Project: Increase in rural tourism has occurred, especially Meenakari & chetri rose artisan's condition has improved after receiving training. Marketing support for meenakari items has been provided to local businessmen who were providers of raw material like silver and copper and also for developing designed products. These products used to be taken back by local businessmen. Group members are getting wage component of Rs. 70 to 80/- per day. But at present the artisans are also doing their own business and earning more.

Consultant's Gradation of the Rural Tourism Project: Almost the entire training work is good but some gap exists in the training programme, like number of artisans is very less for imparting of extensive training. Keeping in mind the implementation of hardware components, this project is not at all successful as work on the hardware components has still not yet started and without adequate hardware support, usefulness of training will reduce.



Snapshots of the Rural Tourism Project:



Meenakari Work



State	: Rajasthan
Location	: Samode (Jaipur)
Project Name	: Development of Samode as a Rural Tourism Destination.
Activity/Craft	: Lac work, Paper painting, Gems stone Painting.

- **District Portrait**

Jaipur district is situated in the eastern part of Rajasthan. It is bound in the north by Sikar and Alwar, in South by Tonk, Ajmer and Sawai Madhopur. Nagaur, Sikar and Ajmer in the west and in east by Bharatpur and Dausa districts.



- **About Samode**

Samode is situated only about 42 kilometers north west from Jaipur. Samode is nestled in the foothills of the Aravali range and is inhabited with about 8000 people. This small village offers a relaxed atmosphere away from the polluted, traffic and bustle of city life. Samode offers various attractions to the tourists like the old bawries (water well), Chatries, 400 year old gates, three forts, temples, gardens and a palace.



- **Crafts/Activities in the District**

The villagers of Samode are well known for their artistic production. It is the home of various artists like the bangle and jewellery makers, stone and paper painting artists, carpet weavers, potters, metal workers, lac makers, gem cutters and traditional mojadi (jooti) as well as bed and cushion cover makers.

Artisans covered: The 15 SHG group had been formed at the time of initiation of the project. Total 180 (Terracotta, Leather, Iron craft, Lac, Kangandora, Pinnore etc.) artisans are the beneficiaries of this project.

HARDWARE

Organization/Implementing Agency for Hardware: The District Administration

Year of Completion of Hardware: 2004-2005.

Hardware Components:

1. Improvement of the surroundings, landscaping, development work of fencing and compound wall.
2. Improvement of roads within the Panchayat limits.
3. Improvement of Sewerage management and sanitation.
4. Construction of wayside amenity.
5. Refurbishment of the monuments.
6. Signage

Status of Implementation:

1. Improvement of the surroundings, landscaping, and development work of fencing and compound wall has already been done but currently extensive repairs are required.
2. Roads within the Panchayat limits have been constructed. These roads also need repairs.
3. Improvement of Sewerage management and sanitation has been done but at present is in a very bad condition.
4. Construction of wayside amenity has been done.
5. Refurbishment work of the monuments has been completed but currently there is no system of maintenance at place.
6. Work on signage is satisfactory.

Hardware



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

SOFTWARE

Organization/Implementing Agency for Software: Jan Kal Sahitya manch Sanstha.

Year of Completion of Software: 2006-2008

Implementing Agency Details:

1. Jan Kal Sahitya manch Sanstha is a non-Governmental and non-profit making social organization.

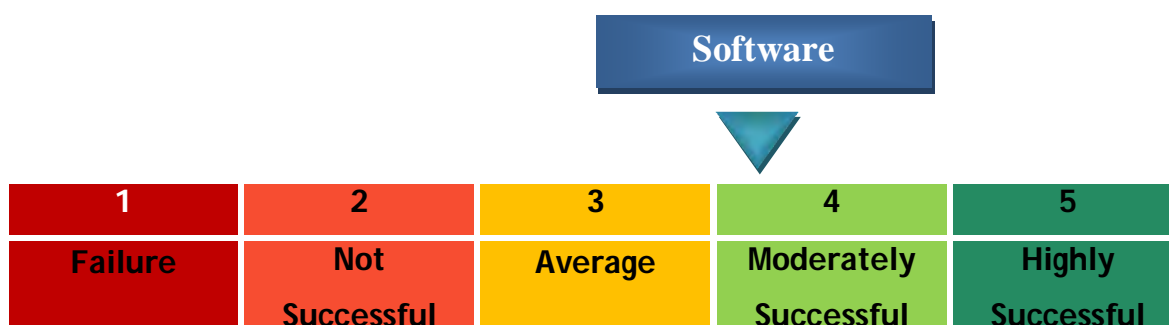
Software Components:

1. Situational needs assessment- baseline survey
2. Sensitization project
3. Advocacy workshops (external)
4. Publication of IEC material/media management
5. Development of production units
6. Interface with market mechanism
7. Samode festival & craft mela
8. Setting up of village kala kendra, museums, resource centre

Status of Implementation:

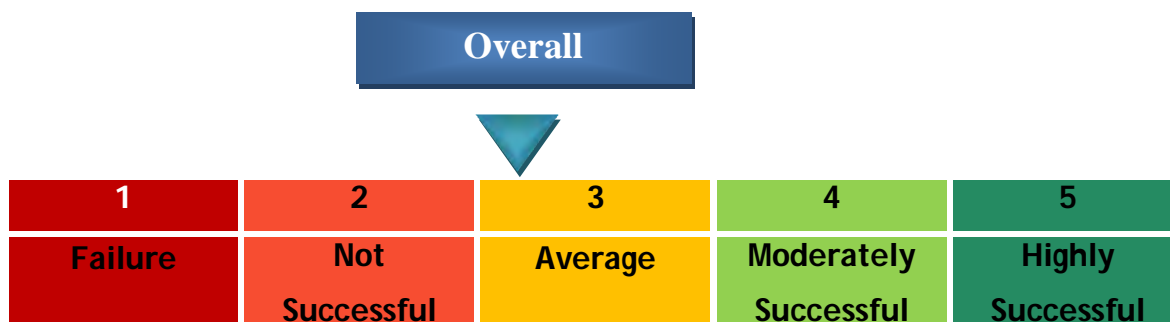
1. Base line survey done in 2005 in which Group meeting with farmers, women artists and guides took place.

2. Lac & leather workers received good training.
3. Sensitization towards the project (activities like street theatre, slide show, exhibition, community meetings & audio-visual demonstration were done).
4. External workshop took place along with formation of SHG & SPG groups.
5. In Terracotta, Tailoring & Iron craft there has been not so much improvement in terms of training and upliftment of the craftsmen.
6. Other activities like formation of SHGs group, publication of brochures & website developed is satisfactory.
7. Providing of marketing facilities (Local & National market) and connections with fair trade associations has been done.
8. In the area of sensitization on gender equality the implementing agency has done good work.
9. Compared to earlier time frame, the tourist flow is 3 times more at present.
10. In the Gram kala Kendra, demonstration of local performing arts and handicrafts has been started & a museum is present to preserve and protect Samode's culture and heritage.
11. Over all the beneficiaries have received good training & improvement has taken place in their social economic condition.



Perception about the Rural Tourism Project: The artisans are organized in trade wise SHGs. Before the project was started and implemented, the artisans were selling their products in their houses only to the local villagers. Now most of them have shops in the village market and they are selling their handicrafts to the tourists also. They now have the experience of marketing their products in Samode and important tourist points of Rajasthan and Metropolitan cities of India. They also have the experience and knowledge of marketing of their products in the market. Linkage with different trade fair organization is going on regularly. The artisans of Lac, Leather, Iron and Potteries have received skill up gradation trainings and new designs according to needs of international market.

Consultant's Gradation of the Rural Tourism Project: Considering only the software implementation portion of the project, it is imperative that the project is a success as not only the artisans have improved their livelihood by getting a bigger market for selling their products but also because of the fact that the tourist flow has increased 3 times due to the implementation of the project. The area for concern is however the maintenance and poor condition of the hardware infrastructure, which needs urgent repairs to make this project a wholesomely successful rural tourism initiative. Need to more beautification of village entrance gate. One Hanuman temple nearby Samode needs to get included in the rural tourism project.



Snapshots of the Rural Tourism Project:



Lac work



Lac work



State : Rajasthan
Location : Neemrana
Project Name : Development of Neemrana as a Rural Tourism Destination.
Activity/Craft :

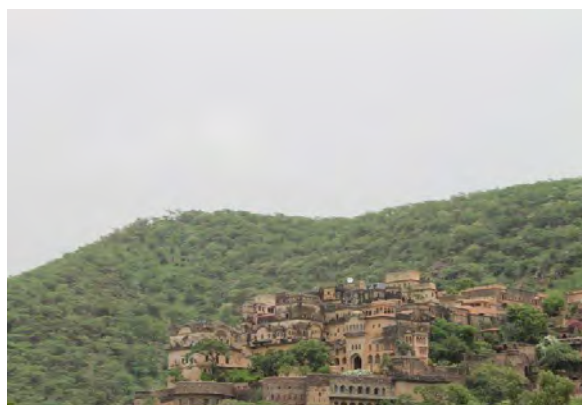
- **District Portrait**

Alwar was formerly the capital of the princely state of Alwar or Ulwar in British India. Cunningham holds that the city derived its name from the Salva tribe and was originally Salwapur, then, Halawar, Salwar and eventually Alwar. Alwar, among the Rajput principalities was the closest to imperial Delhi. People of this region were daring adventurers. They did not submit to alien rule; they rebelled. It is bounded on the north and north-east by Gurgaon (of Haryana) and Bharatpur district and on the north-west by Mahendragarh district of Haryana, on the south-west by Jaipur and on the south by Sawai- Madhopur and Jaipur districts.. Alwar is surrounded by the Aravali Hills and has a unique recognition because of Sariska Van Abhyaranya, Bala-Quila and Silished Etc.



- **About Neemrana**

Neemrana is a small town located in the Alwar district of Rajasthan at a distance of 170 kms from New Delhi. The map of Neemrana is very useful for offering the information regarding the location of district headquarters and tourist places. It



also gives an idea of the national highways and important towns located nearby. Get an idea about the place from this Neemrana city map before you set out for a tour of the region.

- **Crafts/Activities in the District**

Neemrana is not a craft cluster. It is famous for Neemrana fort. Only few weaver/artisans are involved in Carpet making, Tailoring & Terracotta.

Artisans covered: Total 11 SHG group they founded at that time & they offered training 68 weaver/artisans (Carpet, Tailoring & Terracotta)

HARDWARE

Organization/Implementing Agency for Hardware:

1. The District Administration

Year of Completion of Hardware: 2004-2005

Implementing Agency Details:

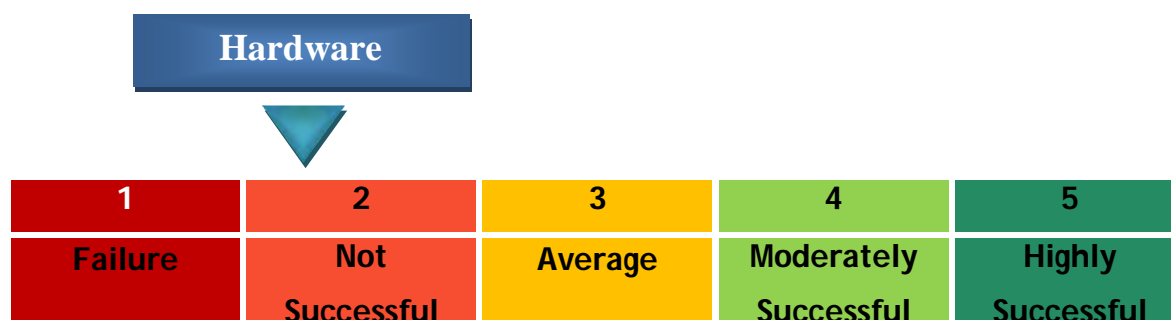
1. The District Administration (Govt. of Rajasthan)

Hardware Components:

1. Construction of internal approach roads.
2. Construction of drains & culverts.
3. Construction of left road side drains.
4. Construction of Recreation, Garden & Tent sites.
5. Cement concrete main road from Garva Temple to Khandelwal textile.
6. Cement concrete road from Khandelwal textile to Jyoti Medical.
7. Step well (Bawadi) restoration work.

Status of Implementation:

1. Construction of internal approach roads have been constructed but at present not in good condition.
2. Construction of drains & culverts has been constructed but at present again these are not in a good condition.
3. Construction of left road side drains are done but at present not in good condition.
4. In construction of Recreation, Garden & Tent sites- not any visible work done by implementing agency.
5. Cement concrete main road from Garva Temple to Khandelwal textile have been constructed but needs urgent maintenance work and touch up again.
6. Cement concrete road from Khandelwal textile to Jyoti Medical have been made but requires maintenance.
7. Step well (Bawadi) restoration work is done properly & is still in a proper condition.
8. Bawadi step well needs more development work. Its impact is positive for tourism development.



SOFTWARE

Organization/Implementing Agency for Software: Social Action for Human Resource Development (SOHARD)

Year of Completion of Software: 2006-2007

Implementing Agency Details:

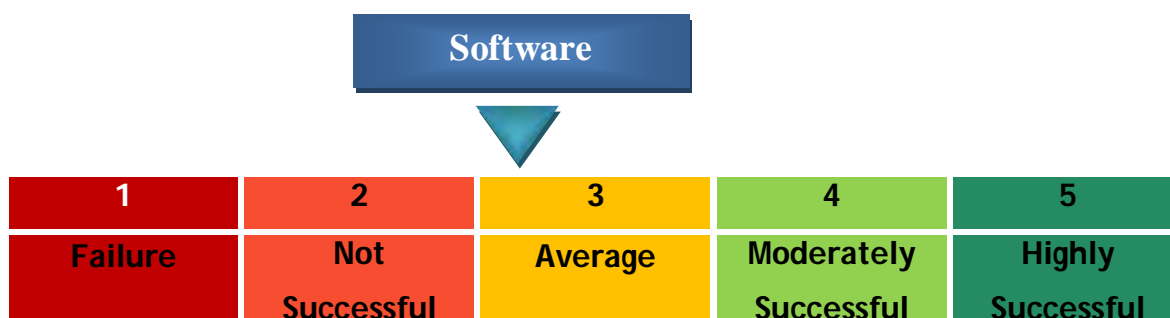
1. SOHARD works to promote and strengthen participation of the people, development of their skills so that they are able to contribute towards the empowerment of the disadvantaged and marginalised women and children. The major activities are focussed upon Self Help Groups, Income Generation Programmes and Entrepreneurial Programmes for women, skill development and economic empowerment programmes including the use of handlooms, block printing, pottery, promotion of renewable energy / unconventional energy, watershed development programmes, sanitation and health for women & PRI.

Software Components:

1. Social mobilization baseline survey with PRA and meetings
2. HRD (Training /Orientation)- Guides/Local youths/artists & craftsmen),
3. Enterprise development-training for craft cuisine, taxi, SFH enterprises,
4. Exposure visits for staff/guides/artists/cultural

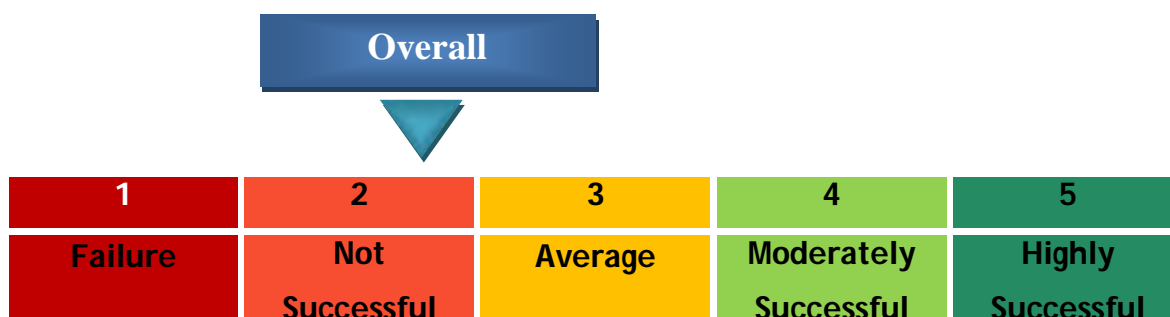
Status of Implementation:

1. Social mobilization baseline survey done by the implementing agency
2. HRD (Training /Orientation) for Guides/Local youths/artists & craftsmen) has been done by the agency
3. Total 15 people have taken guide training.
4. The implementing agency has made 11 SHGs groups.
5. Enterprise development training for craft, cuisine, taxi, SFH enterprises have been done
6. Exposure visits for staff/guides/artists/cultural to Himachal Pradesh (Kangra) at that time was undertaken.
7. Partly improved socio economic condition of artisans has taken place after receiving training.
8. The software components implementation has resulted in improvement of product quality.
9. Production mechanism has also improved after training.



Perception about the Rural Tourism Project: As per NGO they received only 40% of the total amount. Therefore they have not been able to implement the work properly & there is no not continuity.

Consultant's Gradation of the Rural Tourism Project: Overall both software & hardware work not effective in this place, due to less budget & short term training. There is a need to develop Chamunda mata mandir, Gyani nath asram and Khetnath asram.



Snapshots of the Rural Tourism Project:



(Bawadi) step well



State: Sikkim

State: Sikkim

Location: Lachen Village, North Dist -Sikkim

Project Name: Rural Tourism Project Lachen Village, North District Sikkim

Activity/Craft: Rugs & Carpet

- **District Portrait**

North Sikkim is the northern district of Sikkim. Mongan is the district headquarters of North Sikkim. At an altitude of 3950 ft the town is located at a distance of 65 km from Gangtok, the state capital. Tourists need special permits to visit North Sikkim beyond Mangan.



- **Crafts/Activities in the District**

Lachen has varieties of local made handicraft and handloom. Blanket made from yak and sheep wool, carpet, shawl, hand bags are some handloom produced at Lachen. Beside this wood craft of Buddhist sign and symbols (lucky signs) are also available at the Handicraft centre. Weaving of carpets and blankets has been an age old practice of the Lachenpas. Many households still have their own looms where they make carpets and blankets for their own use. The Angora Rabbit Farm at Rabom also produces warm nice looking caps and other products from Angora wool. You can also stop over at Rabom Angora Rabbit Farm to carry back home a memorial souvenir.

- **Artisans covered: An overview**

The SHG covered in Lachen village was formed in 2005-06. A total of thirty artisans were covered in this SHG. The annual turnover of these artisans ranges around Rs 15,000.

HARDWARE

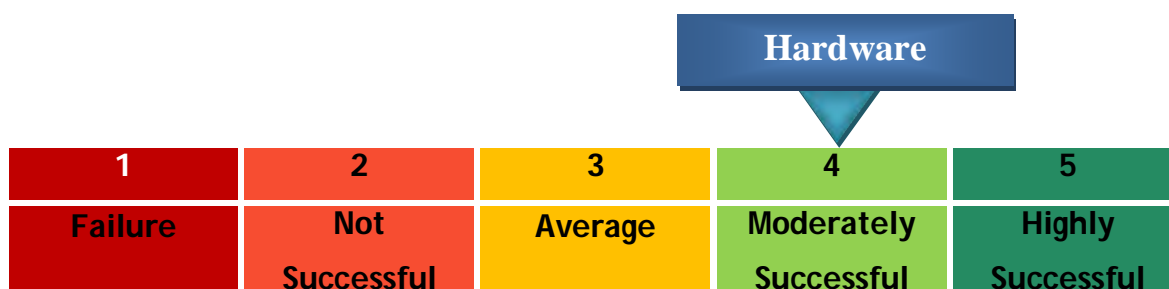
Organization/Implementing Agency for Hardware: District collector Mangam North Sikkim and Executive Engineer Rural Development.

Year of Completion of Hardware: 2006-2007

Hardware Components:

1. Tourist Accommodation
2. Capital outlay on tourism
3. Product/Infrastructure of Destination Development

Status of Implementation: All the work done properly by the department of rural development or block officer, but due to negligence of local authorities, maintenance work has not been carried out.



SOFTWARE

Organization/Implementing Agency for Software:

1. The District collector, North district Sikkim.

2. The Dzumsa , Lachen

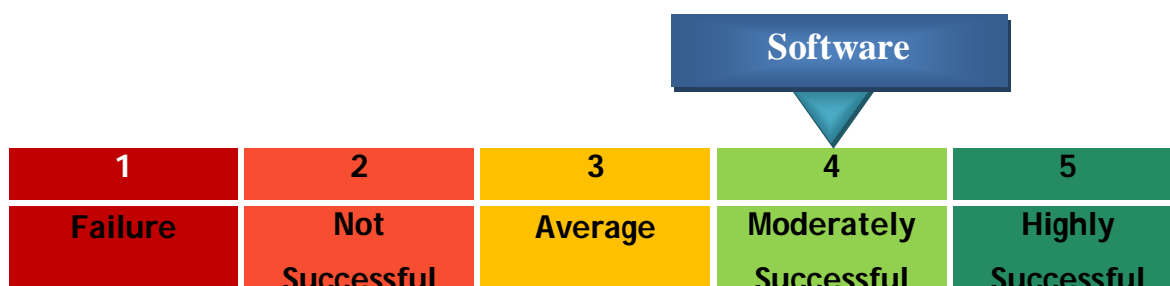
Year of Completion of Software: 2006-2007

Implementing Agency Details: The Dzumsa is a group of people chosen by the villagers to represent them and manage the village affairs. The council of representatives known as lehyan consists of two pipons who act as the village heads, five to six gyambos who are the village elders assisting the pipons in their work , two tsipos or treasurers, two gyapons who act as messengers between the Dzumsa and the public, and seven monks.. This council or lheyen is changed every year unless the villagers wish to renew their mandate.

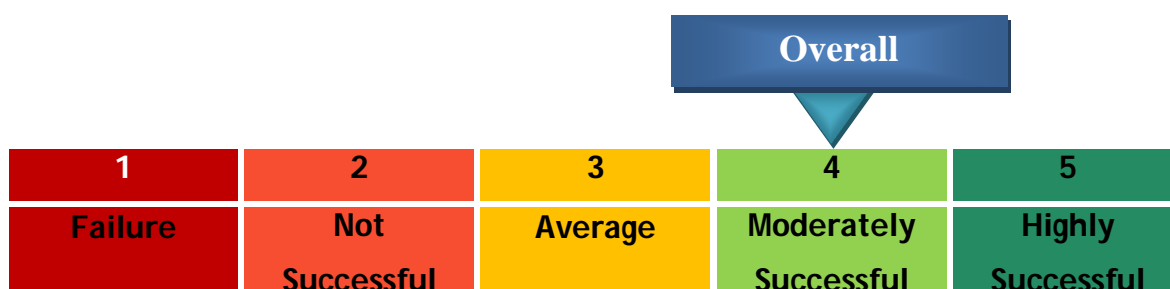
Software Components:

1. Conducting workshop for gender sensitization & interpretation
2. Establishing operational norms for visitor satisfaction
3. Tourism for visitor handling skills
4. Training product development
5. Tourism product development
6. Packaging of culture and craft based tourism products
7. Capacity building of village groups for entertainment etc
8. Facilitation 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. Facilities of cleaner technology

Status of Implementation: Work has been done at Village location and training under Software implementation programme has been done according to proposal and beneficiaries who have received training are very happy.



Perception about the Rural Tourism Project: Construction of the project is quite good to attract domestic tourists, but requires maintenance .Due to training, income of beneficiaries has improved.



Consultant's Gradation of the Rural Tourism Project: This project is moderately successful as all the components of hardware and software has been implemented but requires maintenance and also tourists have not increased due to the geographical location.

Snapshots of the Rural Tourism Project:





State: Tamil Nadu

State : Tamilnadu

Location : Chettinadu (Karaikudi) (Dist-Sivaganga)

Project Name : Development of Chettinad Heritage Centre as a Rural Tourism Destination.

Activity/Craft : Historical, (Palm leave baskets) Gold Jewelry.

- **District Portrait**

Sivaganga District is an administrative district of Tamil Nadu state in southern India. The city of Sivaganga is the district headquarters. It is bounded by Pudukkottai district on the Northeast, Tiruchirapalli district on the North, Ramanathapuram district on South East, Virudhunagar district on South West and Madurai District on the West.



- **About Chettinadu village.**

Karaikudi is the centre point of Chettinadu, 82 km from Madurai. The early migration of Chettiar families to Burma, Singapore, Malaysia and the Gulf instilled in them a desire to create sprawling mansions, which are signposts to the architectural heritage of historic Chettinadu. But equally, there are temples; water harvesting structures such as tanks for irrigation. There are related activities for which conservationists have energized restoration, using traditional skills, such as Athangudi floor tiles and Chettinadu egg plaster, all of which will engage the visitor. Extending to folk art and festivals like Kavadiattam and Karakattam and the traditional Jallikattu bullfight, where the animal is not killed. Handloom



cotton Kandangi saris are popular, as is the traditional 'Kottan' or Chettinadu basket.

- **Crafts/Activities in the District**

The Chettinad way of life offers an insight into a phenomenal aspect of India's heritage. Karaikudi will enchant one with its refined wood carving, Silver embellishment, woven saris, jewellery and the exotic Chettinadu cuisine.



HARDWARE

Organization/Implementing Agency for Hardware: The Commissioner/Director of Tourism, Govt. of Tamilnadu. The District Collector, Sivaganga.

Year of Completion of Hardware: 2005

Hardware Components:

- Improvement of surroundings of the village.
- Public convenience construction.
- Provision for development of park near Chettinad Palace and rountana.
- Establishment of parking lot.
- Illumination of Heritage town.
- Improvement of roads leading to the tourist spots (within the Panchayat limit).
- Construction of interpretation centre.

Status of Implementation:

- Improvement of surroundings of the village done.
- Public convenience construction has been completed.
- Development of park near Chettinad Palace and rountana has not been done.

- Establishment of parking lot done.
- Illumination of Heritage town completed.
- Improvement of roads leading to the tourist spots (within the Panchayat limit) completed.
- Construction of interpretation centre done.

Hardware

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

SOFTWARE

Organization/Implementing Agency for Software: The District Collector, Sivaganga/DHAN Foundation.

Year of Completion of Software: 2005.

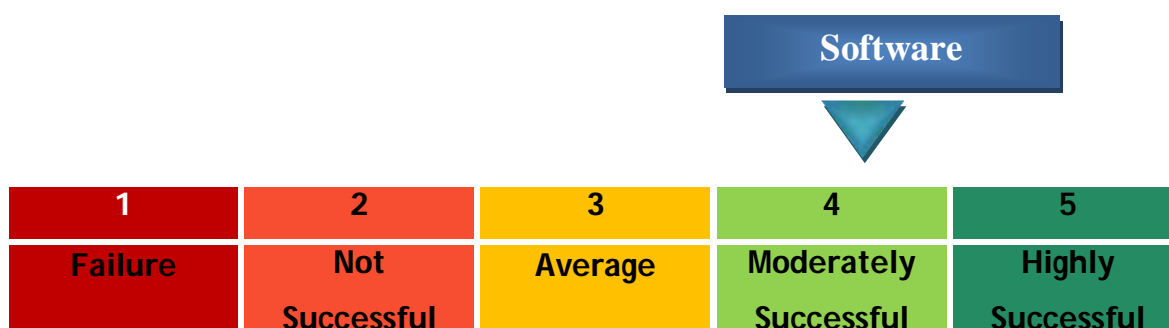
Implementing Agency Details: Development of Humane Action (DHAN) Foundation, a professional development organisation. It brings highly motivated, educated young women and men to the development sector. They would make new innovations in development to root out poverty from the country. The Foundation works to make significant changes in the livelihoods of the poor through innovative themes and institutions.

Software Components:

- Promotion of Activity based self help group and federation.
- Skill building for Traditional Activities.
- Building Business Linkage.
- Tourism Promotion.

Status of Implementation:

- Promotion of Activity based self help group and federation done.
- Skill building for Traditional Activities done.
- Building Business Linkage done.
- Tourism Promotion done.

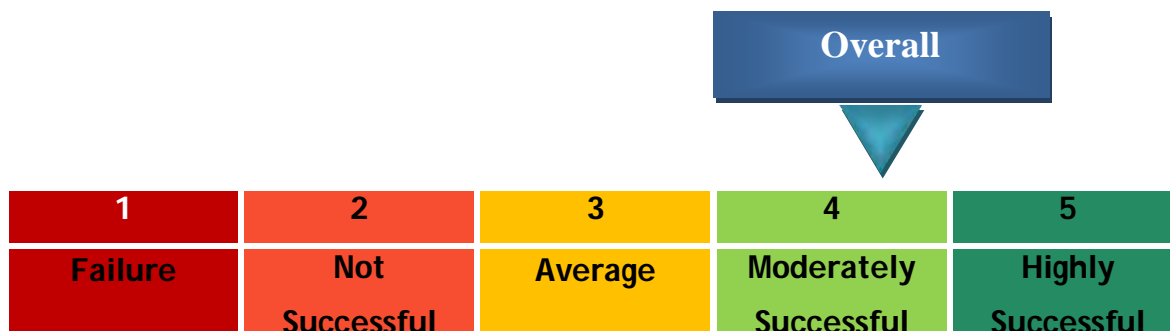


Perception about the Rural Tourism Project:

- The parking lot was not available during the visit.
- They have completed all other than parking lot in the period of 2005.
- Work quality is good.
- Overall hardware work completed is satisfactory.
- Regarding Software work all above works has been done properly. Beneficiaries are satisfied with the trainings.
- Improvement in the socio economic condition has taken place.
- All the software components have been completed and implemented properly.
- Quality of work of the artisans and beneficiaries has also improved due to the software component implementation.

Consultant's Gradation of the Rural Tourism Project: The hardware and software components for this project have been implemented properly (apart from one hardware component being incomplete and the parking lot not being operational during evaluation) and the project has helped in increasing tourism in the village. Moreover this project has been beneficial to the beneficiaries in the true sense as

their socio economic condition has improved and also the quality of their work has improved. This project hence is a moderately successful one.

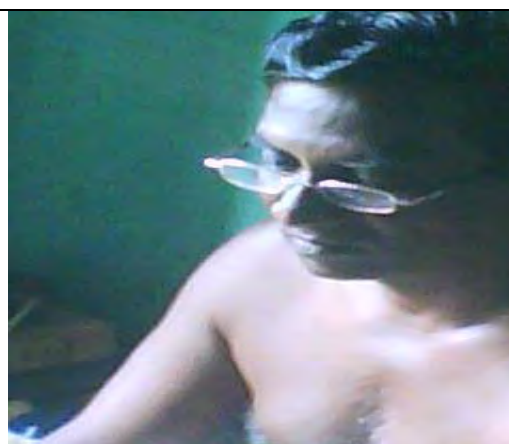


Snapshots of the Rural Tourism Project:





NGO's Signage



Artisan



Wooden Craft in Chettinad

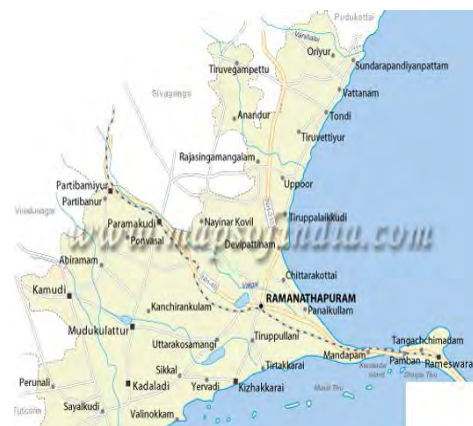


Wooden Craft in Chettinad

State : Tamilnadu
Location : Devipattinam (Navabhashnam) - (Dist-Ramanathapuram)
Project Name : Development of Devipattinam as a Rural Tourism Destination.
Activity/Craft : Stone Carving.

- **District Portrait**

Ramanathapuram District Tamil is an administrative district of Tamil Nadu state in southern India. The city of Ramanathapuram is the district headquarters. Ramanathapuram District has an area of 4123 km². It is bounded on the north by Sivaganga District, on the northeast by Pudukkottai District, on the east by the Palk Strait, on the south by the Gulf of Mannar, on the west by Thoothukudi District, and on the northwest by Virudhunagar District.



- **About Devipattinam (Navabhashanam)**

Devipattinam (Navabhashanam) 15 km from Ramanathapuram. This coastal Village has a temple dedicated to Devi who is said to have killed the demon Mahishasura at this spot. It is said that Rama calmed the sea at this coastal village to install nine stones representing the Navagrahas or the nine planets. The shrine has a beautiful image of an eight-armed Durga with weapons. The Hindus perform religious rites for the forefathers here. People come here to Devipattinam to perform Tarpan for their ancestors.



- **Crafts/Activities in the District:** Ramanathapuram District popular for palm leaf work & stone carving.

HARDWARE

Organization/Implementing Agency for Hardware: The Principal Secretary Tourism/The Commissioner of Tourism, Govt. of Tamil Nadu, Chennai/DHAN Foundation.

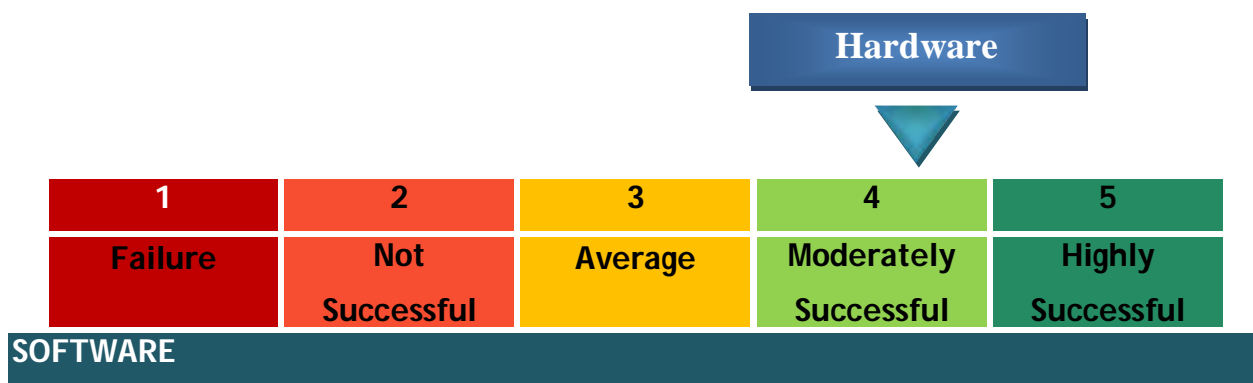
Year of Completion of Hardware: 2008.

Hardware Components:

- Improvement of surroundings of the village (Navabhasanam) landscaping, compound wall, Parking lot and development of parks.
- Construction of tourist reception center at Navabhasanam, Rest room, Dressing room, Public convenience, cafeteria, Clock room and souvenirs shop etc.
- Construction of granite stone arch.
- Improvements of roads within the Panchayat limit (Navabhasanam)
- Lighting arrangements at Navabhasanam.

Status of Implementation:

- Improvement of surroundings of the village (Navabhasanam) landscaping, compound wall, Parking lot and development of parks has been done.
- Construction of tourist reception center at Navabhasanam, Rest room, Dressing room, Public convenience, cafeteria, Clock room and souvenir shop has been completed.
- Construction of granite stone arch done.
- Improvement of roads within the Panchayat limit (Navabhasanam) has been completed.
- Lighting arrangements at Navabhasanam done.



Organization/Implementing Agency for Software: Tamil Nadu Tourism Development corporation/Secretary, Tourism/Commissioner of Tourism, Govt. of Tamil Nadu, Chennai/DHAN foundation.

Year of Completion of Software: Ongoing.

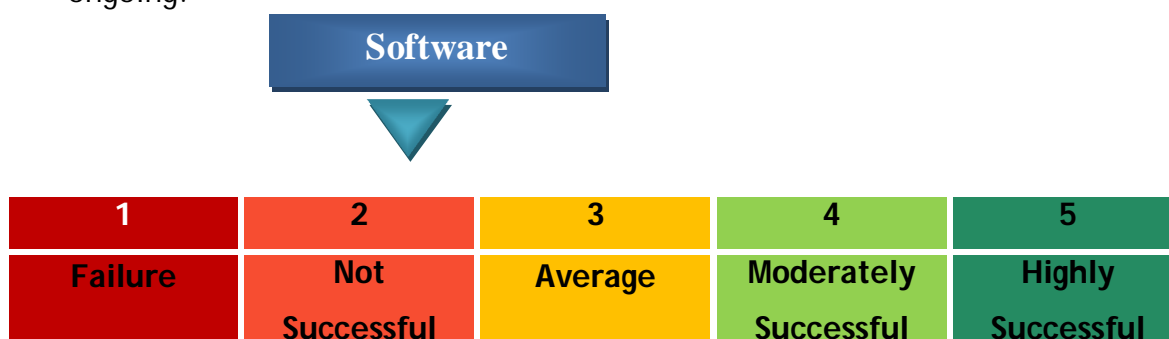
Implementing Agency Details: Development of Humane Action (DHAN) Foundation is a professional development organisation. It brings highly motivated, educated young women and men to the development sector. They would make new innovations in development to root out poverty from the country. The Foundation works to make significant changes in the livelihoods of the poor through innovative themes and institutions.

Software Components:

- Project sensitization and promotion of community tourism enterprises/federation.
- Capacity building of local community on tourism related Activity / Enterprise / Livelihood.
- Gender Sensitization and capacity building of people.
- Building business linkages.
- Documentation and tourism promotion.
- Facilitation of cleaner technology /Solid waste management.

Status of Implementation:

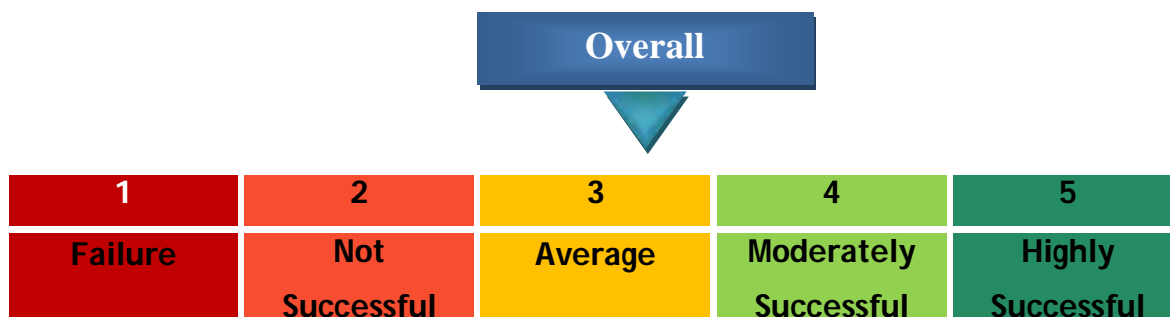
- Project sensitization and promotion of community tourism enterprises/federation is currently on going.
- Capacity building of local community on tourism related Activity/Enterprise/Livelihood is ongoing.
- Gender Sensitization and capacity building of people is ongoing.
- Building business linkages is currently ongoing.
- Documentation and tourism promotion is again being carried on currently.
- Facilitation of cleaner technology /Solid waste management is currently ongoing.



Perception about the Rural Tourism Project:

- All the hardware component implementation had been completed by 2008.
- Quality of work on hardware component is good.
- Dressing room is closed because it has not been maintained properly.
- Hardware work is satisfactory.
- Software work is currently going on.

Consultant's Gradation of the Rural Tourism Project: Considering only the hardware components, this project is moderately successful. But considering the software components, this project is not successful as the work on software components is still going and complete.



Snapshots of the Rural Tourism Project:





Sand filter



Sand filter



Park



Pathways



Heredity food preparation



Granite stone.

State : **Tamilnadu**
Location : **Kombai (Distt-Theni)**
Project Name : Development of Kombai village as a Rural Tourist Destination.
Activity/Craft : Spice.

- **District Portrait**

Theni district is in the Southern part of Tamil Nadu. This district is surrounded by the Western Ghats, with its green stretches of cultivated lands and tea gardens. Silk cotton, soft towels, coffee seeds, cardamom, mango, are the main produce of the district. Theni district is the main route for the tourist bound from Madurai to Kochi via Bodinayakanur and Munnar and Madurai to Thekkadi wildlife sanctuary.



- **About Kombai village**

Kombai is a Panchayat town in Theni District in the Indian state of Tamil Nadu. It is known for cardamom, which it exports. It is also a producer of tamarind and coconuts. Kombai is also well known for the breed of Dog "KOMBAI" which is trained used for hunting purpose.



- **Crafts/Activities in the District**

In Theni district Andipatti is renowned for its handicrafts and handlooms.

HARDWARE

Organization/Implementing Agency for Hardware: The District Collector, Theni/Green NGO, Chinnamanur.

Year of Completion of Hardware: Not done.

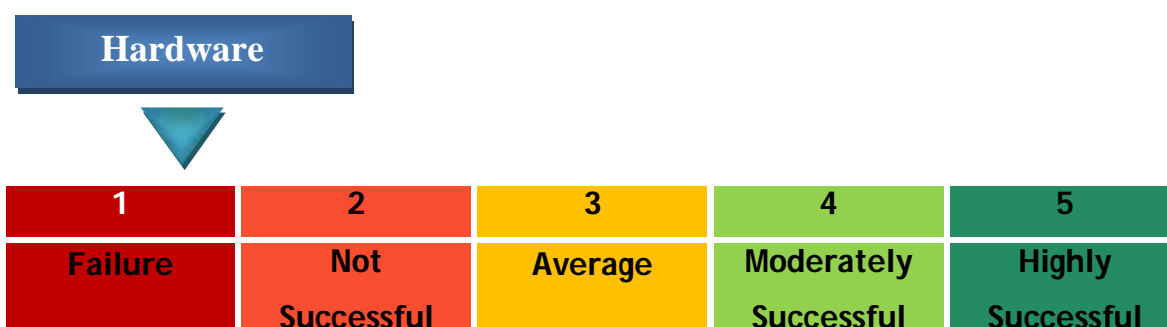
Implementing Agency Details: Green NGO, Chinnamanur, is a non government organization. Their focus area is education, environment, health and woman's issues. Other focus areas are income generation and formation of village development committees of youth and women and Minor and backward communities.

Hardware Components:

- Improvement of the area.
- Improvement of the Village road.
- Waste Management.
- Way side Amenities development.
- Project Administration.
- Equipment.
- Tourist Accommodation development.

Status of Implementation:

- All above Hardware work not done here.



SOFTWARE

Organization/Implementing Agency for Software: The District Collector, Theni/Green NGO, Chinnamanur.

Year of Completion of Software: Not done.

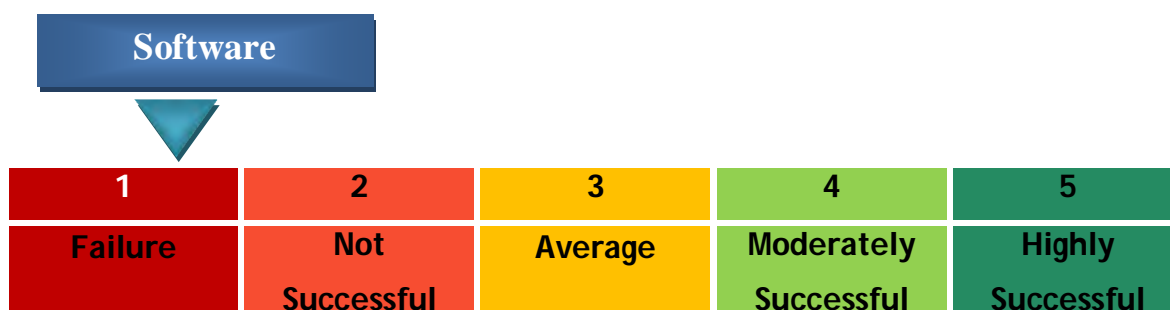
Implementing Agency Details: Green NGO, Chinnamanur, is a non government organization. Their focus area is education, environment, health and woman's issues. Other focus areas are income generation and formation of village development committees of youth and women and Minor and backward communities.

Software Components:

- Workshop, Seminar and Awareness Programmes.
- Operational Norm's development.
- Training Activities.
- Tourism Product Development.
- Culture Festival organization.
- Training on Photography and Videography.
- Gender Sensitization.
- Creation of Common Facility Centre.
- Marketing Support impartation.

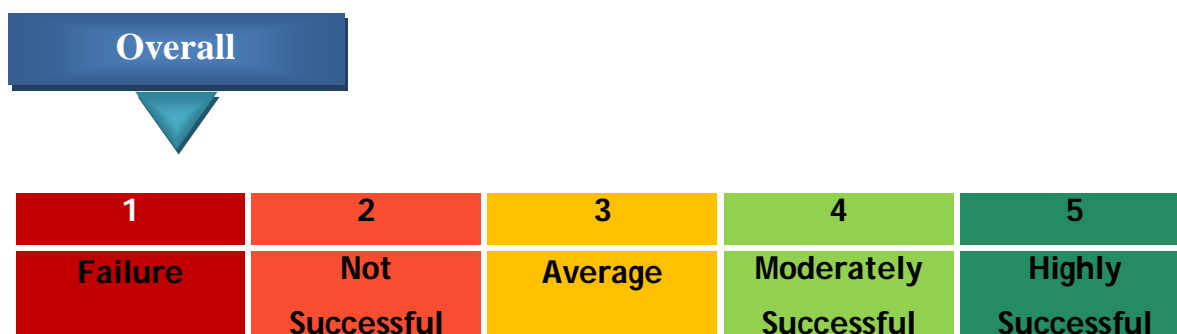
Status of Implementation:

- All above Software work not done here.



Perception about the Rural Tourism Project: Both Hardware & Software work has not been completed yet.

Consultant's Gradation of the Rural Tourism Project: In this project, both the hardware and software work has not been done at all. This project is not at all successful.



State : **Tamilnadu**
Location : **Kurangini village (Distt-Theni)**
Project Name : Development of Kurangini village as a Rural Tourist Destination.
Activity/Craft : Spice.

- **District Portrait**

Theni district is in the Southern part of Tamil Nadu. This district is surrounded by the Western Ghats, with its green stretches of cultivated lands and tea gardens. Silk cotton, soft towels, coffee seeds, cardamom, mango, are the main produce of the district. Theni district is the main route for the tourist bound from Madurai to Kochi via Bodinayakanur and Munnar and Madurai to Thekkadi wildlife sanctuary.



- **About Kurangini village.**

Kurangini is 145 km from Kodaikanal on the edge of the scenic Palani hills, bordering the Western Ghats, and straddling the transit access way between Thekkady and Kodaikanal. It is a multi-cropped area where many cardamom cultivators live, farming in the catchment and bringing the produce here for post-harvest processing, packing and dispatch to the market. Other spices such as chili, tamarind, pepper, various food crops and fruits are also grown.



- **Crafts/Activities in the District:**

Handicraft items made by Tribal community member are displayed in Kurangani. Tribal community makes cane products, caps, floor mats made out of dried wild grass. Mountain community members make pillows and mattresses out of silk cotton. Silk cotton trees are in abundance in Kurangani hills.

HARDWARE

Hardware Components : **No**

Status of Implementation : **No**

SOFTWARE

Organization/Implementing Agency for Software: The District Collector, Theni/Green NGO, Chinnamanur, Theni.

Year of Completion of Software: 2008.

Implementing Agency Details: General Movement for Rural Education and Environment, shortly known as GREEN. Prior to their involvement under the banner of GREEN, members were engaged in welfare activities, i.e. getting oriented programs for the poor and the downtrodden communities in Theni District of Tamil Nadu and Idukki District of Kerala State.

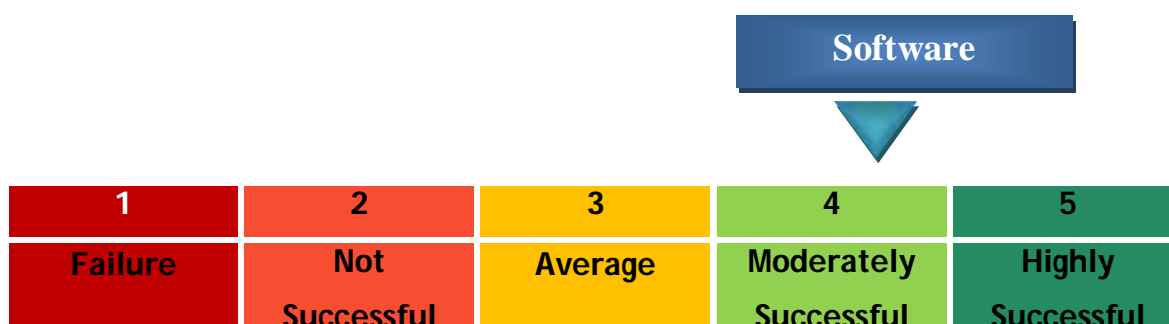
Software Components:

- Workshop, Seminars and General Awareness Programmes.
- Operational Norms.
- Training Activates.
- Tourism Product Development.
- Culture Festival organization.
- Training on photography and videography.
- Gender Sensitization.

- Creation of Common Facility centre.
- Marketing support.

Status of Implementation:

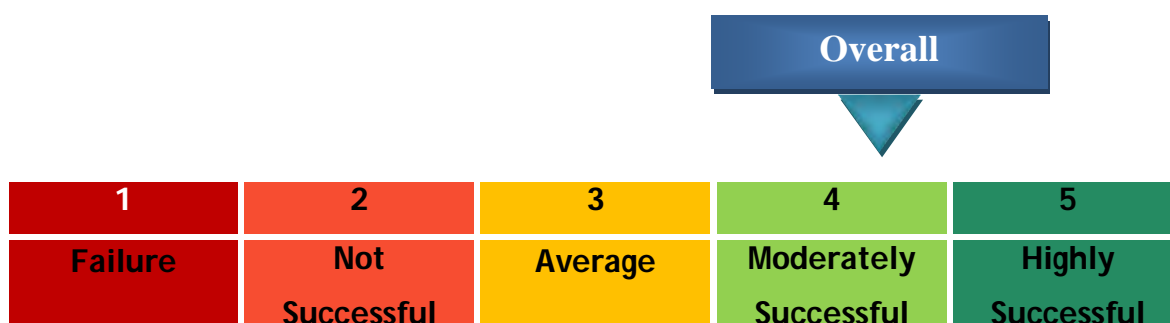
- Workshop, Seminars and General Awareness Programmes have been organized.
- Operational Norms has been set.
- Training Activities has been undertaken.
- Tourism Product Development work has been completed.
- Culture Festivals have been organized.
- Training on photography and videography has been imparted.
- Gender Sensitization has been done.
- Creation of Common Facility centre is complete.
- Marketing support has been provided.



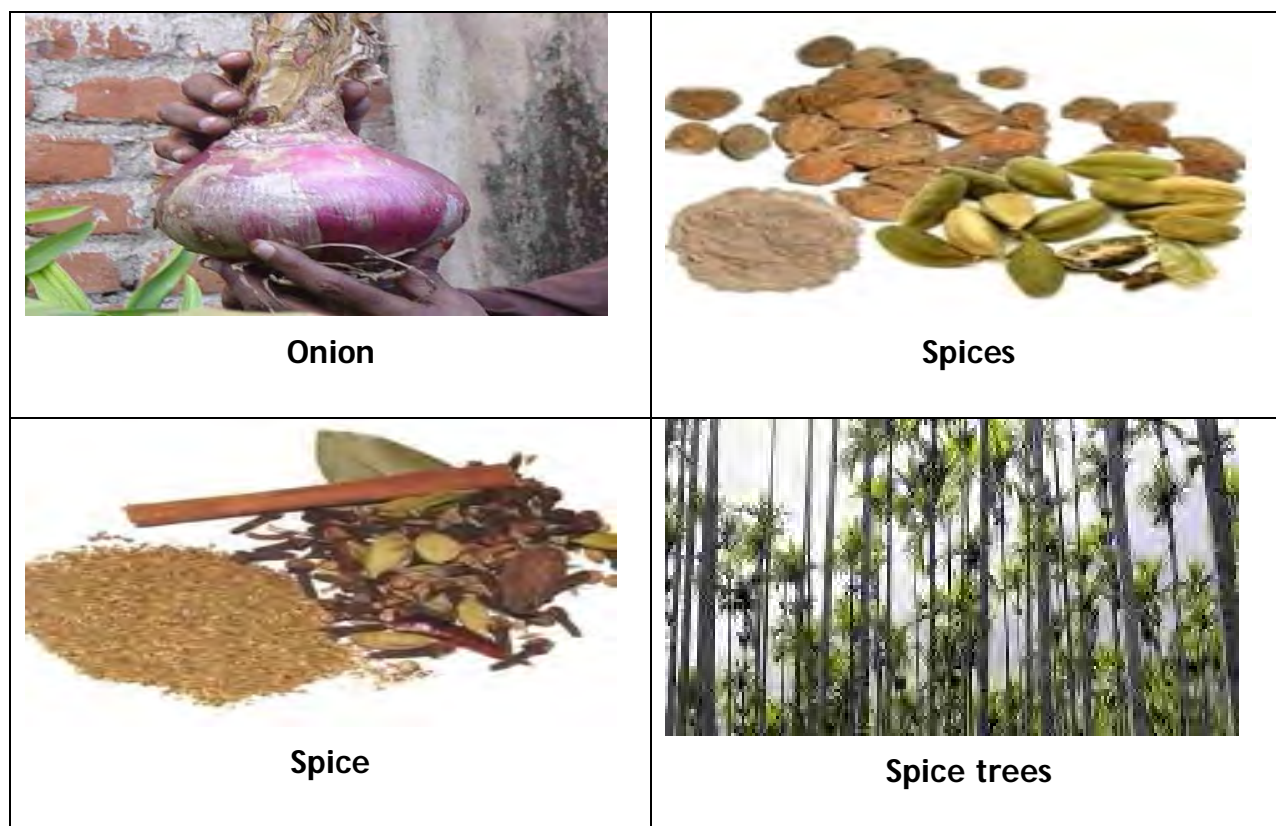
Perception about the Rural Tourism Project:

- All above software work has been completed in the year 2008; the work has been completed properly.
- Beneficiaries are satisfied with software component implementation.
- Improvement of socio economic condition has taken place.
- Product quality has improved since the trainings.
- Production has also increased.

Consultant's Gradation of the Rural Tourism Project: This project only had software components and all the components have been implemented properly, resulting in increase in income of beneficiaries and improvement in the socio economic condition. But this project has not been able to increase the tourist inflow in great number to the village. This project is moderately successful.



Snapshots of the Rural Tourism Project:



State : Tamilnadu
Location : Thadiyankudissai (Distt-Dindigul)
Project Name : Development of Thadiyankudissai as a Rural Tourist Destination.
Activity/Craft : Spice village.

- **District Portrait**

Dindigul district is bound by Erode, Coimbatore, Karur and Trichy districts on the North, by Sivaganga and Tiruchi District on the East, by Madurai district on the South and by Theni and Coimbatore Districts and Kerala State on the West. It is spread over on area of 6266.64 Sq. Km. It comprises of 3 Revenue Divisions, 8 Taluks and 14 Panchayat Unions.



- **About Thadiyankudissai village.**

Thadiyankudissai is also an attractive node in the Spice Circuit and is surrounded by high ranges. Nature here is at its purest, the sky verdant and the tress imparting a unique fragrance heightened with medicinal herbs, pepper plants, aromatic cardamom and coffee, jack fruit, butter fruit, star fruit and pineapple, each blessed by perennial streams, brooks and falls.



- **Crafts/Activities in the District**

This district is having a flourishing handloom industry at Chinnalapatti, which is located at 11 Kms away from Dindigul on the Madurai-Dindigul road. Art -Silk

saris and Sungudi saris produced in Chinnalapatti are famous throughout India. More than 1000 families are engaged in this Industry. Dindigul is also famous for brass vessels & Jewelry. For a long time, Dindigul town has been associated with Iron locks, Iron safe of good quality and durability. A lock manufacturing unit under co-operative sector is functioning here. Another industry for which Dindigul is noted is Leather Tanning.

HARDWARE

Organization/Implementing Agency for Hardware: The Secretary/Commissioner, Tourism, Government of Tamil Nadu/The District Collector, Dindigul/Green NGO

Year of Completion of Hardware: Ongoing

Hardware Components:


- Improvement of the area.
- Village roads construction.
- Waste management.
- Way side Amenities development.
- Project Administration (information centre with computer)
- Equipment (Glasses motor for site seeding 2 nos.)/Scattering ground/Spots equipment and materials
- Tourist Accommodation.
- Convergence Activities.

Status of Implementation:

- Improvement of the area is ongoing.
- Village roads construction is currently ongoing.
- Waste management activities are ongoing.

- Way side Amenities development is ongoing
- Project Administration (information centre with computer) has not been done.
- Equipment (Glasses motor for site seeding 2 nos.)/Scattering ground/Spots equipment and materials has not been done.
- Tourist Accommodation development is ongoing.
- Convergence activity work is ongoing.

Hardware



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

SOFTWARE


Software Components : No.
Status of Implementation : No

Perception about the Rural Tourism Project:

- All above work under processing.
- After completion project result can be correctly evaluated.

Consultant's Gradation of the Rural Tourism Project: This rural tourism project didn't have any software components to implement and the hardware components implementation work is currently going on. Hence this project is evaluated as not successful.

Overall



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

State : **Tamilnadu**
Location : **Theerthamalai (Distt-Dharmapuri)**
Project Name : Development of Theerthamalai as a Rural Tourist Destination.
Activity/Craft : Historical.

- **District Portrait**

Dharmapuri district, which came into existence from 02.10.1965 is situated in the North western Corner of Tamil Nadu and is bounded by Tiruvannamalai and Villupuram Districts on the east, Salem District on the South, Krishnagiri District on the north and Kaveri River on the west.



- **About Theerthamalai**

Theerthamalai is an important sacred place in Harur taluk of Dharmapuri District. Shri Theerthagirishwarar Temple is located at the top of a hillock. Chola and Vijayanagara Kings donated liberally to this temple. A lot of devotees throng the temple during the Mahashivarathiri. The Department of Tourism has a Guest Houses for the benefit of the devotees. Theerthamalai is declared as an important tourist spot in Dharmapuri District.



- **Crafts/Activities in the District**

Dharmapuri district has a rich deposit of minerals like apatite, copper ore, corundum, gold, iron ore, limestone, magnetite, nickel, quartz, vermiculite,

black granite and grey granite. A major attraction of the district is Theerthamalai.

HARDWARE

Organization/Implementing Agency for Hardware: The Secretary/ The Commissioner, Tourism, Govt. of Tamil Nadu/Town Panchayat Engineering wing, Thoothukudi.

Year of Completion of Hardware: 2008.

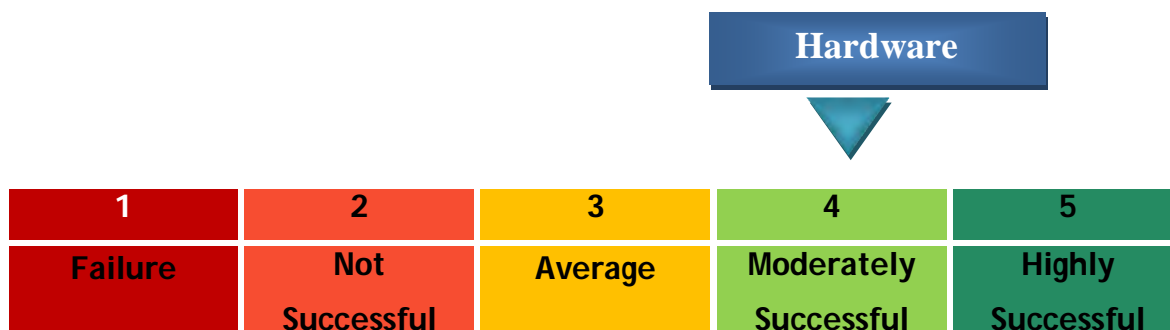
Hardware Components:

- Improvement of surroundings of the village.
- Illumination of the village.
- Wayside facilities development.
- Provision for rest mandapam and sitting benches on the way to temple.
- Refurbishment of steps/Gandhi mandapam/platform/pavement of pathway.
- Provision of park lot.
- Providing drinking water (activity directly related to tourism).

Status of Implementation:

- Improvement of surroundings of the village has been done.
- Illumination of the village has been completed.
- Wayside facilities and provision of rest mandapam and sitting benches on the way to temple has been done.
- Refurbishment of steps/Gandhi mandapam/platform/pavement of pathway is complete.
- Provision of park lot is complete.
- Providing drinking water (activity directly related to tourism) has been done.

- Construction of tourist accommodation is complete.
- Construction of public conveniences has been done.



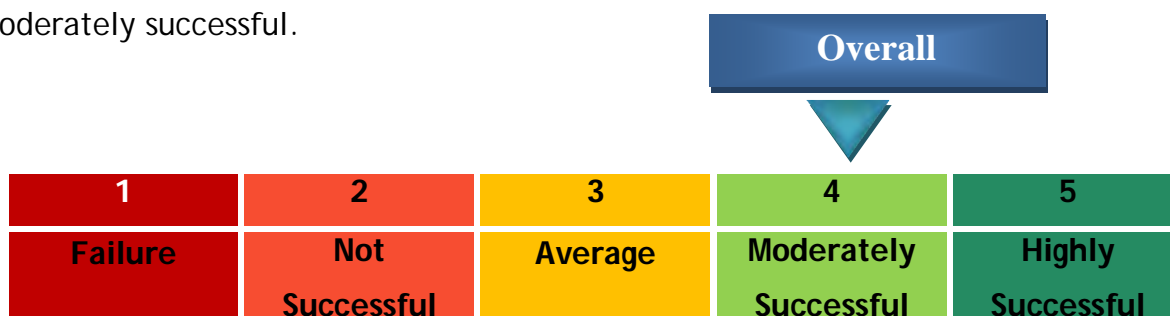
SOFTWARE

Software Components : No.

Status of Implementation : No

Perception about the Rural Tourism Project: Improvement of the village surroundings work is not properly done as no visible changes were noticed. Other than this the hardware work that has been completed is in proper condition.

Consultant's Gradation of the Rural Tourism Project: This rural tourism project had only hardware component implementation and work on all the components have been completed. The village surroundings, although mentioned as improved by the concerned authorities, no visible improvement was observed. This project is chance moderately successful.



Snapshots of the Rural Tourism Project:



Entrance gate.



Inside temple



Road.



Inside temple

- **District Portrait**

Thirupudaimarthur is 40 Kms from Tirunelveli. Athalanathar temple and Narumpoonathar temple on the banks of river Tamiraparani river attracts tourists mainly because of scenic beauty here. The four styles of temple architecture viz. Pandiya, Chera, Chola and Vijayanagara beautify the glorious temple.



HARDWARE

Organization/Implementing Agency for Hardware: The Secretary/ Commissioner, Tourism, Govt. of Tamil Nadu/The District Collector, Tirunelveli

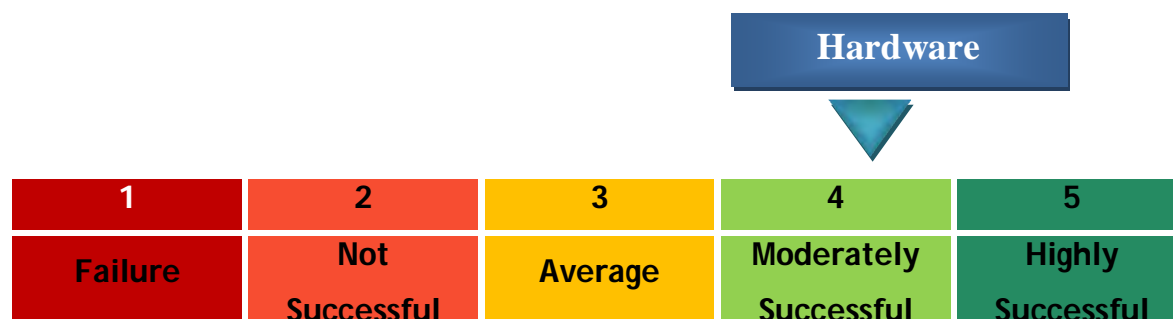
Year of Completion of Hardware: 2007

Hardware Components:

- Repairs and renovation of Theppakulam.
- Construction of Museum, Information centre & store.
- Construction of Pilgrims and Tourist resting hall.
- Construction of Cloak room.
- Forming Cement Concrete road.
- Providing lighting arrangements in and around temple.
- Providing solid waste disposal system.
- Supplying and fixing of Name board.

Status of Implementation:

- Repairs and renovation of Theppakulam has been done.
- Construction of Museum, Information centre & store has been done.
- Construction of Pilgrims and Tourist resting hall has been done.
- Construction of Cloak room has been done.
- Forming Cement Concrete road has been done.
- Providing lighting arrangements in and around temple has been done.
- Providing solid waste disposal system has been done.
- Supplying and fixing of Name board has been done.



SOFTWARE

Organization/Implementing Agency for Software: District Collector/ Tamil Nadu Tourism Development Corporation/ Secretary and Commissioner, Department of Tourism, Govt. of Tamil Nadu, Chennai.

Year of Completion of Software: Ongoing.

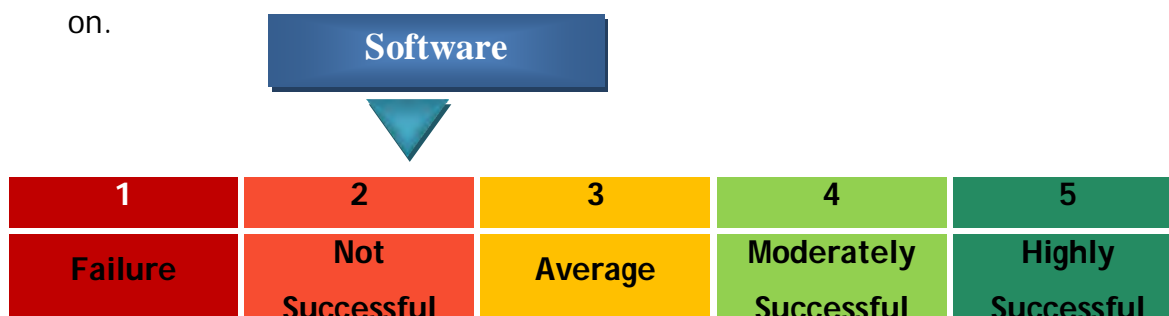
Software Components:

- Project sensitization and promotion of community tourism enterprises/federation.
- Baseline survey & PRA.
- Capacity building of local community on Tourism related activities/Enterprises/ Livelihoods.
- Gender sensitization and capacity building of people institution.
- Building business linkages.
- Documentations and tourism promotion.
- Facilitation of cleaner technology, solid waste management.

Status of Implementation:

- Project sensitization and promotion of community tourism enterprises/federation is currently going on.
- Baseline survey & PRA has been done.

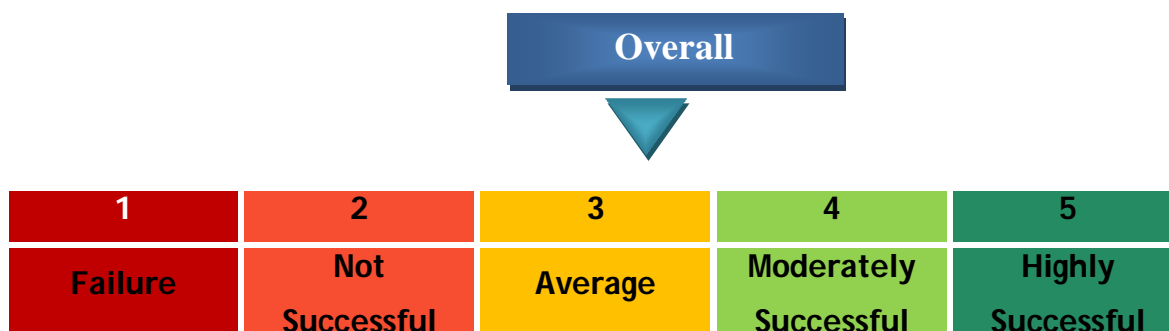
- Capacity building of local community on Tourism related activities/Enterprises/ Livelihoods is currently going on.
- Gender sensitization and capacity building of people institution is currently going on.
- Building business linkages is currently going on.
- Documentations and tourism promotion is currently going on.
- Facilitation of cleaner technology, solid waste management is currently going on.



Perception about the Rural Tourism Project:

- Hardware work has been completed successfully in 2007 but needs to be maintained at present.
- Software work is currently going on.
- Same day tourists to the destination have increased.
- Improvement in socio economic condition has taken place.

Consultant's Gradation of the Rural Tourism Project: This project is an average success as the hardware work is complete but needs to be maintained to keep it in proper condition, but the software work is still going on and not completed yet.



Snapshots of the Rural Tourism Project:



Road



Lighting



Theppakulam



Theppakulam

State : **Tamilnadu**
Location : **Kazhugumalai (Thoothukudi)**
Project Name : Development of Kazhugumalai as a Rural Tourism Destination.
Activity/Craft : Spiritual and Pottery making.

- **District Portrait**

It is situated in the extreme south-eastern corner of Tamil Nadu and bounded on the north by the districts of Tirunelveli, Virudhunagar and Ramanathapuram, on the east and south-east by Gulf of Mannar and on the west and south-west by the district of Tirunelveli. It is known as the gate way of Tamil Nadu.



- **About Kazhugumalai**

Kazhugumalai is 76 km from Tirunelveli and 24 km from Sankaran Koil. There is an over-hanging boulder over a cavern on the hillock, which contains nearly 100 Jain images arranged in neat rows. Images of Adinatha, Neminatha, Mahaveera, Parsvanatha, Bahubali, Ambika and Padmavati are carved in specially - cut niches. It is though that these images were carved at the instance of monks and lay devotees sometime around the 8th - 9th century AD. The establishment is said to have been headed by one Gunasagradeve. A huge rock has been shaped into a shrine here. The unique feature is the temple instead of rising from the foundations has been chiseled from the top. This temple is called Vettuvair Koil by the local people.



- **Crafts/Activities in the District** : Pottery making, Palm leaf crafts-Baskets or Kottans made out of palm leaves are famous in and around Kazhugumalai

.Some of the baskets are traditionally used to carry rice and vegetables. Stone carvings- Stone crafts are famous in Kazhugumalai. The sculptures and traditional wet grinder made on stone re predominant here.

HARDWARE

Organization/Implementing Agency for Hardware: The Secretary, Tourism/The Commissioner, Govt. of Tamil Nadu/Town Panchayat Engineering wing, Thoothukudi/DHAN Foundation, Madurai.

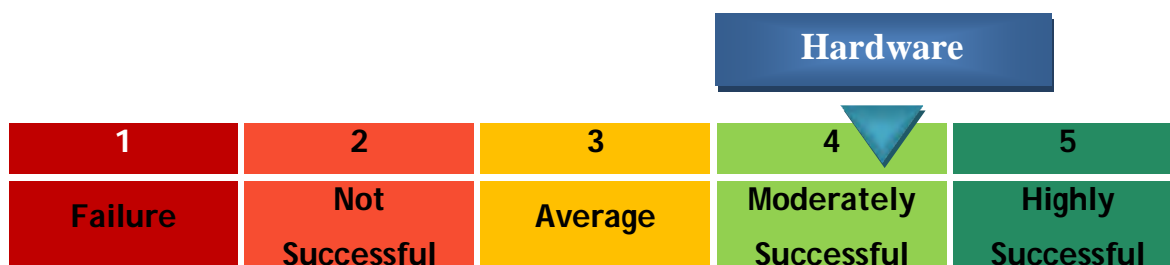
Year of Completion of Hardware: 2008.

Hardware Components:

- Parking arrangements at Ambal Urani bank.
- Greening of Hollock at Kazhugumalai
- Improvements of roads
- Illumination of village
- Wayside amenities.
- Refurbishment of monuments-steps with hand rails from Ambal Urani to Vettuvakoil.

Status of Implementation:

- Parking lot construction at Ambal Urani bank is complete.
- Greening of Hollock at Kazhugumalai is complete.
- Improvement of roads done.
- Illumination of village done.
- Wayside amenities have been constructed.
- Refurbishment of monuments-steps with hand rails from Ambal Urani to Vettuvakoil has been completed.



SOFTWARE

Organization/Implementing Agency for Software: DHAN Foundation, Madurai.

Year of Completion of Software: 2008.

Implementing Agency Details: Development of Humane Action (DHAN) Foundation is a professional development organisation. It brings highly motivated, educated young women and men to the development sector. They would make new innovations in development to root out poverty from the country. The Foundation works to make significant changes in the livelihoods of the poor through innovative themes and institutions.

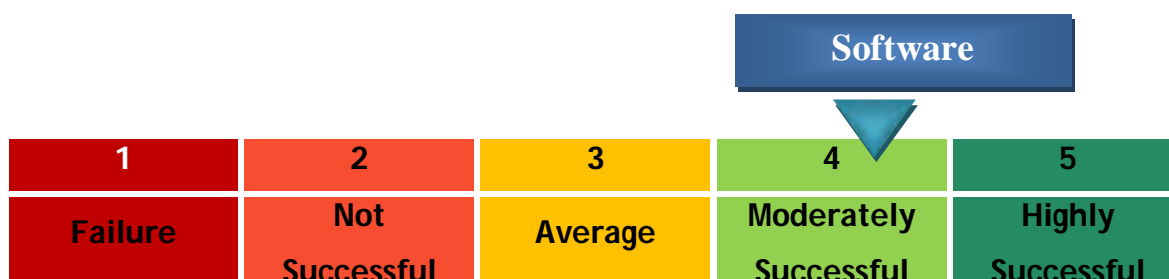
Software Components:

- Promotion of activity based SHGs & federation.
- Small building for traditional activities.
- Facilitation of gram Kala Kendra.
- Building business linkages.
- Tourism promotion.

Status of Implementation:

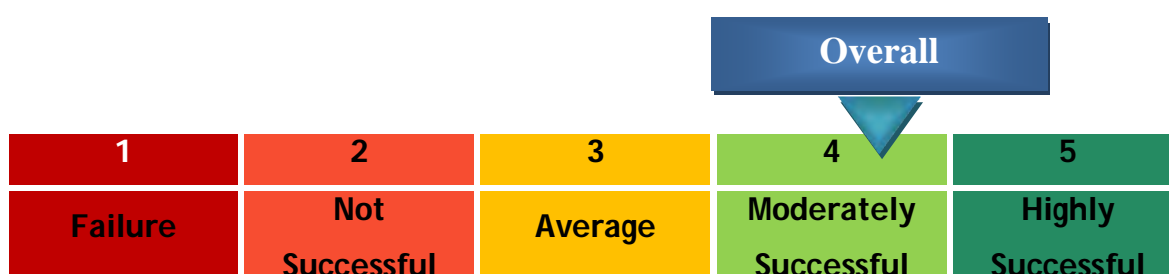
- Promotion of activity based SHGS and federation done.
- Skill building for traditional activities has been completed.
- Facilitation of gram Kala Kendra done.

- Business linkages have been built.
- Tourism promotion work has been completed.



Perception about the Rural Tourism Project:

- Hardware work had been completed properly by 2008 and the work quality is good.
- All software work has been done properly.
- Beneficiaries are satisfied with the project.
- After the project has been implemented, beneficiaries' income has increase considerably.



Consultant's Gradation of the Rural Tourism Project: Both the hardware and software components have been completely implemented by the implementing agencies and the project has also resulted in better financial conditions of the beneficiaries. The tourism scenario has not improved much. This project is hence moderately successful.

Snapshots of the Rural Tourism Project:



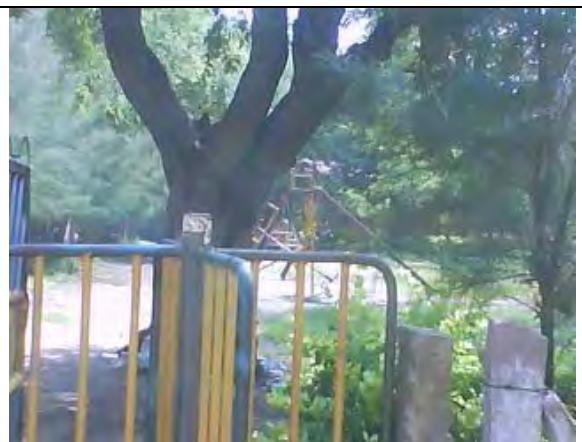
Water tank



Rest House



Society hall



Park



Road-1



Signage



Road-2



Society hall



Street light



Rest House

State: Tripura

State: Tripura

Location: Village- Jampui Hills, District Vanghmun in Tripura

Project Name: Development of Rural Tourism at Jampui Hills, Vanghmun in Tripura.

Activity/Craft: ECO- Tourism

1. District Portrait

Famous for its wonderful Orange Festival, Jampui Hills is the highest hill range of Tripura. Orange plantation is the primary occupation of the people here. The predominant tribes inhabiting the hills are Lushais and Reangs. There are several view points on the hill which offer fantastic views of the Chittagong Hill Tracts and the Kanchanpur-Dasda valley. Some of the hill ranges of Mizoram are also visible from here. Jampui Hills are blessed virgin forests, peaceful ambiance, Orange gardens and pleasant climate.



2. Crafts/Activities in the District:-

During November every year, the unique Orange & Tourism festival is celebrated in the Jampui hill. A large number of tourists, both domestic and foreign, participate and enjoy this festival. After withdrawal of Restricted Area Permit for the foreign nationals, the hill range now attracts a large number of foreign tourists.

HARDWARE

Organization/Implementing Agency for Hardware:

1. Block development / Executive Engineer Rural development.
2. Tourism department Government of Manipur

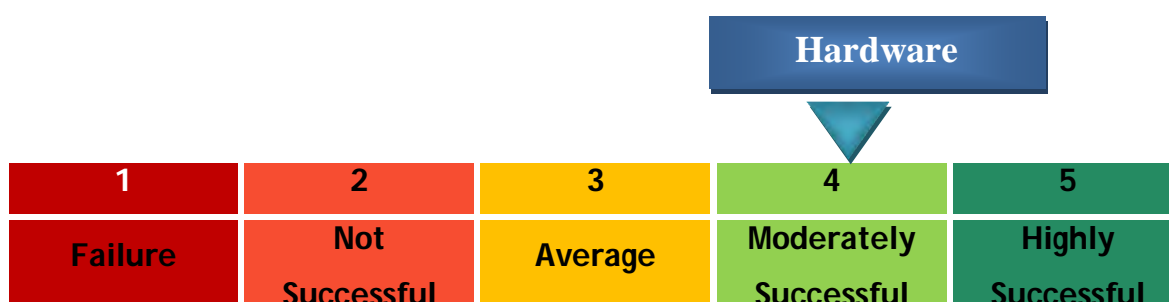
Year of Completion of Hardware: 2009-2010

Implementing Agency Details: Under the supervision of executive Engineers of Rural development, construction work has been done. Existing tourist lodge expansion work has been done with the quality because in term of tourism purpose very attractive place of Jampui hills.

Hardware Components:

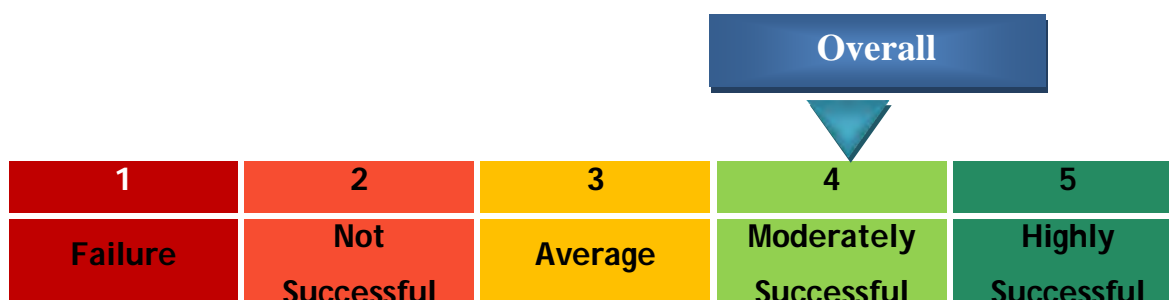
1. Tourist Accommodation (Minor Head)
2. Product Infrastructure of Destination Development

Status of Implementation: Under the Rural tourism development project, expansion of existing tourist lodge has been done, where tourists can stay comfortably. Additional 10 rooms have been constructed for Tourist accommodation purpose. The Tourist Lodge is running properly and the construction quality and design is very good.



SOFTWARE - No software components.

Consultant's Gradation of the Rural Tourism Project: This project is moderately successful as the hardware components have been properly implemented.



Snapshots of the Rural Tourism Project:



State: Tripura

Location: Village Kamalasagar, District West Tripura

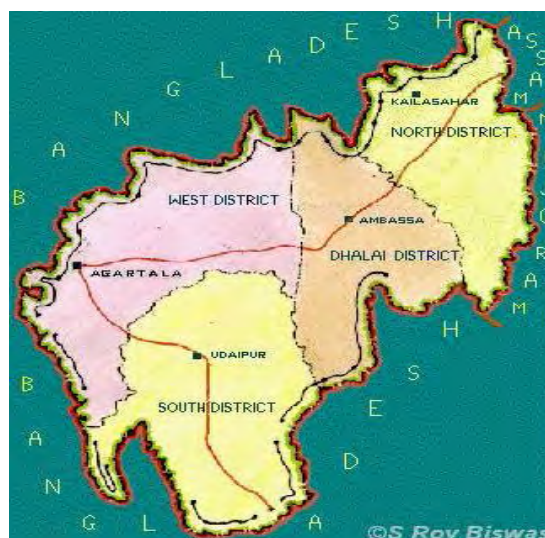
Project Name: Approval of software work plan under GOI-UNDP Endogenous **Tourism**

Project-site: Kamalasagar, District West Tripura Agartala, Tripura

Activity/Craft: Historical

District Portrait

The administration Tripura is divided into three districts, viz., North Tripura District, West Tripura District and South Tripura District. Out of the six principal hill ranges namely Baramura and part of Athramura fall within the district. The West Tripura District is bounded by Bangladesh in the north and west by North Tripura in the east and by South Tripura in the south. Total area of the district is 3544 sq.kms. The district headquarters is located at Agartala, which is also the capital of the State.



Crafts/Activities in the District

An important pilgrimage point for the Hindus is the Mata kali Temple .Also called Kasba Kali Bari; this temple is located on a mountain overlooking a water pool "Kamala Sagar". The idol of Kali is made of sand stone and the Shivalinga at the feet has given it the name of KaliBari. During the festival season the place is abuzz with activities of infinite pilgrims.

HARDWARE

Organization/Implementing Agency for Hardware:

1. Department of tourism government of Tripura.
2. Executive Engineer tourism department.
3. District Rural Development / block development

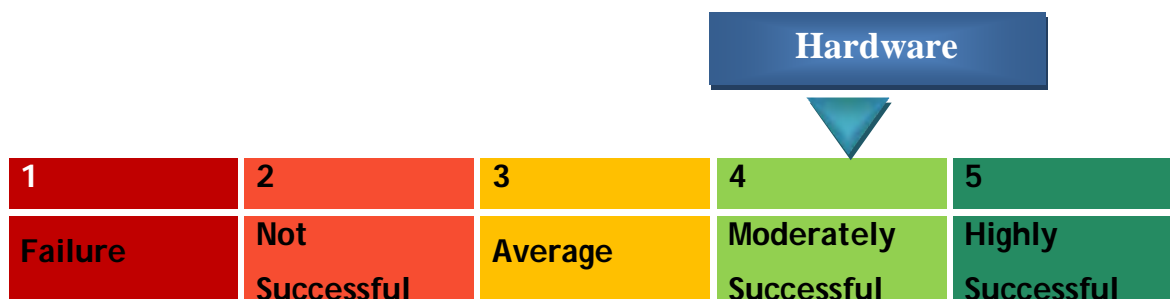
Year of Completion of Hardware: 2008-2009

Implementing Agency Details: All the construction work was completed under the supervision of Executive Engineer.

Hardware Components:

1. Rural Art & craft Centre / Handicraft centre.
2. Circular workshop shed for Art & craft.
3. Creation of floriculture.
4. Development of bamboo garden for 8 hectare.
5. Landscaping.
6. Improvement of solid waste management service.
7. Purchase water Sports equipment.

Status of Implementation: All above mentioned Hardware components construction has been completed as per the work order. The Art & craft centre and Bamboo garden holds more attraction for the tourists. The Kamlasagar is a well known Hindu religious destination and mostly Bengalis families come to worship Kasba kali.



SOFTWARE

Organization/Implementing Agency for Software:

1. District magistrate & collector District west Tripura.
2. Bishalgarh Panchayat samiti, Bishalgarh.
3. "EEPART" Implementing NGO

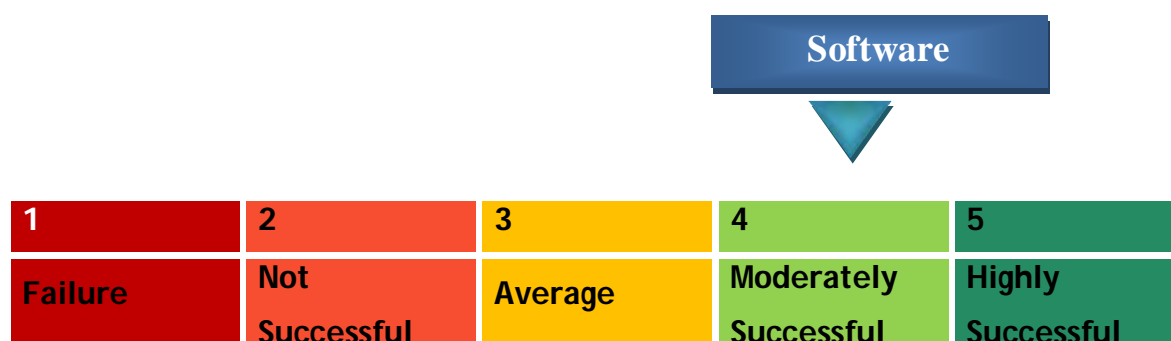
Year of Completion of Software: 2008-2009

Implementing Agency Details: Energy Environmental Protection and Rural Technology is a NGO located in West Tripura Agartala and is involved with formation of SHGs. It has a total of 8 SHG's and a total workforce of 100 artisans.

Software Components:

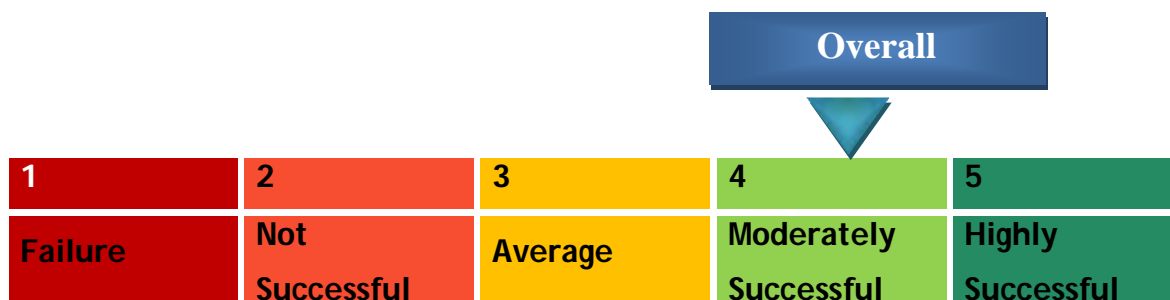
1. Monthly meeting with Panchayat Samiti & Management Committee (12*3 = 36 Months)
2. Community Awareness building (group discussions, Orientation of Panchayat members, management committee leader of SHG etc)
3. Training in bamboo handicrafts & purchase of small kits for horticulture etc.
4. Celebration of Tourism festival/fairs for three years
5. Training for other village handicrafts, tool kits, raw material
6. Training of tourist guide/interpreter
7. Cost of IEC activities
8. Formation of Kamlasagar Tourism Development Committee
9. Selection & training of youth to provide boating facility in Kamlasagar
10. Training of selected women to run visitor/hospitality centre
11. Formation and training of SHGs
12. Baseline survey using PRA (participatory rural appraisal)
13. Training in tourism services marketing
14. Administrative expenses

Status of Implementation: Software work has been done at Village Devipur near Kamlasagar. Software training had also been completed. The village people had learned a lot from the software training. SHGs have been making “ACHHAR” from fruits and vegetable and selling the products to pilgrims who come to worship in the Mandir. The tourism department, NGO and villagers are equivocal that the software program has generated more employment.



Perception about the Rural Tourism Project: The beneficiaries are happy with the scheme and feel that it is quite useful for them. The beneficiaries also want to attend more marketing fairs exhibitions as at present only two in a year are organized by the local authorities.

Consultant’s Gradation of the Rural Tourism Project: This project is moderately successful as all the hardware and software components have been implemented properly. The implementation of the rural tourism project has increased employment in the area but has not led to as increase in tourists. The tourists who visit the destination are religious tourists and their number has not significantly increased due to the project.



Snapshots of the Rural Tourism Project:





State: Uttar Pradesh

State: Uttar Pradesh

Location: Village Bitar Gram, District - Rae Bareli

Project Name: Development of MATA ANANDI DEVI TEMPLE and surrounding area.

Activity/Craft: Development of MATA ANANDI DEVI TEMPLE surrounding area for Attractions of Rural Tourism.

- **District Portrait**

The District offers some significant tourist attractions like the Indira Gandhi Memorial Botanical Garden, the Behta Bridge and the Samaspur Bird Sanctuary. The Indira Gandhi Botanical Garden is situated on the Lucknow-Varanasi Highway and comprises plantations of different species of flowers, fruits and vegetables for scientific research as well



as for general public interest. The District is also popular for information technology and it has the first public sector undertaking in the form of ITI Ltd. It is also one of the six manufacturing plants of the telecom giant. Rae-Bareli recently retained its top position in India's telecommunication business for the fourth year, consecutively.

- **Crafts/Activities in the District**

Rae Bareli District is famous as a pilgrim destination and has many temples, including Mansa Devi temple Mata Aanandi Temple.

Artisans covered: No Artisans are present in this project.

HARDWARE

Organization/Implementing Agency for Hardware:

1. The Principal Secretary Tourism, Government of Uttar Pradesh, Lucknow.
2. Director General Tourism, Government of Uttar Pradesh, Lucknow.
3. MTO, India Tourism, Agra.

Year of Completion of Hardware: 2006-2007

Implementing Agency Details:

1. The Principal Secretary Tourism, Government of Uttar Pradesh, Lucknow.
2. Director General Tourism, Government of Uttar Pradesh, Lucknow.
3. MTO, India Tourism, Agra



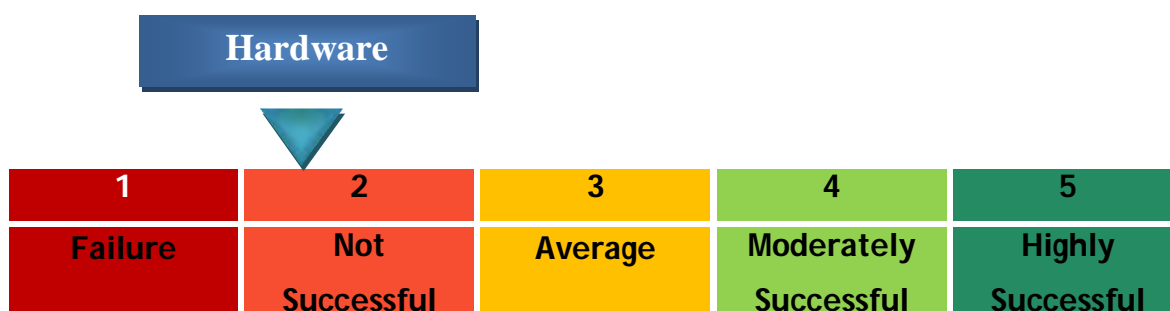
Hardware Components:

1. Community Hall with Dormitory.
2. Havan Kund
3. Main Entrance Gate.
4. Site Development- Roads, Pathways, Parking, Landscaping & Lighting

Status of Implementation:

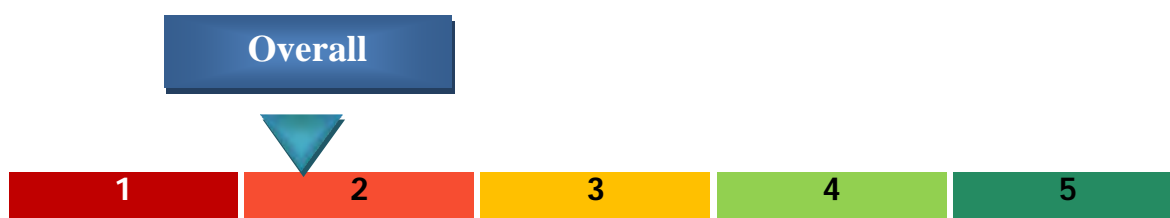
Community Hall with dormitory, Havan kund, Main Entrance Gate of Mata Anandi devi Temple has been constructed. The work has been done properly as per design and looks very attractive. The project was inaugurated by MS. Sonya Gandhi on 17 October 2007. Surrounding area of MATA Anandi Temple looks very serene from main

entrance gate up to MATA Mandir area. After construction of all components, number of Domestic Tourists increased considerably. Villagers responsible for gate monitoring earn more money as attraction for tourists has increased. Due to the non-maintenance of existing components and negligence of local authorities as well as Government departments, infrastructure is getting broken day by day. If maintenance work continues in future on existing infrastructure, attraction for tourists is bound to increase. *Overall, the success of this project depends totally on the maintenance of the existing infrastructure.*



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 is not successful as there is no maintenance of the infrastructure already constructed to increase the tourist presence. Due to this, the already created structures are not in a good condition. Since there is no software part included in this specific rural tourism project, the evaluation of hardware components is taken as the overall evaluation.



Failure	Not Successful	Average	Moderately Successful	Highly Successful
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Snapshots of the Rural Tourism Project:



Community Hall with Dormitory construction work was completed on 17 October, 2007 and was handed over to Gram Pradhan. As per discussion with villagers, Gram Pradhan and investigator evaluation, the work is satisfactory. Villagers with the help of local fund maintain dormitory hall.

HAVAN KUND: - the work is satisfactory. Villagers are also satisfied with the quality of construction and design of havan kund and during festivals and other holy occasions, the havan kund functions as an attraction for tourism purpose.

Main Entrance of Mata Anandi Devi Temple & Site Development Road

Main Entrance of Mata ANANDI DEVI Temple: construction work and design of main entrance gate is very attractive and satisfactory.



Site development Road: - From main Entrance road to temple RCC road construction work quality is not maintained so the road now has craters at places.

Lighting From Main Gate & Pathways & Parking and Landscaping

Work in pathway surrounding the havan Kund area and lighting from Main Gate to Temple has both been done but due to no maintenance, damages are present and at present it is no longer in working condition. In case of parking and landscaping, according to Gram Pradhan and Villagers, both the work was not done by the concerned agency.



State: Uttar Pradesh

Location: Mukhrai Village, District Mathura

Project Name: Development of Rural Tourism in Mukhrai village

Activity/Craft:

- **District Portrait**

Mathura, the birth city of Bhagwan Krishna is situated on the banks of river Yamuna and is approximately 145 kms from the capital city Delhi. The town is renowned for being host to the most revered temple of Shri Krishna-the famous Krishna Janma Bhoomi Mandir. The temple is the place where lord is said to have been born thousands of years ago. Along with neighboring towns Govardhan, Nandgaon and Vrindavan, the area is a major pilgrimage site for Hindus.



- **Crafts/Activities in the District**

Mathura, the place of Krishna devotees, houses a number of temples, ghats and ancient Kunds, which depicts the diverse episodes of Lord Krishna's life. The spectacular view of the daily evening aarti and oil lamps floating over Yamuna is something one need not miss while staying in Mathura. The tourist attractions reflecting the religious importance of Mathura are Krishna and Radha Bhumi

Artisans covered: No Artisans or beneficiaries are present in the rural tourism project.

HARDWARE

Organization/Implementing Agency for Hardware:

1. The Principal Secretary Tourism, Government of Uttar Pradesh, Lucknow.
2. Director General Tourism, Government of Uttar Pradesh, Lucknow.
3. Jal Nigam Mathura

Year of Completion of Hardware: 2006-2007

Implementing Agency Details:

1. Jal Nigam is Government Department of doing construction works any department those given to tender him state tourism department given work construction of all work.

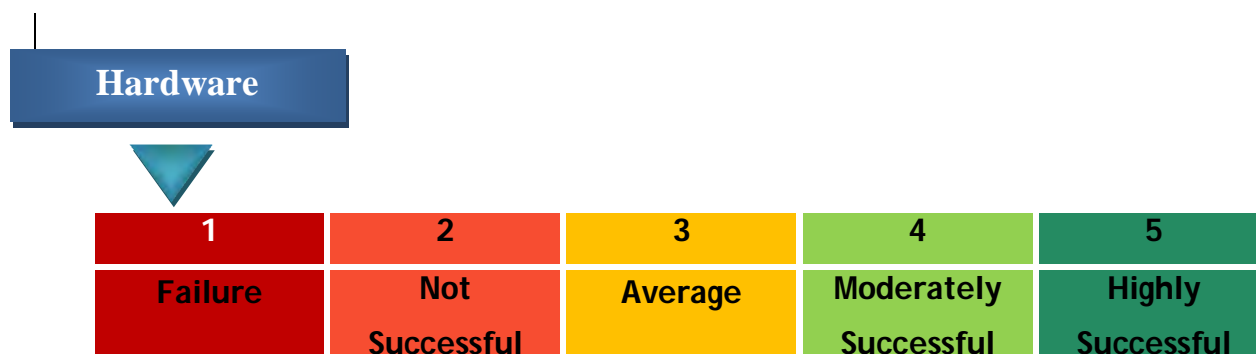
Hardware Components:

1. Construction of platform for Charkula dance.
2. Construction of community centre/ training centre
3. Renovation of KuKhrai Kund.
4. Construction of waste water Drains 300mmx500mm
5. RCC slab work at Crossing
6. Internal road Connectivity within village Panchayat.
7. Mid Steel work for RCC work.
8. Brick on edge prevent with brick laid dry, joint field with earth from Temple to approach road.
9. Lighting pillar, semi Height including cabin, Main panels
10. Provision for charkul dance Aparatus (a)-Big (b)-Small.
11. Provision for street lights (sodium lamp) on Pole.
12. Provision for stone benches including fixing & grouting complete on temple area.
13. Provision for signage Boards.

14. Renovation of Chamunda Devi temple At Kund
15. Provision of eco-friendly generator set 10KW including generating room.
16. Landscaping, plantation & development of park.
17. Purchase of Tent.

Status of Implementation:

1. Mukheri village, District Mathura in the state of Uttar Pradesh is very near to RADHA Kund Mathura. Mukheri village is famous worldwide for Charkula Dance. Development project work has not been implemented properly so there has been no improvement in the tourism perspective. Domestic tourist flow to the village has increased 30 to 40% when the tourism project was partly completed but in the surrounding area of the village, roads and other amenities for tourists are not maintained properly by the State tourism department, District tourism department or local community, so the domestic tourist flow is decreasing day by day.



Perception about the Rural Tourism Project: The villagers are not happy with the existing project because project incomplete and there is no maintenance of completed infrastructure by the local community as well states tourism department so that villagers feel that it is not quite useful for them.

Consultant's Gradation of the Rural Tourism Project: Khukhrai Kund is very near to RADH KUND which is a world Famous place from the tourist point of view. Culture of Mukhrai village very attractive to increase domestic Tourist as well as Foreign Tourist

but due to the negligence of state tourism department and local agency, half of the work is completed like construction of platform for Charkula dance, Construction of community centre/ training centre, renovation of KuKhrai Kund. Reinforced Cement Concrete slab work at Crossing Internal road Connectivity within Charkula Dance place to Temple area, brick on edge prevent with brick laid dry, joint field with earth from Temple to approach road, provision for street lights (sodium lamp) on pole only 5-6 streetlight are there. Provision for stone benches including fixing & grouting incomplete in temple area. Only four benches are complete. Signage boards, renovation of Chamunda Devi temple At Kund and rest of the work still not completed.

Overall

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

Snapshots of the Rural Tourism Project:

1. Construction of Platform for CHARKUL DANCE.



Only RCC work done no proper boundary work so villagers are using it for self-purpose.

2. Construction of community centre / Training Centre:-



3. Renovation of KUKHRAI KUND and Signage:-



4. Renovation of chamunda devi temple:



5. Provision for stone benches



State: Uttar Pradesh

Location: Bhaguwala, District- Saharanpur

Project Name: Development of Rural Tourism project in village Bhaguwala

Project Hardware- Project Software Approval of software work plan under GOI-UNDP
Endogenous Tourism

Activity/Craft: Wooden Craft Work in Software project.

- **District Portrait**

Saharanpur district attained the status as Saharanpur division in 1997 of Uttar Pradesh. As regards its physical features, the north and the northeast of the district is surrounded by Shivalik hills and separates it from the Dehradun district in the recently created state of Uttaranchal. The river Yamuna forms its boundary in the west



which separates it from Karnal and Yamunanagar districts of Haryana. In the East lies the district of Haridwar which was the part of district Saharanpur before 1989 and in the south lays the district Muzafarnagar.

- **Crafts/Activities in the District**

People in Saharanpur have always been involved in the wood industry where more than 4 lakh people are directly or indirectly involved. 90% of the artisans found here are Muslims where the wood carving craft here is greatly influenced by Kashmiri designs. The artisans here are experienced in jail and lattice work and produce carved and trellis patterns with fret saws to create room dividers, Saharanpur screens and door frames. It is famous for its wood carving all over the world.

Artisans covered: TEHREEK SAMAJ organized work shop for making wooden toys; artificial jewelry, and Ban, artisans are making very good tourism products and have started to Market through NGO. Due to the problems between NGO and artisans have left the work and started other work.

HARDWARE

Organization/Implementing Agency for Hardware:

1. The Principal Secretary Tourism, Government of Uttar Pradesh, Lucknow.
2. Director General Tourism, Government of Uttar Pradesh, Lucknow.

Year of Completion of Hardware: Work has not started till date

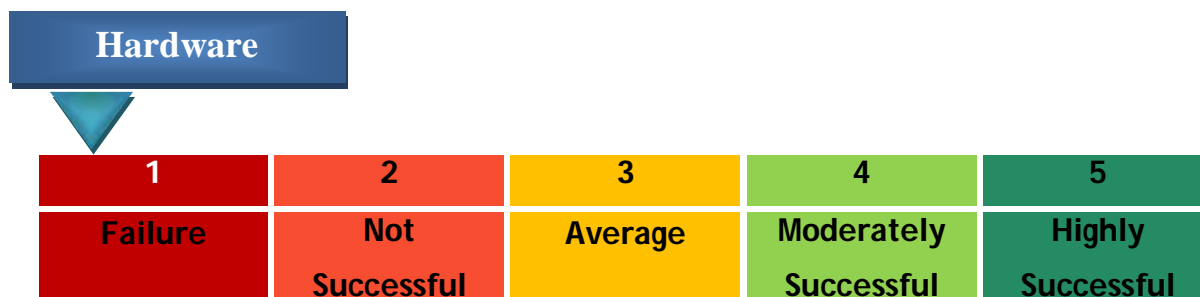
Hardware Components:

1. Internal Heritage Path
2. Beautification of Pond Area
3. Main Approach Road
4. Bus Stop Renovation
5. Renovation of Temple
6. Fixed furniture for tourist use
7. Solar Street Light
8. Drinking Water
9. Garbage Bins & signage
10. Assistance in Home Stay for Upgrading
11. Equipment for Nature Trail's for Raja ji National Park (Uttaranchal)

Status of Implementation:

1. Bhaguwala village is very near to Mata Sukhmbari Devi Temple, which is famous worldwide and attracts domestic tourist as well as foreign tourists. But due to negligence of state tourism department, implementing agency/ NGO and local

authority till now has not developed it as a rural tourist spot. According to NGO, villagers like Gram Pradhan, other local community and project beneficiaries, from 29-07-2011 to till now, hardware work has not started. If developed properly, the project will increase domestic tourist visits.



SOFTWARE

Organization/Implementing Agency for Software:

1. The Principal Secretary Tourism, Government of Uttar Pradesh, Lucknow.
2. Director General Tourism, Government of Uttar Pradesh, Lucknow.
3. Tehreek Samaj implementing/ NGO partner

Year of Completion of Software: 2007-2008

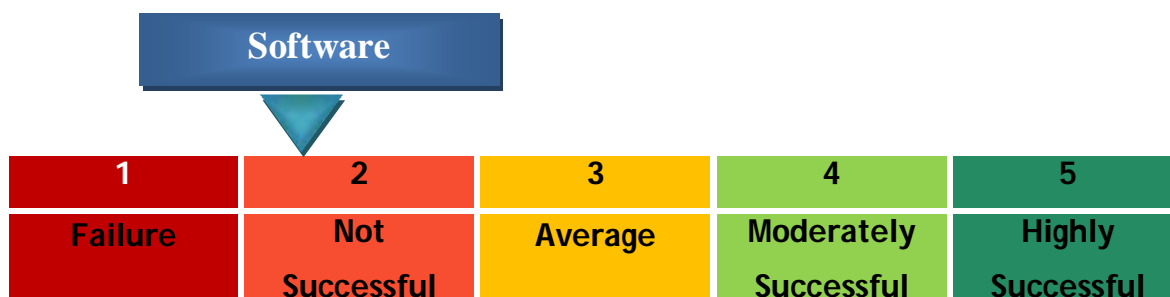
Implementing Agency Details:

1. Tehreek Samaj is an NGO based in Saharanpur, mostly experience in semi rural artisan development work.

Software Components:

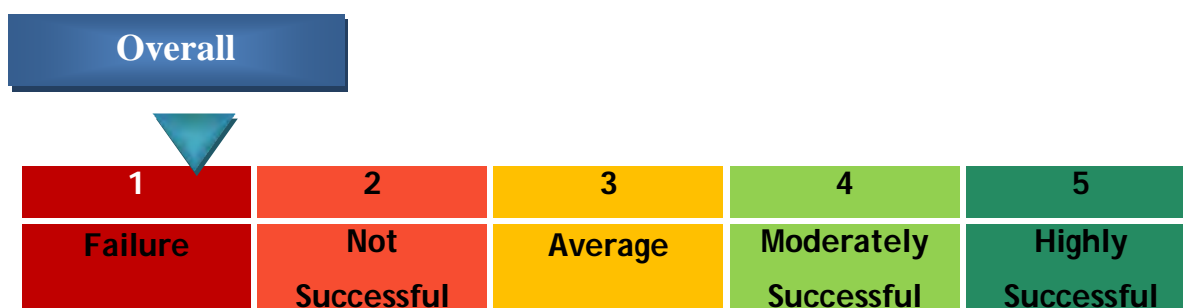
1. Report Building
2. Mobilizing and organizing for institutional building
3. Baseline survey and needs analysis
4. livelihood analysis
5. Livelihood interventions
6. Report Publication documentation brochures etc.

Status of Implementation: Regarding software work under Tehreek Samaj NGO, work had initially started but due to some financial problem work has stopped and all artisans have left work. Work on software components like wood toys, artificial jewelry, Ban, started but not completed. Local people want the projects to restart and continue. If the project continues, people will get more benefits and employment. From tourism product point of view, this poses as a very good market in the country.



Perception about the Rural Tourism Project: The artisans are not happy with the scheme. The artisans also want to attend more marketing fairs and exhibitions which are not taking place.

Consultant's Gradation of the Rural Tourism Project: This project has not at all achieved the objective as both the hardware and software components of this project are yet to be completed. Although some work of software had started but it was stopped due to inadequacy of funds. The hardware work has not yet started at all.



Snapshots of the Rural I Tourism Project:

Hardware - Beautification of Pound Area and Bus stop (current state - no work has been done)



Hardware - Renovation of Temple (current state - no work has been done)



Software Artesian:-



State: Uttarakhand

State : Uttarakhand

Location : Village Chekhoni Bora District. Champawat

Project Name: Development of Chekhoni Bora as a Rural Tourism Destination

Activity/Craft: Adventure

- **District Portrait**

Champawat District is part of the eastern Kumaon Division of Uttarakhand. It is bounded on the north by Pithoragarh District, on the east by Nepal, on the south by Udham Singh Nagar District, on the west by Nainital District, and on the northwest by Almora District. Originally the capital of the rulers of the Chand Dynasty, Champawat is famous for its abundant scenic beauty and well-known temples like Baleshwar, Champadari, Rateneshwar & Durga. The long chain of mountain in southwestern region acts as a border between the district Champawat and Nainital district. It is important from the defence point of view as in the east Kali river acts the international border between Nepal and India



- **About Chekhoni Bora**

Chekhoni Bora village is 15 km away from district head quarter Champawat. It is famous for Scenic view.

- **Crafts/Activities in the District :**

There is no specific kind of craft activity followed in Champawat. Inspired by the flawless natural splendor, the people of Uttarakhand have created and nurtured various forms of arts and crafts since ages. Crafts usually cover utility items like doors, windows, rugs, carpets, baskets, copper utensils or the folk art Aipan made by people of Uttarakhand have a unique touch of nature in their designs.



- **Artisans covered: An overview :** No

HARDWARE

Organization/Implementing Agency for Hardware: Drishtikone, Dudh Pokhra, Champawat.

Year of Completion of Hardware: On Going.

Implementing Agency Details: DRISHTIKONE is a registered public charitable organization working in the fields of Education, Environment and Medical Facilities—for the underprivileged since 1997.

Hardware Components:

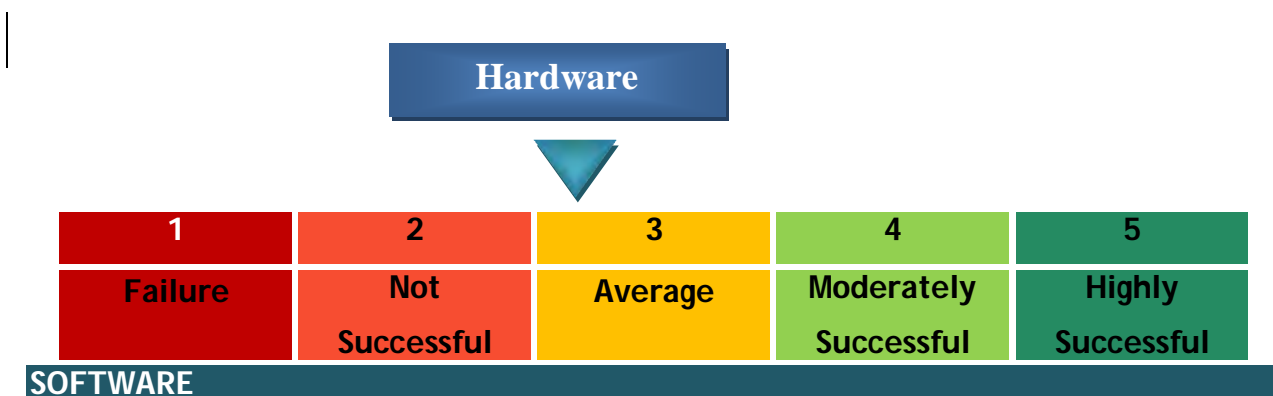
1. Expenditure on landscaping
2. Internal walkways, access, pathways from road head, footbridge (2 in number)
3. Single family unit home stay (3 in number) of 500 square feet.
4. Two guest rooms with attached toilets without kitchen on twin sharing basis

5. Tourist reception center and cafeteria
6. Dining Hall & scourging area
7. Gender based sanitation/toilet/waste management systems
8. Upgrading of Curio shop with PCO/Freezer/Stacking System
9. Resource centre & sports room
10. Service store up gradation
11. Kitchen up gradation
12. Kala kaksha Building
13. Multimedia projector with ancillary accessories & peripherals
14. Furniture, Props and sound systems
15. Camping Equipment
16. Hiking & Trekking equipment with Rappelling & Traversing Gear
17. Mountain Bicycles with safety Apparatus
18. Water dispensing system
19. Eco friendly power systems
20. Solar power-water pump
21. Photo voltaic internal lighting for ROPES

Status of Implementation:

1. Expenditure on landscaping have been done
2. Internal walkways, access, pathways from road head, footbridge (2 nos.) have been made
3. Single family unit for home stay, out of 3 they have constructed only 1 till now
4. They have constructed two guest rooms with attached toilets and without kitchen
5. Tourist reception center and cafeteria at present are at primary level
6. They have constructed Dining Hall & scourging area
7. Gender based sanitation/toilet/waste management systems have been made
8. They have upgraded Curio shop with PCO/Freezer/Stacking System
9. Resource centre & sports room have been constructed

10. Up gradation of Service store & Kitchen is complete
11. They have constructed Kala kaksha Building
12. Multimedia projector with ancillary accessories & peripherals
13. Furniture, Props and sound systems
14. Camping Equipments are available
15. Hiking & Trekking equipment with Rappelling & Traversing Gear
16. Mountain Bicycles with safety Apparatus are not available
17. Water dispensing system is available
18. Photo Voltaic lighting is not available
19. Solar power-water pump is not available
20. Photo voltaic internal lighting for ROPES is available



Organization/Implementing Agency for Hardware: Drishtikone, Dudh Pokhra, Champawat.

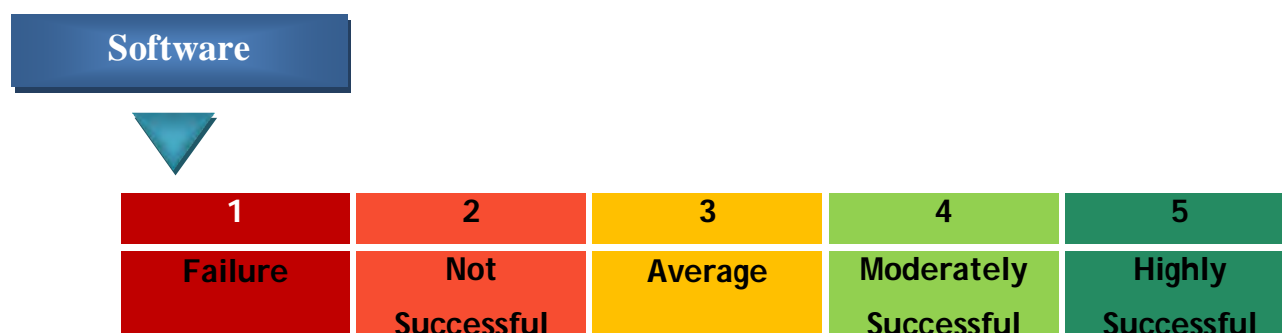
Year of Completion of Software: Software has not been started till now.

Implementing Agency Details: DRISHTIKONE is a registered public charitable organization working in the fields of Education, Environment and Medical Facilities—for the underprivileged since 1997. The beneficiaries of the trust are the local underprivileged populace, especially children.

Software Components:

1. Baseline study
2. Host community awareness programme.
3. Contract programme on gender sensitization & Etiquette
4. Welfare & Training for Tourist Handling
5. Host Community Capacity Building.
6. Marketing Champawat, a Pristine Tourist Destination.

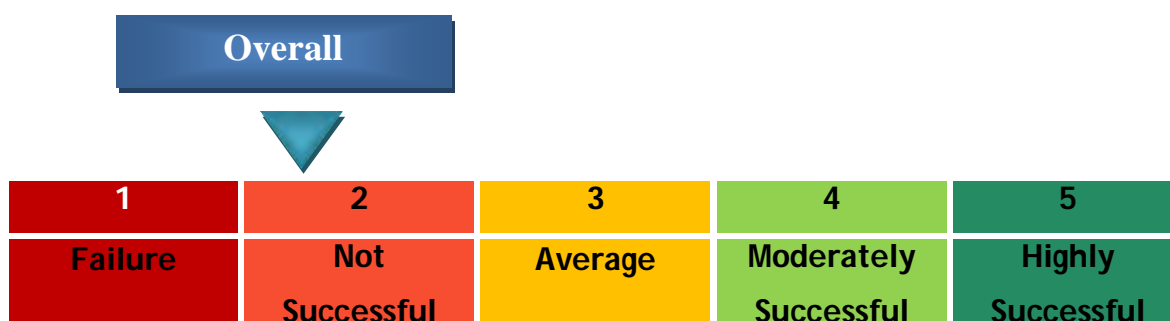
Status of Implementation: Nothing has been implemented.



Perception about the Rural Tourism Project: Software work has not been started till now. Only 50% of the Hardware work is finished till now. Tourist s flow has not increased with reference to this project. Awareness of this project is very less among the local people.

Consultant's Gradation of the Rural Tourism Project:

- For software work local people should participate actively.
- Construction work is satisfactory. But it will take more time.
- Curio shop is present but without furniture.
- Water dispensing system is present but is not functioning.



Snapshots of the Rural Tourism Project:



Under construction Tourist reception centre.



Under construction Tourist reception centre.



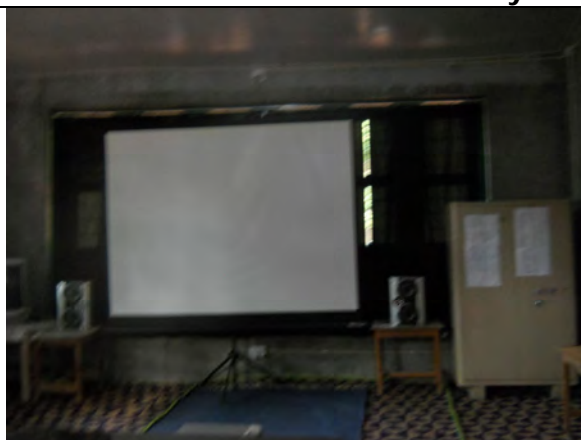
Under construction Home stay



Under construction Home stay



Curio shop



Multimedia Projector



Home stay cottage.



Resource centre



Kala Kaksha Building



Entry gate of TRC

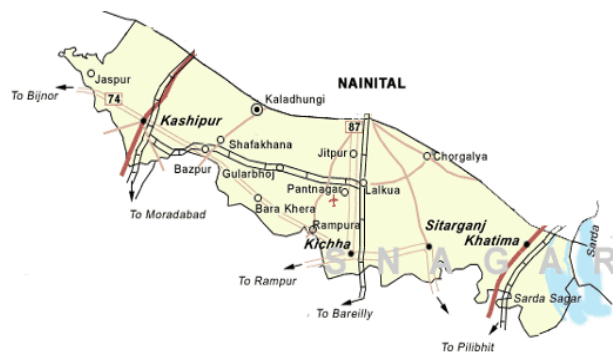
State : Uttarakhand

Location : Nanakmatta (Dist. Udam Singh Nagar)

Project Name: Development of Nanakmatta, as a Rural Tourism Destination.

- **District Portrait**

Udham Singh Nagar district is located in the Terai region, and is part of Kumaon Division. It is bounded on the north by Nainital District, on the northeast by Champawat District, on the east by Nepal, and on the south and west by Uttar Pradesh state. Rudrapur is the district headquarters. The district was created in October 1995 out of Nainital District, and is named for Udham Singh.



- **About Nanakmatta**

Uttarakhand for long is famous for its tourist places with scenic beauty. With time and new generation, Nanakmatta Situated at a distance of 56 kms from district head quarter Rudrapur, Nanakmatta is a very significant pilgrimage centre of the Sikhs. The first Guru of the Sikh Panth, Guru Nanak, is believed to have visited the place. Thousands of pilgrims throng the place throughout the twelve months of the year. A dam has been constructed on river Saryu at Nanak Matta forming Nanak Sagar which adds up to the beauty of Nanakmatta.



- **Artisans covered:** Total 13 SHG groups have been found and approximately 150 artisans are getting benefit. (Approximately 60 artisans are getting grass products training.)

HARDWARE

Organization/Implementing Agency for Hardware: Kumaon Mandal Vikas Nigam Ltd.

Year of Completion of Hardware: 2010.

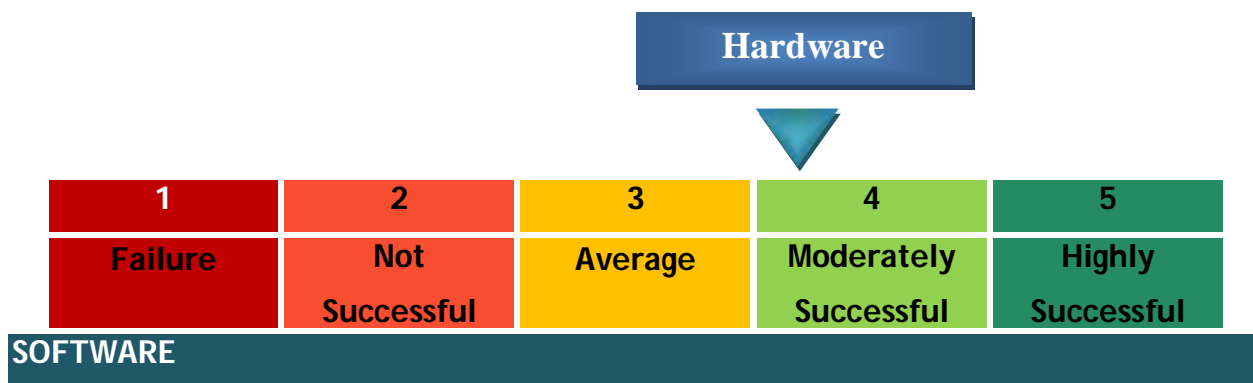
Hardware Components:

1. Construction of log huts
2. Construction of community Hall, Craft & Hi-Tech Centre, Reception & Fast food centre & Toilet
3. Landscaping
4. Rain water collection for 12000 liter.
5. Construction of car parking
6. Provision of Solid Waste management
7. Signage, Gate, Guard Room etc.
8. Campus Lighting
9. Installation of Poly House

Status of Implementation:

1. Construction of lag huts is complete
2. Construction of community Hall, Craft & Hi-Tech Centre, Reception & Fast food centre & Toilet has been done
3. Landscaping is complete
4. Rain water collection for 12000 liter has been completed
5. Construction of car parking has been completed
6. Provision of Solid Waste management has not been implemented
7. No Signage have been prepared

8. Constructed of Gate and Guard Room is complete
9. Campus Lighting is made available
10. Installation of Poly House is complete



Organization/Implementing Agency for Software : Samar foundation.

Year of Completion of Software : 2008.

Implementing Agency Details: Samar foundation, NGO, Address- Pocket, C-16 D, Siddhartha Extension, Delhi -110014

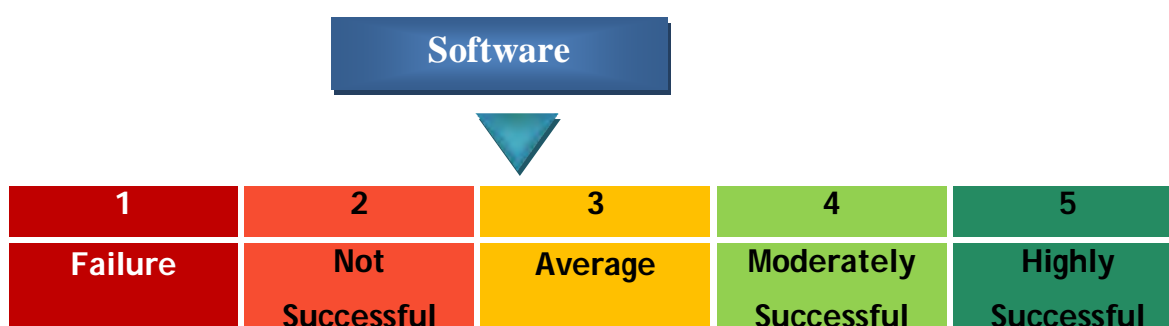
Software Components:

1. Workshop, seminars and Awareness Programs
2. Operational Norms
3. Training Activities
4. Tourism product development
5. Cultural festivals
6. Training on Photography and making of videos
7. Gender Sensitization
8. Marketing support

Status of Implementation:

1. They have organized Workshops, seminars and Awareness Programs

2. Training Activities
3. They have found SHG. (13 group)
4. Tourism product development (they have trained for grass products)
5. Cultural festivals have been organized
6. Training on Photography and making of videos
7. Gender Sensitization
8. Marketing support (they sent artisan to Noida, Dehradun & Surajkund)



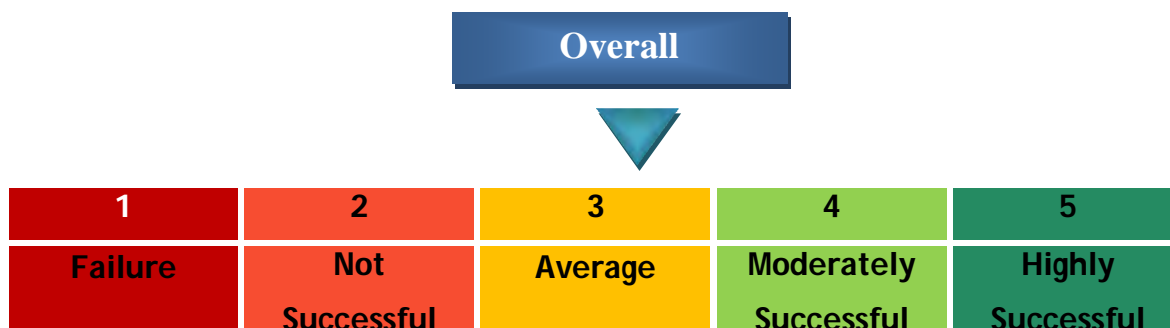
Perception about the Rural Tourism Project:

1. Successfully completed Hardware work. But faced problems with electricity & water connection.
2. Need maintenance.
3. For software work they have not got proper training.
4. They also have not yet received equipments.

Consultant's Gradation of the Rural Tourism Project:

1. Skill development programs in craft were not implemented properly
2. People did not get benefits after that project due to short time frame
3. No signage for TRC (Tourist Resting Center)
4. Public is not aware about TRC
5. There has been no increase in tourist flow due to this project

6. At present no boating facility is available in Nanak Sagar. If it is made available then tourists might increase.



Snapshots of the Rural Tourism Project:





Huts



Guard room.



Grass products.



Discussion with Beneficiary.

State : Uttarakhand

Location : Village Agora - Dodital District Uttarkashi

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

Activity/Craft : Eco- Tourism.

- **District Portrait**

Uttarkashi District town lies high in the Himalaya range, and the district contains the source of both the Ganges and Yamuna rivers, which attract thousands of Hindu pilgrims. The town lies on the main route to Gangotri, has many Hindu temples, and is also considered an important Hindu pilgrimage centre. Uttarkashi is home to a number of ashrams and temples and also to the Nehru Institute of Mountaineering.



- **About Agora village (Dodital)**

Agora/Dodital, is located in Garhwal region of Uttarkashi district along with the state of Uttarakhand. Surrounded by mountain vegetation of thick oak, deodar and rhododendron forests, Dodital is a beautiful place that is sure to captivate anyone with its mystic charm. Dodital offers excellent trekking opportunities through the wooded landscape and terraced fields. Generally the trek to Dodital starts at either Uttarkashi or Kalyani.



- **Crafts/Activities in the District**

There is no specific craft activity followed in Rudraprayag district. Crafts usually consists of utility items like doors, windows, rugs, carpets, baskets, copper utensils or the folk art Aipan made by people of Uttarakhand have a unique touch of nature in their designs.

HARDWARE

Organization/Implementing Agency for Hardware: The Secretary/Director Tourism, Govt. of Uttarakhand, Patel Nagar, Dehradun.

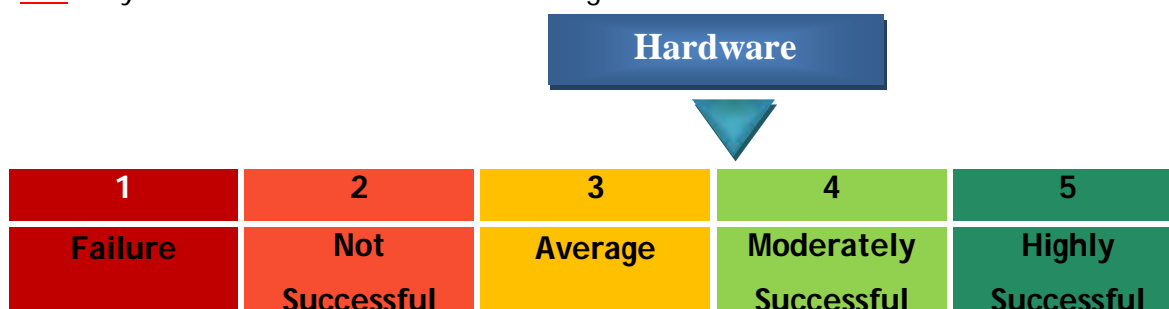
Year of Completion of Hardware: 2010

Hardware Components:

1. Development of camping sites at Dodital
2. Development of eco lodge at Dodital
3. Development of Toilets
4. Construction of drains \ sanitations
5. Garbage bins\disposal of solid waste
6. Interpretation center at Dodital
7. Village paths
8. Check point at Agora
9. Development of Agora-Dayara trail and construction of Morsana bridge
10. Rain water harvesting\water supply at Dodital
11. Dodital lake railing
12. Strengthening of Agora Dayara Trail
13. Solar lights and Solar water heater at Agora Dodital
14. Sleeping bags
15. Guiding equipment kits
16. Signage and display equipment.

Status of Implementation:

1. Development of camping sites has been done in Dodital
2. Development of eco lodge has been made in Dodital
3. Development of Toilets has been completed
4. Construction of drains \ sanitations has not been done
5. Garbage bins\disposal of solid waste has not been done
6. Interpretation center at Dodital been done
7. Village paths have not been made
8. Check point at Agora is complete
9. Development of Agora-Dayara trail and construction of Morsana bridge has been done
10. Rain water harvesting\water supply at Dodital has been constructed
11. Dodital lake railing is complete
12. Strengthening of Agora Dayara Trail done
13. Only Solar lights
14. No Solar water heater at Agora Dodital
15. No Guiding equipment kits
16. Signage and display equipment have been made
17. Construction of Toilets in 37 houses of Agora village done
18. They constructed Solar light in 37 houses
19. They constructed of materials and facilities in 10 houses (Materials: - Table-1, Chair-4l, Double bed-2, Solar light-1)
20. They constructed 4 solar light in path of Agora to Dodital
21. They constructed 1\2 K.M. abounding the Dodital Lake.

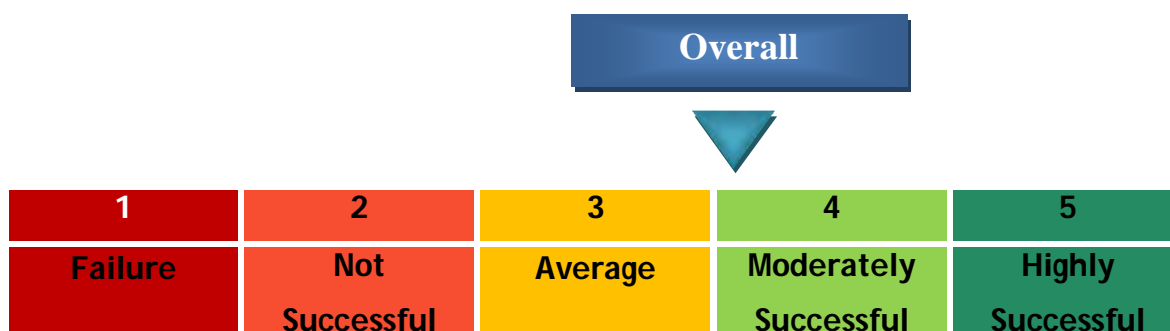


SOFTWARE

Organization/Implementing Agency for Software : No Software work only Hardware.

Perception about the Rural Tourism Project: Software work is not assigned to this district. More than 50% of the Hardware work is finished till now.

Consultant's Gradation of the Rural Tourism Project: Hardware work is done and has shown satisfactory results.



Snapshots of the Rural Tourism Project:





State : Uttarakhand

Location : Jageshwar

Project Name: Development of Jageshwar, as a Rural Tourism Destination.

Activity/Craft : Spiritual activities are conducted in this district.

- **District Portrait**

Almora, a picturesque district in the Kumaun region, East of Uttarakhand in India, with a breathtaking panoramic view of Himalayas, summons tourists worldwide to its alluring grandeur of natural beauty. This district is famous for its rich cultural heritage, unique handicrafts, sumptuous cuisine and magnificent wildlife, tied with an easy accessibility. Almora promises its tourists a visit full of fun and unforgettable moments.



- **About Jageshwar**

Situated around 35 KMs from Almora, Jageshwar is one of the most important religious places of Hindus in Kumaun and is believed to be the abode of one of the twelve 'Jyotirlingas'. It is even mentioned in the great epic of 'Mahabharata'. The great temple complex is situated within a narrow and beautiful valley covered with Cedar trees. There are 124 temples and hundreds of magnificent statues of exquisite craftsmanship.



- **Crafts/Activities**

The state of Uttarakhand has a rich tradition of various arts and crafts like painting, wood carving, jewelry making, candle making, decorative temples and of course performing arts like music and dance. Their inspiration was obviously the lush green surroundings, the turquoise sky and the snow filled mountains which could make anyone poetic. The most prominent craft of Uttaranchal is wood carving. Every Garhwali home has an intricately carved wooden entrance door. Talking of palaces, the most notable wood-carved architectural wonders are the Chandpur Fort, Temple of Srinagar (Garhwal), Pandukeshwar (near Badrinath), Devi Madin (near Joshimath), and Devalgarh Temple.

- **Artisans covered:** 15 SHG found. App. 250 beneficiary getting training at that time (8 villages)

HARDWARE

Organization/Implementing Agency for Hardware: Kumaon Mandal Vikas Nigam Ltd. Nainital

Year of Completion of Hardware: 2007

Implementing Agency Details: Kumaon Mandal Vikas Nigam Ltd. (KMVNL) is an enterprise of Govt. of Uttaranchal as GMVNL. Kumaon Mandal Vikas Nigam offers a wide range of services and facilities for tourists who want to plan their tour to Kumaon in Uttaranchal.

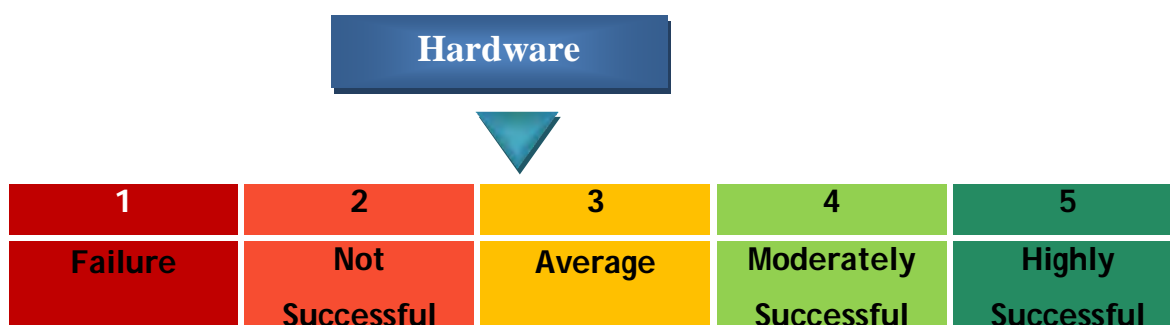
Hardware Components:

1. Construction of Log Huts (4 bedded 3 nos.)
2. Renovation of Existing Rooms of TRH (Tourist Resort House)
3. Renovation of Existing Toilet of TRH

4. Repairing of Existing TRH and Pantry
5. Renovation of Lounge, Corridor and Kitchen by providing vitrified floor tiles etc, of TRH
6. Modernization of Kitchen by providing kitchen equipments
7. Renovation of ceiling by providing teak wood perforated particle board ceiling tiles
8. Providing & fixing pelmets brass rods and roller brackets
9. Providing & fixing wooden floor on room floor
10. Construction of Kitchen Dining & Lounge (F.F)

Status of Implementation:

1. Constructed Log Huts (4 bedded 3 nos.)
2. Renovation of Existing Rooms of TRH (Tourist Resort House) completed
3. Renovation of Existing Toilet of TRH completed
4. Repairing of Existing TRH and Pantry has been done
5. Renovation of Lounge, Corridor and Kitchen by providing vitrified floor tiles etc, of TRH completed
6. Modernization of Kitchen by providing kitchen equipments completed
7. Renovation of ceiling by providing teak wood perforated particle board ceiling tiles has been done
8. Wooden floor in the rooms have been made
9. Construction of Kitchen Dining & Lounge (F.F) completed.



SOFTWARE

Organization/Implementing Agency for Software: Institute of Himalayan environmental Research and education, Masi Bazar, Masi, District- Almora.

Year of Completion of Software: 2007.

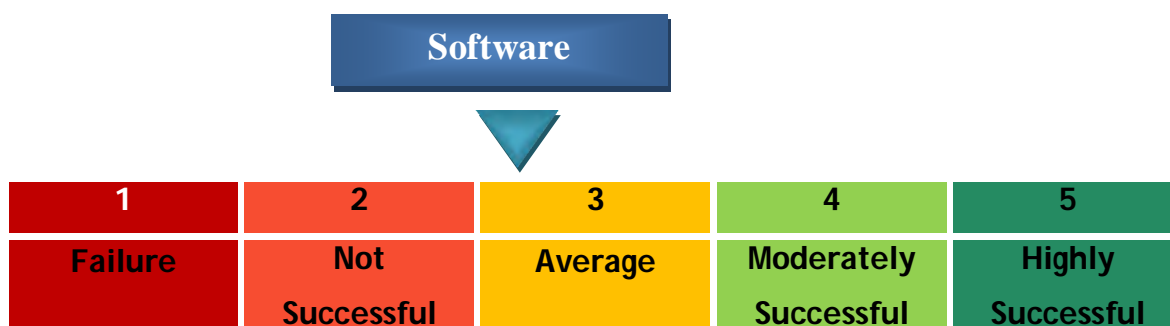
Software Components:

1. Resource mapping of area to identify potential points of attraction in and around Jageshwar
2. PRA Training on human resource, natural resource and potential areas at village level
3. Development of tourist print material
4. Identification of main tourist facility provider groups
5. Training of follow up of ethics- code of conduct on tourism, training on hospitality, behavior and communication on tourism, food and serving training link with organic food for tourists
6. Training on health and hygiene
7. Provision of garbage disposal
8. Natural resource and environment awareness training
9. Training on legal issues on tourist business.

Status of Implementation:

1. Base line survey has been done.
2. Eco Tourist village PRA has been done.
3. 5000 posters of 1000 each on five different issues on Jajeshwar Dham are developed, published and distributed in different main tourist outlets and offices.

4. A tourist visitor book on Jageshwar Dham is developed and finalized for printing. A set of six picture postcards is designed and developed on Jageshwar Dham.
5. Photo documentation of approximately 250 appealing picturesque photos is completed on Jageshwar Dham and the surrounding areas.
6. Information for Website of Jageshwar Dham has been provided.
7. Information maps on the following topics on Jageshwar Dham have been prepared.
8. Base Tourist guide route map showing points of attraction in and around Jageshwar.
9. Base map of Jageshwar Temple is complete.
10. Base map of Eco-tourist villages around Jageshwar has been made.
11. Revenue map of Jageshwar has been made.

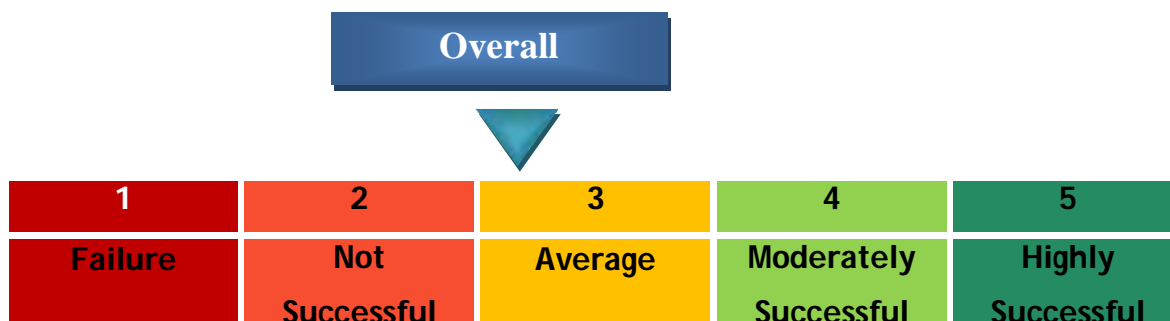


Perception about the Rural Tourism Project:

1. All hardware work that was done at that time needs to be repaired again.
2. For software work time frame is very less, and after training they don't continue the projects.
3. The beneficiaries don't get financial help after the project.
4. Training provided is also not satisfactory.
5. No improvement in socio economic condition has taken place.
6. Local tourists increase day by day but outside tourists do not increase.
7. Infrastructure of the nearby village also does not show any improvement.

8. Over all software work is less than satisfactory.

Consultant's Gradation of the Rural Tourism Project: Hardware works need some improvement as it has become old while software work needs to be carried out for a longer period.



Snapshots of the Rural Tourism Project:





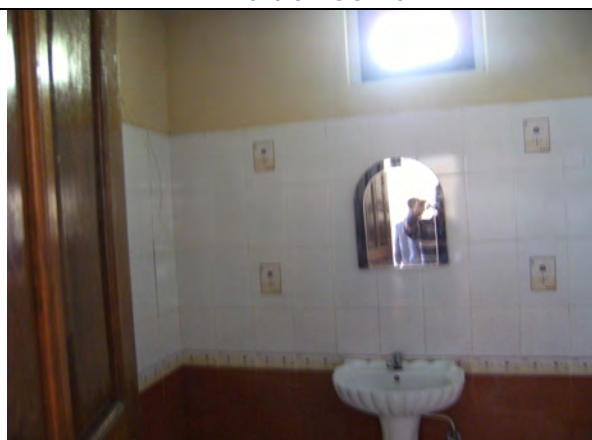
Wooden flooring & wall.



In side rooms.



Wooden flooring.



Toilets.



Dining hall.



Renovation of existing Pantry.



Renovation of Lounge.



Renovation existing rooms of TRH.



Taken Interview of beneficiary.



Taken Interview of beneficiary.

State : Uttarakhand

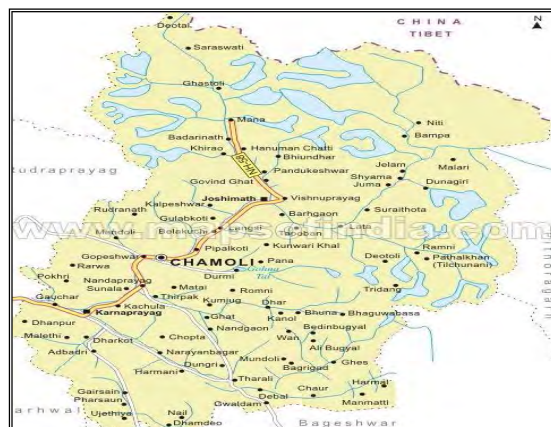
Location : Village MANA District Chamoli

Project Name: Development of Chamoli, as a Rural Tourism Destination.

Activity/Craft: Trekking Adventure

- **District Portrait**

Chamoli is bounded by the Tibet region to the north, and by the Uttarakhand districts of Pithoragarh and Bageshwar to the east, Almora to the south, Garhwal to the southwest, Rudraprayag to the west, and Uttarkashi to the northwest. Chamoli has a variety of destinations of pilgrim and tourists' interest. The district is largely inhabited by Tibetans of the Bhotiya ethnic group who adhere to Hinduism.



- **About Village Mana**

Mana is the last village on Indo-Tibet border. A small and segregated village it is popular among tourists because of natural beauty of surroundings. The Mana people are also reputed for their weaving skills. The hand woven shawls, carpets or durries and sweaters are a masterpiece in themselves.



- **Crafts/Activities in the District :**

Chamoli district situated in the mid Himalayas is home to the Rudia Community. Since ages the Rudia's have provided the community with house hold utility items made out of hill bamboo, locally called as Ringal. With diminishing markets for such produce

and the competition from plastics and other cheap materials, The District has a good resource base of Natural Fibers such as Agave sisalana, Stinging Nettle, Industrial Hemp etc. These fibers have been brought to limited use by the local weaving community of Bhotias who have traditionally worked with wool.

- **Artisans covered:** Handicrafts- 35 (all are ladies, products are carpet, durries & shawls), PRA (Participatory Rural Appraisal) training-140, Basic English training 22, Design & Product development training -142, diversified farming-157, EDP training for women-35, publication of IEC-53, Skill argumantation-68, Guide training -12, Training for hotelier -53, till now no SHG found.

HARDWARE

Organization/Implementing Agency for Software: The Gram Panchayat MANA

Year of Completion of Software: 2007.

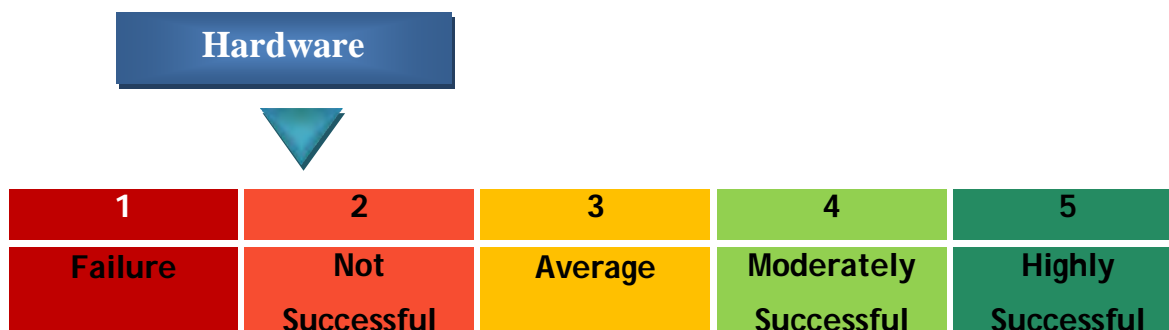
Hardware Components:

1. Construction of Tourist Huts (2 nos.)
2. Construction of Tourist Reception and handicraft sales centre
3. Construction of Restaurant
4. Construction of Toilets
5. S\F Street Lights along main village park
6. Construction of Drain and reconstruction of internal CC roads
7. Landscaping and beautification of Kandara ToK for Natural water source
8. S\F Dustbins and Signage in village area.

Status of Implementation:

1. Construction of two tourist Huts at different places completed in 2010 in MANA Village
2. Tourist reception & handicraft sales centre have not been constructed
3. Restaurants have not been constructed

4. Construction of two toilets and one urinal along the road completed
5. Street lights are not there along the main village park
6. Construction of R.C.C.Road in Mana village done but construction of Drain is yet to be done
7. No Dustbins and Signage in village area.



SOFTWARE

Organization/Implementing Agency for Software: The Gram Panchayat MANA

Year of Completion of Software: 2010.

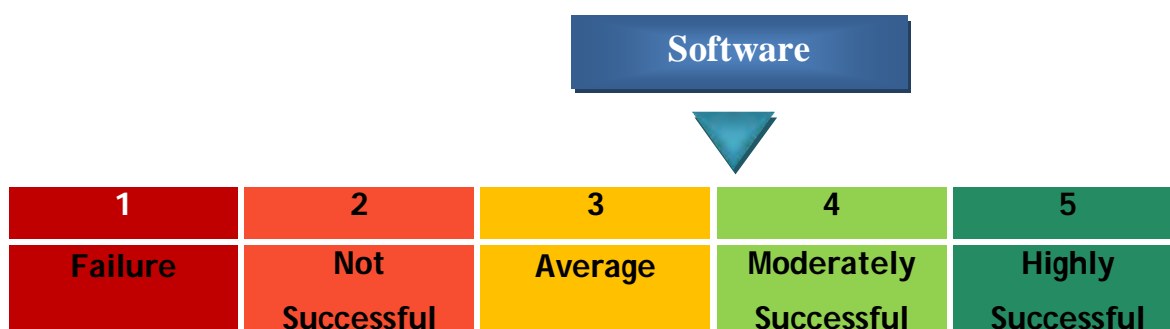
Software Component

1. Motivation, Education and formation of village level committees
2. Base line survey through PRA and resource mapping
3. Training for women Self Help Groups
4. EDP training for women and van Panchayat
5. Youth clubs
6. Capacitating of weavers
7. Basic English training for boys and girls
8. Design and product development training
9. Diversified farming
10. Skill augmentation
11. Advocacy workshops

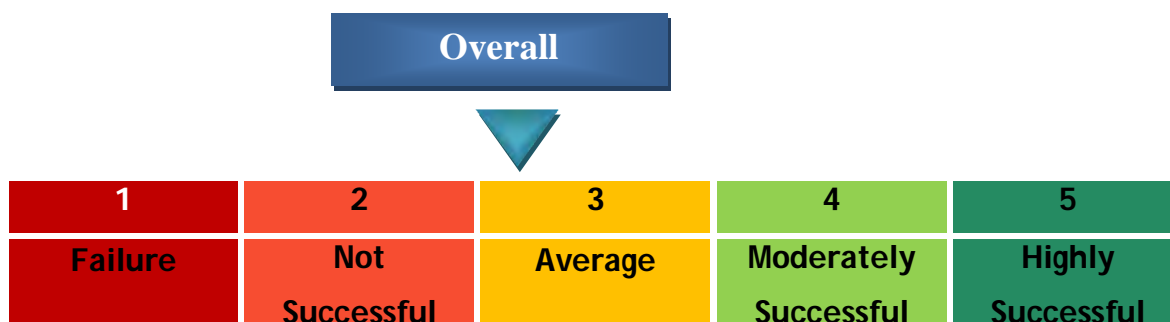
12. Industrial festival and craft mela
13. Training for guides
14. Training for hotelier
15. Publication of IEC material and media management.

Status of Implementation

1. Motivation, Education and formation of village level committees have been done
2. Base line survey through PRA and resource mapping has been done
3. No Training for women Self Help Groups has been conducted
4. EDP training for women and van Panchayat has been done
5. Youth clubs are made
6. Capacitating of weavers has been done
7. Basic English training for boys and girls has been implemented
8. Design and product development training is complete
9. Diversified farming is complete
10. Skill augmentation has been imparted
11. No Industrial festival and craft mela has been organized
12. Training for guides is complete
13. Training for hotelier is also complete
14. Publication of IEC material and media management has been done.



Perception about the Rural Tourism Project: Software work has been 90% implemented and is successful where as hardware work is on a slow progress and will take time to be accomplished.



Consultant's Gradation of the Rural Tourism Project:

1. Hardware work of Tourist Huts is satisfactory but not in use.
2. Toilets need repair work.
3. CC road are in good condition.
4. For software work duration is very less.
5. After the project, tourist flow has increased in the village.
6. Socio economic conditions have partly improved.
7. Finally 20% of the total artisans are getting benefits from the project.
8. The beneficiaries also need financial help to continue to prosper.

Snapshots of the Rural Tourism Project:



State : Uttarakhand

Location : Village Sari, District. Rudraprayag

Project Name: Development of Sari, as a Rural Tourism Destination.

Activity/Craft: Eco- Tourism

- **District Portrait**

Rudraprayag is a district of Uttarakhand state of northern India, Rudraprayag town is the administrative headquarters of the district. Bounded by Uttarkashi District on the north, Chamoli District on the east, Pauri Garhwal District on the south, and Tehri Garhwal District on the south.



- **About Sari Village**

Sari village is in Rudraprayag district, Tehsil Ukhimath. This is a very small village, Deoria Tal 2 Km away for the village. The sight of the snow bound peaks in the calm and placid lake waters is magical and will take you to a different world altogether. Deoria Tal is situated in the depths of the Kedarnath area of the Garhwal Himalaya. The sunrises and sunsets from here will enthrall one and offer a memorable experience



- **Crafts/Activities in the District :**

There is no specific craft and activity performed in Rudraprayag district. Crafts consists of

usually utility items like doors, windows, rugs, carpets, baskets, copper utensils or the folk art Aipan made by the people of Uttarakhand, have a unique touch of nature in their designs.

- **Artisans covered:** They made 10 SHG, each group consists of 10 to 12 ladies. Basic English training was imparted to 105 people. 45 people were imparted Motivation, Education and Formation training. There were 42 people who attended Workshops. Awareness programmes consisted of 41 people. Photography and making of videos had total 15 people & 95 people attended seminar in this village.

HARDWARE

Organization/Implementing Agency for Hardware: Director, Corbett Tiger Reserve, Ram Nagar, Nainital/The secretary Tourism, Govt. of Uttaranchal, Dehradun.

Year of Completion of Hardware: Implementing Agency Details: 2008.

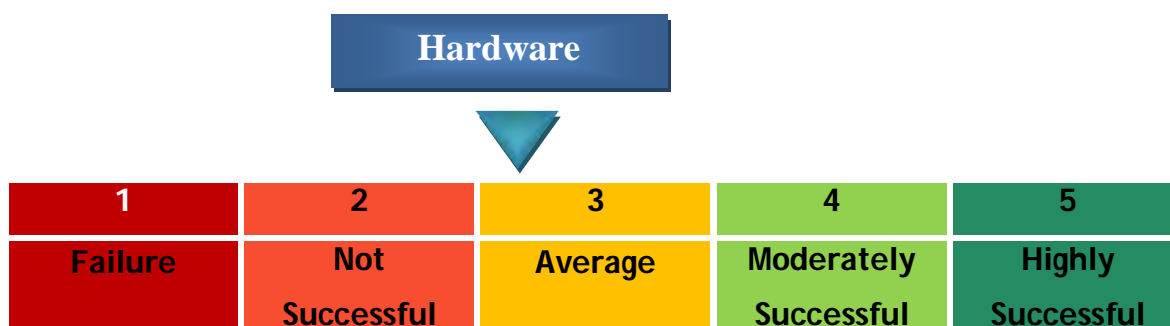
Hardware Components:

1. Beautification of Devriyatal
2. Small Engineering Works
3. Construction of Flower Garden
4. Repair Works of approach road to Devriyatal-13 k.m
5. Purchase and installation of Solar Lighting equipment total 18 in number
6. Purchase and placement of 20 garbage Bins
7. Construction of 10 pits for Garbage Disposal
8. Construction of 4 shade Huts
9. Laying of Pipes for drinking water supply
10. Construction of 10 Toilets
11. Renovation of local Temple
12. Construction of Reception Centre

13. Construction of Interpretation Centre
14. Development of 4 Camping Areas
15. Renovation and Up keeping of 10 Accommodation 10
16. Development work of Trek Roots – 50 Kms.

Status of Implementation:

1. Beautification of Devriyatal has not been done
2. Small Engineering Works has not been done
3. Construction of Flower Garden has not been done
4. Repair Works of approach road to Devriyatal has been done
5. Purchase and installation of Solar Lighting equipment is not complete
6. 7 garbage Bins have been installed
7. Construction of pits for Garbage Disposal has been done
8. Construction of shade Huts has not been done
9. Laying of Pipes for drinking water supply has not been done
10. Construction of Toilet has not been done
11. Renovation local Temple has not been done
12. Construction of Reception Centre has been done
13. Construction of Interpretation Centre has been done
14. Development of Camping Area has not been done
15. Renovation and Up keeping of Accommodations has not been done
16. Development work of Trek Roots has been done.



SOFTWARE

Organization/Implementing Agency for Software: Samar Foundation New Delhi.

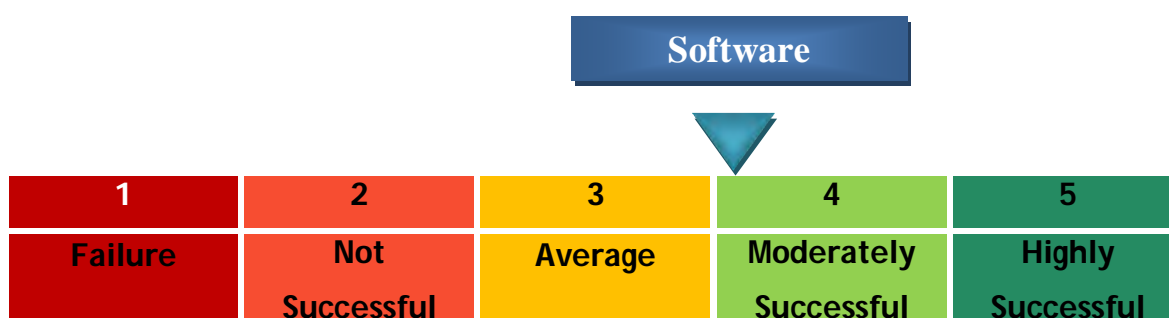
Year of Completion of Software : 2010.

Software Components :

1. Workshop Seminar and Awareness programmes
2. Operational Norms
3. Training on Photography and making of videos
4. Gender Sensitization
5. Marketing support.

Status of Implementation

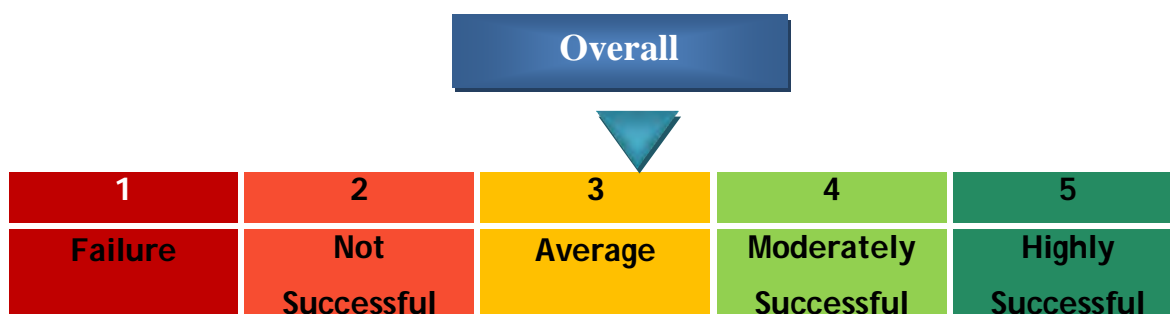
1. Workshop Seminar and Awareness programmes have been completed.
2. Operational Norms have not been made.
3. Training on Photography and making of videos are complete.
4. Gender Sensitization has been done.
5. Marketing support has been done.
6. Basic English training has also been imparted.



Perception about the Rural Tourism Project: All the software work has been done except for one whereas hardware work has been implemented partially.

Consultant's Gradation of the Rural Tourism Project:

1. In Hardware maximum work has not been done. Only reception & Interpretation centre are constructed, which also need to be repaired at present
2. Road's condition is also not good at present
3. Photography & making of videos are the only beneficial tools to increase socio economic condition. Others do not bring any benefits due to short frame of time
4. Tourists are not increasing after the implementation of the project
5. After SHG are formed, they know how to save money
6. After Basic English training, skills have improved.



Snapshots of the Rural Tourism Project:



State : Uttarakhand

Location : Village Triyuginarayan, District Rudraprayag

Project Name: Development of Triyuginarayan, as a Rural Tourism Destination.

Activity/Craft : Spiritual and Adventure.

• District Portrait

Rudraprayag is a district of Uttarakhand state of northern India, Rudraprayag town is the administrative headquarters of the district. Bounded by Uttarkashi District on the north, Chamoli District on the east, Pauri Garhwal District on the south, and Tehri Garhwal District on the south. The district was carved out from the following areas of three adjoining districts. Rudraprayag District came out from three districts Pauri, Chamoli and Tehri on 16th September 1997.



• About Tryuginarayan

Triyuginarayan is located at a distance of 5 km trek from Son Prayag. Situated in a beautiful village in Rudraprayag, this place is famous for the old temple, which is dedicated to Lord Vishnu. The temple located within the destination has its architecture and design resembling to Kedarnath shrine. Tourists visiting this sightseeing place can also make a visit to other attractions such as Vishnu Kund, Rudra Kund and Brahma Kund.



- **Crafts/Activities in the District :**

There is no specific craft and activity performed in Rudraprayag district. Uttarakhand, cradled in the lap of the lofty Himalayas, the state boasts of snow- peaks, stealthy glaciers, meandering rivers, mist laden valleys and exotic species of flora and fauna. Inspired by this flawless natural splendor, the people of Uttarakhand have created and nurtured various forms of arts and crafts since ages. Crafts consists of usually utility items like doors, windows, rugs, carpets, baskets, copper utensils or the folk art Aipan made by the people of Uttarakhand, have a unique touch of nature in their designs.

- **Artisans covered:** They made 10 SHG; each group consists of 10 to 12 ladies. Basic English training was imparted to 55 people. 12 people were imparted Adventure training and 30 were involved with food-catering training. There were 30 people who attended PRA training. Handicraft consisted of 60 ladies.

HARDWARE

Organization/Implementing Agency for Hardware: Garhwal mandal Vikas Nigam Ltd, Dehradun.

Year of Completion of Hardware: 2011

Implementing Agency Details: Garhwal Mandal Vikas Nigam Ltd. Garhwal Mandal Vikass Nigam Ltd. is an enterprise of Uttaranchal Government. The GMVN was formed on 31st March 1976 to develop the tourism industry in Garhwal hills.

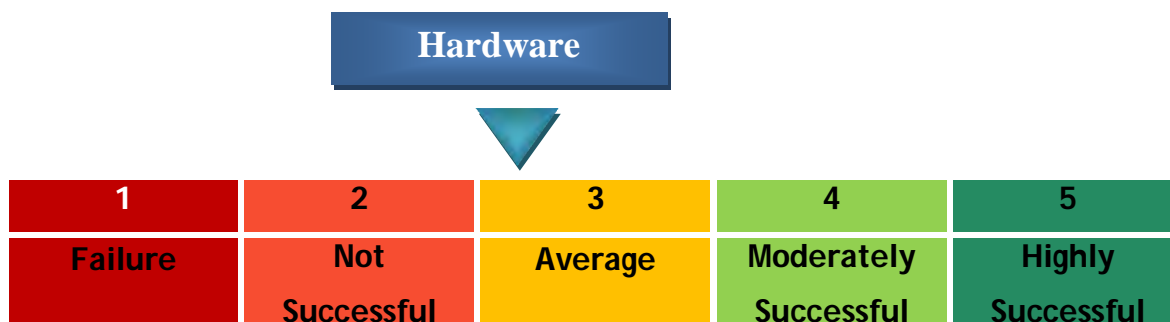
Hardware Components:

1. Construction of 2 views points
2. Development of camping site at Gauri Cave
3. Development of pedestrian path
4. Development of village path
5. Construction of Toilet Block

6. Development of parking place
7. Beautification of premises of temple
8. Installation of Reflective Tourism Signage Board
9. Tourism Training programme.

Status of Implementation:

1. They constructed 2 view points, at present both are in good condition
2. They have constructed R.C.C.road at 250 meters Gauri Gufa path but at present it is partially complete
3. They have constructed R.C.C.work in front of Triyuginarayana Temple at 60 meters
4. They have constructed the wall [pacca] at the backside of Triyuginarayana at 25 meters
5. They also fixed tiles inside the kund
6. They constructed of 2 Toilets in Triyuginarayana village
7. They had installed reflective tourism signage's Board.



SOFTWARE

Organization/Implementing Agency for Software: Samar Foundation

Year of Completion of Software : 2010.

Software Components

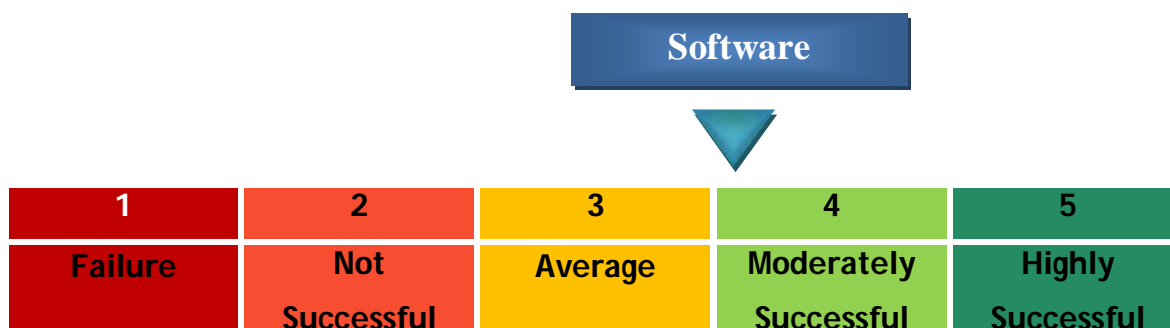
1. Motivation, Education and formation of village level committees
2. Baseline survey through PRA and resource mapping
3. Training for men and women at Self-Help Group
4. Building for Men\Women and forming of Triyuginarayan village Panchayat
5. Capacitating of temple priests
6. Basic English Training was imparted
7. Design and product development training
8. Skill argumentation
9. Local Fairs\Festivals and Craft Mela were held
10. Training for Hoteliers & Restaurants owners
11. Publication of publicity materials and media managements.

Status of Implementation

1. Motivation, Education and formation of village level committees have been done
2. Baseline survey through PRA and resource mapping has been done
3. Training for men and women Self-Help Group has been done
4. Capacity Building for Men\Women and formation of Triyuginarayan village Panchayat are not complete
5. Capacitating of temple priests is not complete
6. Basic English Training has been imparted
7. Design and product development training has been done
8. Training on skill argumentation is complete
9. Local Fairs\Festivals and Craft Mela were held
10. Training for Hoteliers & Restaurants owners has been done.
11. Publication of publicity materials and media managements is complete
12. They had trained 30 trainers on 04-04-2008 to 09-04-2010
13. They had trained 10 groups of 10 women on 22-10-2008 to 24-10-2010
14. They had trained 50 trainers on 28-02-2009 to 28-03-2009
15. They had trained 30 women of food catering on 03-02-2010 to 18-02-2010

16. They had trained 25 peoples of Adventure training, paragliding training on 03-03-2010 to 06-03-2010

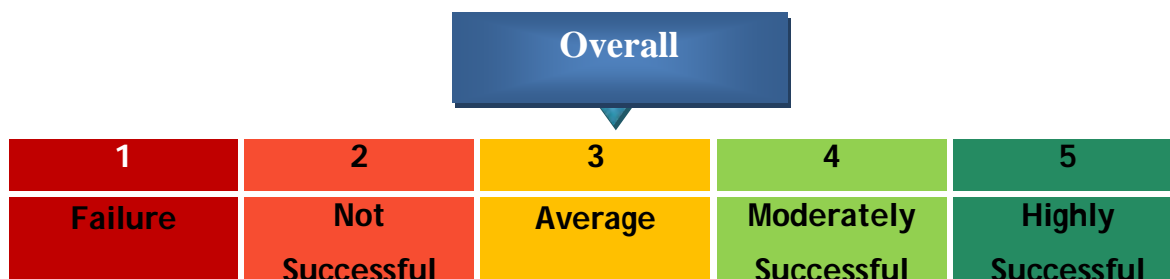
17. They had trained 60 women on activities related to Craft [Local Grass & woolen] on 04-09-2010 to 04-10-2010.



Perception about the Rural Tourism Project: Software work has been performed really well and it might give huge benefits to the people of the village while hardware work is satisfactory.

Consultant's Gradation of the Rural Tourism Project:

1. Hardware work is satisfactory
2. One view point is made at a proper location while another one is not made at a proper location so only one is in use for the tourists to visit
3. They need to improve village road for tourist attraction
4. Overall software programme is good but because of the scarcity of raw material (Grass), craft training imparted is useless
5. Socio economic conditions have been partly improved
6. Training period is of very short time.



Snapshots of the Rural Tourism Project:



State : Uttarakhand

Location : Adi kailash

Project Name: Development of Adi Kailash, as a Rural Tourism Destination.

Activity/Craft : Adventure/ Spiritual

- **District Portrait**

Nainital is a glittering jewel in the Himalyan necklace, blessed with scenic natural splendour and varied natural resources . Dotted with lakes , Nainital has earned the epithet of 'Lake District' of India . The most prominent of the lakes is Naini lake ringed by hills. Some of the important places in the district are Nainital , Haldwani , Kaladhungi , Ramnagar , Bhowali , Ramgarh , Mukteshwar , Bhimtal , Sattal and Naukuchiatal . Nainital's unending expanse of scenic beauty is nothing short of a romance with awe-inspiring and pristine Mother nature.Nainital is headquarter of Nainital District. It is also divisional Headquarter of Kumaon Division of Uttarakhand State.



- **About Adi Kailash village**

From District head quarter Nainital, Adi Kailash is 35 km, near village Pinrowh in the Division Bhimtal.

- **Crafts/Activities**

The state of Uttarakhand has a rich tradition of various arts and crafts like painting, wood



carving, jewelry making, candle making, decorative temples and of course performing arts like music and dance. Their inspiration was obviously the lush green surroundings, the turquoise sky and the snow filled mountains which could make anyone poetic. The most prominent craft of Uttarakhand is wood carving. Every Garhwali home, let alone the palaces, has an intricately carved wooden entrance door. Talking of palaces, the most notable wood-carved architectural wonders are the Chandpur Fort, Temple of Srinagar (Garhwal), Pandukeshwar (near Badrinath), Devi Madin (near Joshimath), and Devalgarh Temple. The next in line are the fine-arts including the Miniature Paintings and Aipan & Peeth.

- **Artisans covered: An overview**

Total 9 SHG have been found, and in total there are 140 beneficiaries.

HARDWARE

Organization/Implementing Agency for Hardware: Kumaon Mandal Vikas Nigam Ltd. Nainital

Year of Completion of Hardware: 2007

Implementing Agency Details: Kumaon Mandal Vikas Nigam Ltd. (KMVNL) is an enterprise of Govt. of Uttarakhand as GMVNL. Kumaon Mandal Vikas Nigam offers a wide range of services and facilities for tourists who want to plan their tour to Kumaon in Uttarakhand. They also involve infrastructure development, construction of TRC's and construction works as per government sanctions.

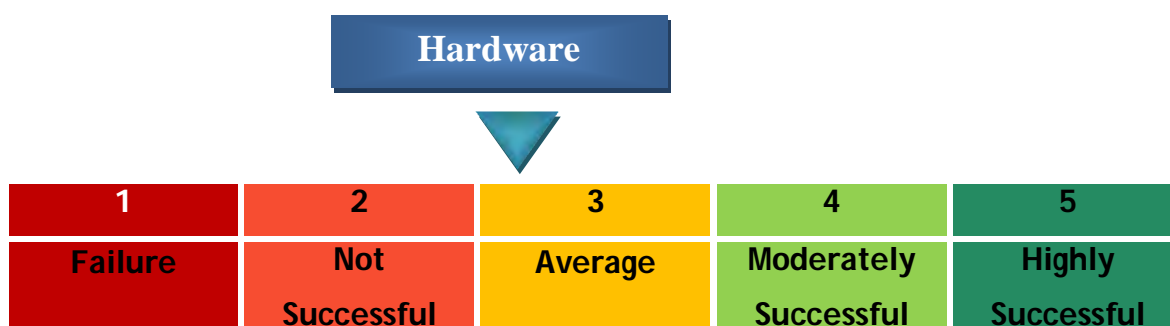
Hardware Components:

1. Construction of Log huts

2. Construction of Community Hall, Craft & Hi- Tech Centre, Reception & Fast Food Centre & Toilets
3. Landscaping
4. Rain Water collection for 12000 liter @ 7/liter
5. Construction of car parking
6. Provision of solid waste management
7. Signage, Gate, Guard Room etc.
8. Campus Lighting.

Status of Implementation:

1. Construction of Log huts has been done.
2. Construction of Community Hall, Craft & Hi- Tech Centre and Reception & Fast Food Centre & Toilets are complete.
3. Landscaping has been done.
4. Rain Water collection has not been done.
5. Construction of car parking has not been done.
6. Provision for solid waste management has not been made.
7. No Signage has been made.
8. Gates, Guard Room have been made.
9. Implementation of Campus Lighting has not been done.



SOFTWARE

Organization/Implementing Agency for Software: Samar Foundation

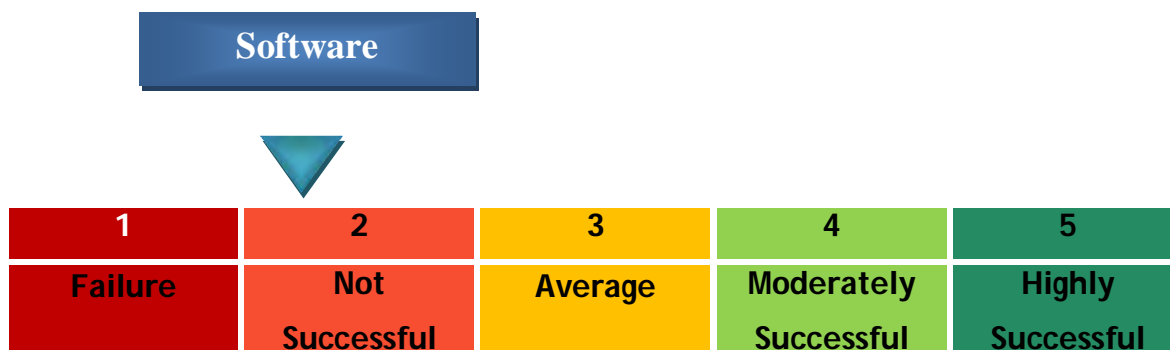
Year of Completion of Software : 2008

Software Components:

1. Workshop, seminars and Awareness programmes
2. Operational Norms
3. Training Activities
4. Tourism product development
5. Cultural/Festivals
6. Training on photography & making of videos
7. Gender Sensitization
8. Marketing Support.

Status of Implementation:

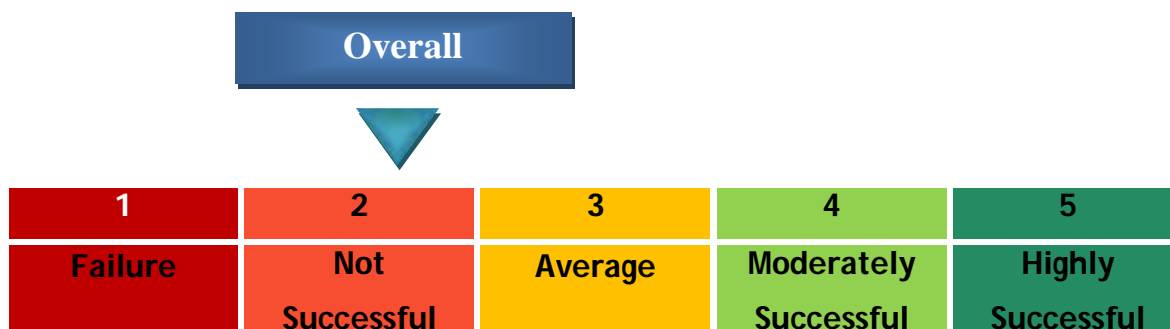
1. Workshop, seminars and Awareness programmes are complete
2. Operational Norms have been completed
3. Training Activities have been imparted (spoken English training)
4. Tourism's Products have not been developed
5. Cultural/Festivals have not been taken care of
6. Training on photography & making of videos have been done
7. Gender Sensitization has been done
8. Marketing Support done.



Perception about the Rural Tourism Project: Hardware has given satisfactory results. Though, software work has been done but still the important ones have been left out, not yielding beneficial results.

Consultant's Gradation of the Rural Tourism Project:

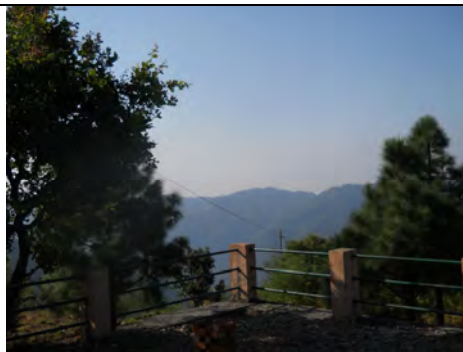
1. Hardware work is satisfactory
2. No Signage are there
3. No water supply
4. No Electricity
5. There has been no craft base training for software work
6. Less tourist flow
7. Need tools for making of videos & photography after training
8. Socio economic conditions have not improved at present.
9. Marginal benefit in terms of gender sensitization.
10. Over all software work is not satisfactory.



Snapshots of the Rural Tourism Project



Log huts.



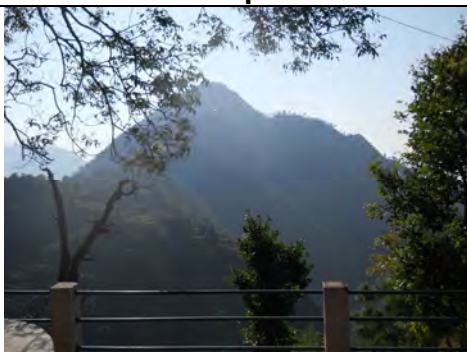
Campus.



Campus



Guard room.



Log huts campus.



Log huts campus.



Group Discussion with beneficiary.



Group Discussion with beneficiary.



Group Discussion with beneficiary.



View of Adi- Kailash.



Approach road.



Approach road.

State : Uttarakhand

Location : Mottad, Kharsali & Thali- Bhutotra villages, District
Uttar Kashi

Project Name : Development of Mottad, Kharsali & Thali- Bhutotra
villages, District Uttar Kashi, as a rural tourism destination.

Activity/Craft : Eco-Tourism

- **District Portrait**

Uttarkashi District town lies high in the Himalaya range, and the district contains the source of both the Ganges and Yamuna rivers, which attract thousands of Hindu pilgrims. The town lies on the main route to Gangotri, has many Hindu temples, and is also considered an important Hindu pilgrimage centre. The district is bounded on the north by Himachal Pradesh state, on the northeast by Tibet, on the east by Chamoli District, on the southeast by Rudraprayag District, on the south by Tehri Garhwal District, and on the west by Dehradun District. Uttarkashi is home to a number of ashrams and temples.



- **About Mottad, Kharsali & Thali-Bhutotra villages**

Thali is located in the Puraula tehsil of Uttarkashi district. Kharsali is a small village situated at a distance of 1 km. away from Yamunotri. In fact, it



is the last village in the region. Actually, Kharsali is a stimulating spot located in the vicinity of Janki Chatti. The place boasts about stunning natural surroundings and serene ambiance to the visitors, thereby making it a popular picnic spot. Nestled in the Uttarkashi district of Uttarakhand, it is quaint.

- **Crafts/Activities in the District**

Crafts consists of usually utility items like doors, windows, rugs, carpets, baskets, copper utensils or the folk art Aipan made by the people of Uttarakhand, have a unique touch of nature in their designs.

HARDWARE

Organization/Implementing Agency for Hardware: The Secretary/Director Tourism, Govt. of Uttarakhand, Patel nager, Dehradun.

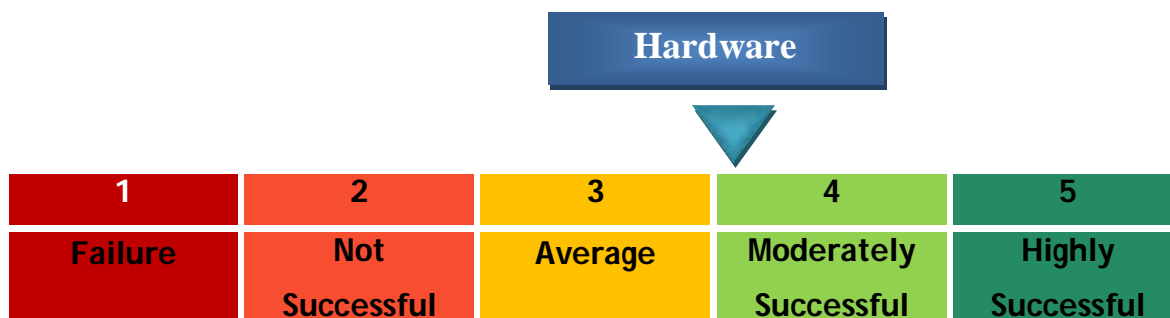
Year of Completion of Hardware : 2008

Hardware Components:

1. Developing of camping site at Mottad including fencing, at Sandra, repair of bridge path, trekking path, toilets at Mottad, repair of pipeline, solid waste disposal system, Interpretation centre at Sandra, repair of nature trail park.
2. Camping site at Jarmola, Bridge park, toilets at Kharsali, Up gradation dwelling houses, repair of nature trail park.
3. Camping site at Bhasala Approach Park, drainage, toilets at village Thali, repair of nature trail, repair trekking park.
4. Purchase of rucksacks, sleeping bags, Swiss cottage tents, nylon tents, kitchen tents.
5. Purchase of solar apparatus installation, solar water heater and solar lantern.

Status of Implementation:

1. Developing of camping site at Mottad including fencing, at Sandra, repair of bridle path, trekking path, toilets at Mottad, repair of pipeline, solid waste disposal system, Interpretation centre at Sandra, repair of Nature Trail Park have been done.
2. Camping site at Jarmola, Bridle Park, toilets at Kharsali, up gradation dwelling houses, repair of Nature Trail Park have been made.
3. Camping site at Bhasala Approach Park, drainage, toilets at village Thali, repair of nature trail, repair trekking park have been made.
4. Purchase of rucksacks, sleeping bags, Swiss cottage tents, nylon tents, kitchen tents are complete.
5. Purchase of solar apparatus installation, solar water heater and solar lalten are also complete.



SOFTWARE

Organization/Implementing Agency for Software : No Software work.

Perception about the Rural Tourism Project: All the Hardware work has been completed while no software work was given in this district.

Consultant's Gradation of the Rural Tourism Project: Over all hardware work is satisfactory but needs to be maintained.

Overall

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

Snapshots of the Rural Tourism Project:



State : Uttarakhand

Location : Padampuri

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

Activity/Craft: Spiritual.

• District Portrait

Dotted with lakes , Nainital has earned the epithet of 'Lake District' of India . The most prominent of the lakes is Naini lake ringed by hills . Nainital has a varied topography . Some of the important places in the district are Nainital , Haldwani , Kaladhungi , Ramnagar , Bhowali , Ramgarh , Mukteshwar , Bhimtal , Sattal and Naukuchiatal . Nainital's unending expanse of scenic beauty is nothing short of a romance with awe-inspiring and pristine Mother nature. Nainital is headquarter of Nainital District. It is also divisional Headquarter of Kumaon Division of Uttarakhand State.



About Padampuri village

Padampuri is located in Nainital District of Uttaranchal. It is at an altitude of 5200 feet. It is around 15 kms north of Bhimtal, 29 kms west of Nainital. Padampuri makes for a compelling gateway, Nature lovers could be in for a surprise if they trek along the less-traversed-paths of the forests and find more than 580 species of birds, a wide



range of flora and forests full of Kumaon lemon trees. Padampuri is covered with pine and deodar trees all around. It is a small village with immense rich and varied wildlife. There are jungle cats, mountain deer, and wild boar, great variety of Himalayan birds and occasionally bear and leopard.

- **Crafts/Activities in the District**

The state of Uttarakhand has a rich tradition of various arts and crafts like painting, wood carving, jewelry making, candle making, decorative temples and of course performing arts like music and dance. Their inspiration was obviously the lush green surroundings, the turquoise sky and the snow filled mountains which could make anyone poetic.

The most prominent craft of Uttaranchal is wood carving. Every Garhwali home, let alone the palaces, has an intricately carved wooden entrance door. Talking of palaces, the most notable wood-carved architectural wonders are the Chandpur Fort, Temple of Srinagar (Garhwal), Pandukeshwar (near Badrinath), Devi Madin (near Joshimath), and Devalgarh Temple.

HARDWARE

Organization/Implementing Agency for Hardware: Kumaon Mandal Vikas Nigam Ltd. Nainital

Year of Completion of Hardware : 2007

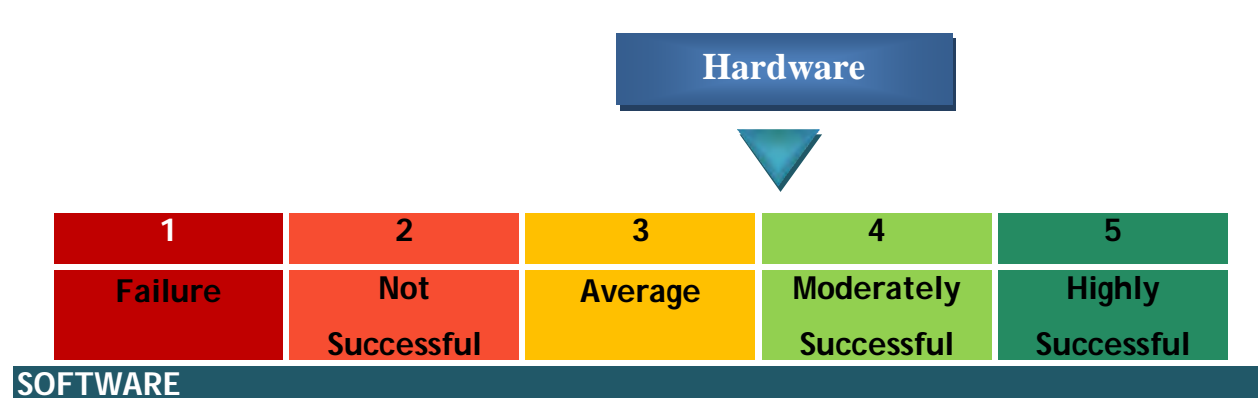
Implementing Agency Details: Kumaon Mandal Vikas Nigam Ltd. (KMVNL) is an enterprise of Govt. of Uttaranchal as KMVNL. Kumaon Mandal Vikas Nigam offers a wide range of services and facilities for tourists who want to plan their tour to Kumaon in Uttaranchal. They also involve infrastructure development, construction of TRC's and construction works as per government sanctions.

Hardware Components:

1. Construction of Log huts
2. Construction of community Hall, Craft & Hi-Tech Centre, Reception & Fast Food Centre & Toilets.
3. Landscaping.
4. Rain water collection for 1200 ltr. @ Rs. 7/ltr.
5. Construction of car parking.
6. Provision of solid waste management.
7. Signage, Gate, Guard room etc.
8. Campus lighting
9. Installation of Poly House (30 x 11")

Status of Implementation:

1. Constructed of Log huts has been completed.
2. Constructed of community Hall, Craft & Hi-Tech Centre, Reception & Fast Food Centre & Toilets has also been completed.
3. Landscaping has been done.
4. Rain water collection for 1200 ltr has been done.
5. Construction of car parking has been done.
6. Provision of solid waste management has not been done.
7. Signage has not been done.
8. Gates, Guard rooms have not been made.
9. Campus lighting has been completed.
10. Installation of Poly House has not been done.



Organization/Implementing Agency for Software: Samar Foundation

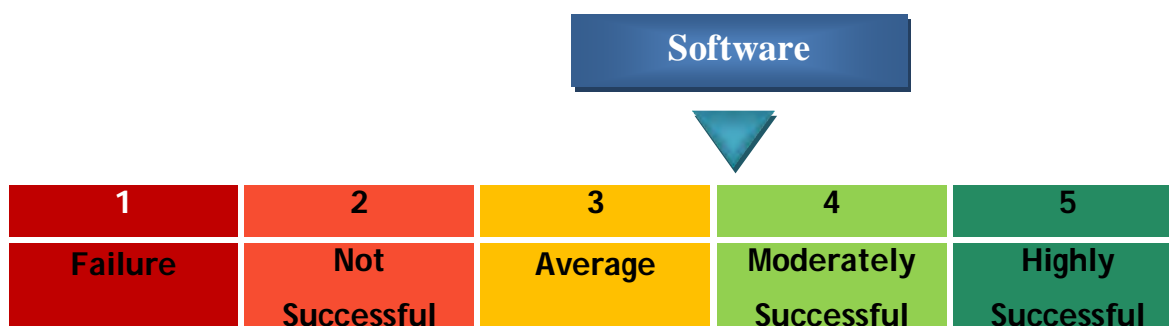
Year of Completion of Software : 2008

Software Components:

1. Workshop, Seminars and Awareness Programmes.
2. Operational Norms
3. Training Activities.
4. Tourism product development
5. Cultural festivals.
6. Training on Photography and Videography
7. Gender Sensitization.
8. Marketing Support.

Status of Implementation:

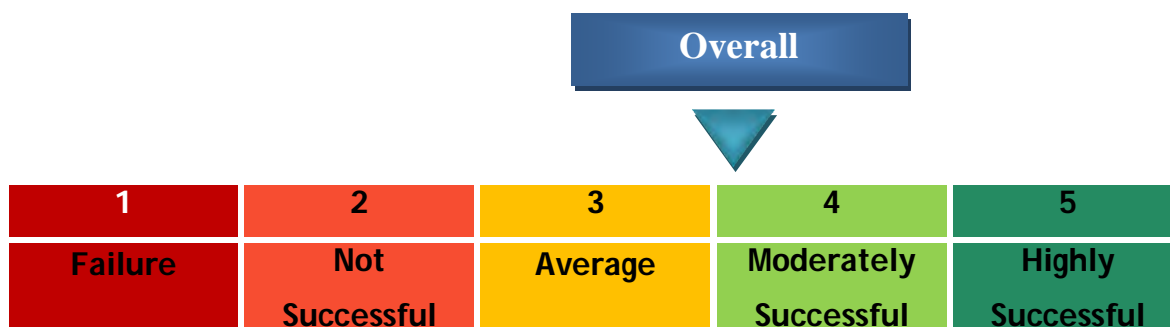
1. Workshop, Seminars and Awareness Programmes have been implemented.
2. Training Activities has been completed. (Federation of SHG, training selection, registration)
3. Tourism's product development has been made.
4. Craft training, Cultural food catering has been done.
5. Basic English language training has been imparted.
6. Training on Photography and making of videos have been imparted.
7. Gender Sensitization is also complete.
8. Marketing Support has been done.



Perception about the Rural Tourism Project: Most of the Hardware as well as Software work has been completed. Thereafter, satisfactory results have been achieved.

Consultant's Gradation of the Rural Tourism Project:

1. Hardware work is done properly.
2. But till now buildings are not in use.
3. There are electricity problems.
4. No Signage is there.
5. Gates & Guard rooms have not been made.
6. Regarding the software work that they have done, beneficiaries do not get maximum benefits due to less arrival of tourists.
7. Training duration is also less.
8. There is no continuity after a project.
9. Over all software training is acceptable. But local people are not satisfied.
10. Their socio economic conditions have also not improved after the completion of the project.
11. Over all they don't get any benefit.



Snapshots of the Rural Tourism Project: Hardware



TRC (Log huts)



TRC (Log huts)



Entrance area no gate



Handicraft shop



Water storage tank.



Toilets.



Lighting outside



Lighting outside

Software work



State : Uttarakhand

Location : Koti, Indroli & Patyur (District- Dehradun)

Project Name: Development of Koti, Indroli & Patyur as a Rural Tourist Destination.

Activity/Craft: Eco- tourism

- **District Portrait**

Dehradun is a district of Uttarakhand state situated in northern India and is also the headquarters of the state. this serves as the provisional capital of Uttaranchal since 2000. The district has 6 tehsils, 6 community development blocks, 17 cities and 764 populated villages, and 18 unpopulated villages. Dehradun district also includes prominent towns of Rishikesh, Mussoorie, Landour and Chakrata. The district stretches from the Ganges river in the east to the Yamuna river in the west, and from the Terai and Shivaliks in the south and southeast respectively to the Great Himalaya in the northwest.



- **About Koti, Indroli & Patyur village**

Koti, Indroli & Patyur village comes under Dehradun district, which are all small villages and popular for eco-tourism.



- **Crafts/Activities in the District**

Northeastern state of India, Uttarakhand is known for its scenic beauty and also for its crafts work which have been appreciated by the connoisseurs of the craft world. Some of the craft work of the region includes woodcarvings and ornaments making.

Craftsmen of Uttarakhand are experts in woodcarvings. The abundant availability of wood in the region has led to the production of artistic wooden products. Many designs are crafted on doors, windows and ceilings in the houses of the region. The motifs mainly have Gods and goddesses and the craftsman usually do specific lattice work to fill in the open space of the windows.

People of Kumaon and Garhwal region of the state make traditional ornaments having very old designs and patterns. The ornaments are made of gold, silver and often copper with brass coating.

HARDWARE

Organization/Implementing Agency for Hardware: The Secretary/Director Tourism, Government of Uttarakhand, Dehradun./ Forest department.

Year of Completion of Hardware : 2007

Implementing Agency Details: The Secretary/Director Tourism, Government of Uttarakhand, Dehradun./ Forest department.

Hardware Components:

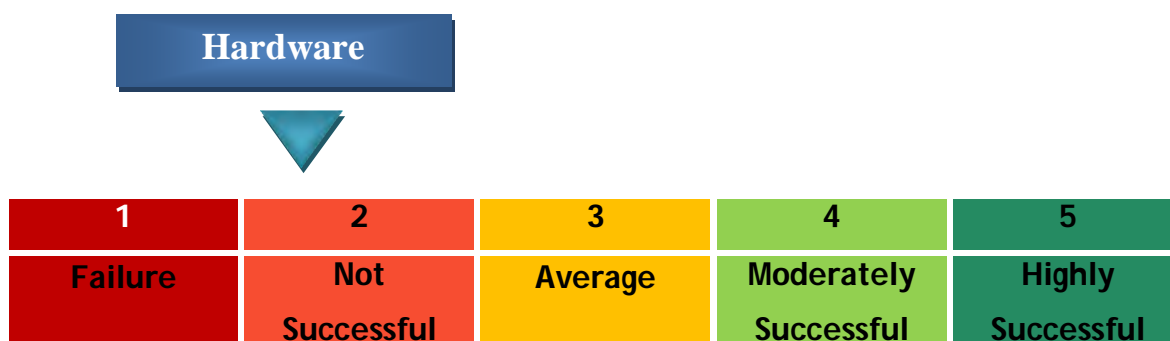
1. **KOTI Village:** Renovation of barracks, kanasar FRH, Development of Interpretation Centre/Jaunsar museum, Solar panel/electric equipment, Village path development, Construction of houses in village, Rain water

harvesting/ supply of water pipeline, Development of toilets, Construction of drain/sanitation work)

2. **INDROLI Village:** Renovation/maintenance of barracks, Deoban FRH, Development of toilets, Construction of drains/sanitation works, Rain water harvesting/water in barracks and FRH, Solid panel electricity equipment, Trail development of signage (Kanasar-Deoban eco trail), development of village path, construction of houses in village.
3. **PATYUR Village:** Renovation/maintenance of barracks, Mundali FRH, Development of toilets, Construction of drains/station works, Rain water harvesting/ supply of water pipeline, Solid waste disposal/garbage bins, Solar panel/ electricity equipment, Trail development/maintenance of signage (Deoban- Kharmba- Mundali), development of village path.
4. Purchase of equipment like guiding equipments, camping equipments, signage and display boards, publicity and extension, First aid kits, Computer and Accessories, OHP slide projector, AV equipment and teaching aids & Generator

Status of Implementation:

1. In KOTI village very less work has been done like development of village path & toilets.
2. In Indroli & Patyur village's also not much of the work has been completed.



SOFTWARE

Organization/Implementing Agency for Software: No

Year of Completion of Software : No

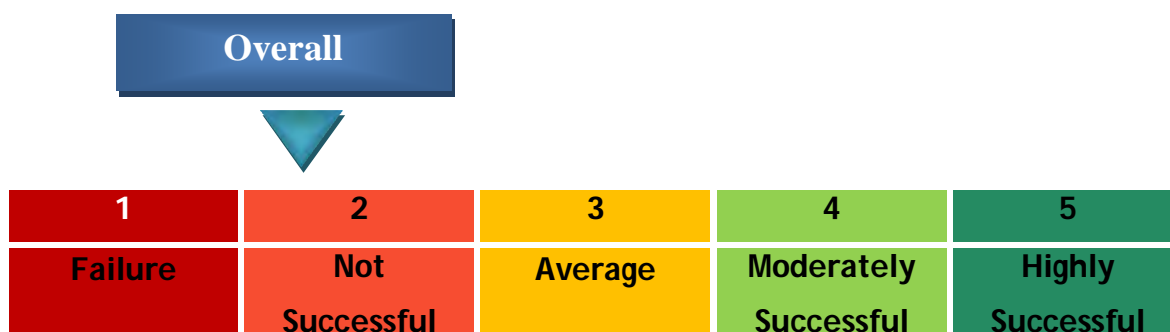
Software Components : NO

Status of Implementation : No

Perception about the Rural Tourism Project:

1. As per discussion with the local villagers, maximum of them don't know about the Rural Projects that have to be completed. They are aware of work related to development of roads, solar lights, maintenance of village path and construction of toilets. They also don't know renovation work that has to be carried out at different locations.
2. Gram pradhan is also not aware about different projects.
3. Over all they don't get any benefit from that project.
4. Tourists have also not increased after implementing some of the projects.

Consultant's Gradation of the Rural Tourism Project: Gram pradhan and villagers should be involved in carrying out all activities related to the overall improvement of the village and making it a tourist spot to attract people.



Snapshots of the Rural Tourism Project:



State: West Bengal

State : West Bengal

Location : Antpur, District- Hoogly

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

Activity/Craft: Sari weaving

District Portrait

Hooghly district is one of the districts of West Bengal in India. It can alternatively be spelt Hoogli or Hugli. Hooghly district derived its name from the town Hooghly situated on the west bank of [Hooghly River](#) which is about 40 km north of [Kolkata](#). This town was a river port in the fifteenth century. Headquarters of the district are at Chinsura (Chuchura). There are 4 subdivisions in the district: Chinsura Sadar, Chandannagar, Serampore and Arambag.



About Antpur village

Antpur village in Hooghly district, has a rich historical past that is reflected in its temple architecture. Antpur is famous for Radha Govind temple, embellished with terracotta panels. Other temples worth a dekho include ones dedicated to Jaleshwar, Baneshwar, Fuleshwar and Gangadhar, all built during the time of zamindar Krishnaram Mitra. Rajbalhat, 15 minutes by bus from the village, is famous for handloom saris. There's also 500-year-old Rajballavi temple.



- **Crafts/Activities in the District**

In West Bengal, there are large varieties of handicraft items, which are scattered mostly in the rural areas of different districts of West Bengal. These crafts are terracotta, dokra, brass & Bell-metal, conch & sea shell work, wood carving, horn crafts, sholacrafts, glass work, lac products, cane & Bamboo crafts, zari work, mask, artistic leather, jute -handicrafts, mat, embroidery, kantha stitch, hand batik, fabric painting, pata-chitra etc.

Though every district of the state has a culture of practicing number of handicraft activities but each district is known for one or two craft activity which makes each of the district's special in their particular crafts work. Hooghly district is famous for chicken embroidery.

HARDWARE

Organization/Implementing Agency for Hardware: The Secretary, /Director Tourism, Govt. of West Bengal /District magistrate, Hooghly.

Year of Completion of Hardware : **Under Process**

Implementing Agency Details: The Secretary, /Director Tourism, Govt. of West Bengal /District magistrate, Hooghly.

Hardware Components:

1. Small single cottages for night halt.
2. Reception, information center, sales counter for the local Artisans and Refreshment area.
3. Public convenience.
4. Dormitory.

5. Day-trippers Rest shed.
6. Internal roads, pathways etc.
7. Proper car parking space at 2 locations.
8. Restoration and conservation of historical monuments.
9. Signage as necessary.
10. Internal garden lighting as necessary.
11. Procuring paddle boats, furniture etc.

Status of Implementation:

1. Hardware work has not been implemented till now

Hardware



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

SOFTWARE

Organization/Implementing Agency for Software: The Secretary, /Director Tourism, Govt. of West Bengal /District magistrate, Hoogly.

Year of Completion of Software : Under Process

Implementing Agency Details: The Secretary, /Director Tourism, Govt. of West Bengal /District magistrate, Hoogly.

Software Components

1. Base line survey.

2. Creation of self help group.
3. Sensitization/Tourism awareness.
4. Specialized Training Reception.
5. Specialized Training Housekeeping.
6. Maintenance.
7. Specialized Training F & B.
8. Specialized Language.
9. Practices.
10. Monitoring for sustainability.
11. Transportation, Car/Bus.
12. Hiring of premises.
13. Hiring of equipment.
14. Consumables.
15. Printing of promotional material.
16. Website Development.
17. Miscellaneous.
18. Accommodation/meals to trainers/trainees etc.
19. Supervision.
20. Documentation & Communication.
21. Fees to implementing Agencies.

Status of Implementation

1. Software work has not been implemented till now.

Software

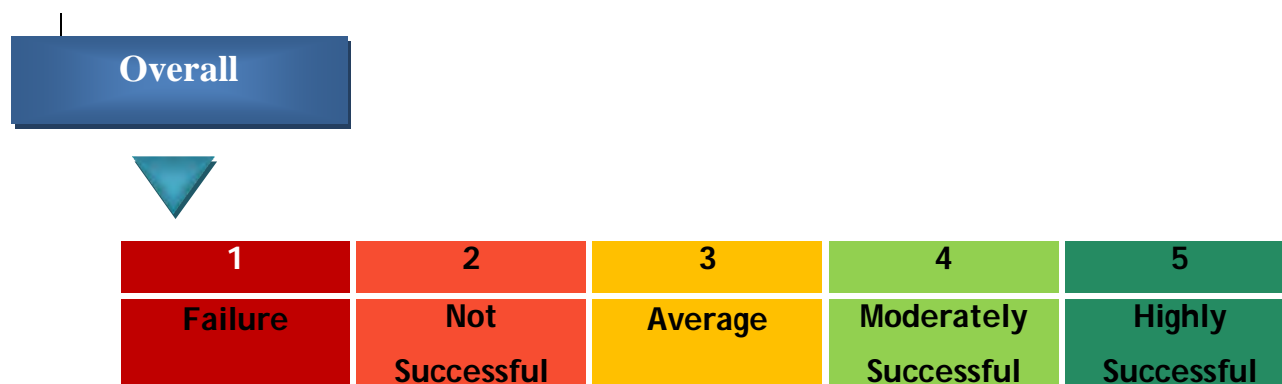


1	2	3	4	5
Failure	Not Successful	Average	Moderately Successful	Highly Successful

Perception about the Rural Tourism Project:

1. Both hardware & software work are implemented till now in Antpur.
2. As per the opinion of villagers they will never get any benefit from rural tourism project or any other project.

Consultant's Gradation of the Rural Tourism Project: Both hardware and software work has to be completed as all the work is under process till now. It is not successful



State : West Bengal

Location : Ballavpur Danga, District- Birbhum

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

Activity/Craft: Folk Dance

District Portrait

Birbhum district is an administrative unit in the Indian state of West Bengal. It is the northern district of Burdwan division—one of the three administrative divisions of West Bengal. District headquarters is located at Suri. Jharkhand state lies at the western border of this district, whereas the border on other directions is covered by the districts of Bardhaman and Murshidabad of West Bengal. The name Birbhum comes probably from the term Land (Bhumi) of the Brave (Bir). Another theory says that the district bears the name of Bir kings, who ruled in the area. But, Bir in Santali language means forests, and therefore, Birbhum could also mean a land of forests.



1. About Ballavpur Danga village

Ballavpur Danga Village is located in the state of West Bengal in East India. The village is quite simple and mainly comprises of Santhal tribal community. The natural surrounding and unique lifestyle of the Santhal tribe makes this village different from others. It is the only village which has preserved rich tribal culture and age old traditions from generations. Tour to the charming village of Ballavpur Danga can be truly exciting as well as educating too.



- **Crafts/Activities in the District**

Ballavpur Danga is known for the handicrafts work made by the local artisans to earn their livelihood. Tribal people of the village possess the rich art and craft culture. They are expert in mat weaving, broom binding, musical instruments, baskets, batik, leather work and making ornaments with palm leaf and bena grass. They pass this talent from one generation to the other.

Santhali Dance performed by the Santhali women, dressed up in red bordered white saris. The artists paint themselves with different colors in order to depict the various mythological characters and dance gracefully on the beats of the traditional music using the sticks.

- **Artisan covered:** Approximately 50 artisans are working in this village.

HARDWARE

Organization/Implementing Agency for Hardware: No

Year of Completion of Hardware : No

Implementing Agency Details : No

Hardware Components : No

Status of Implementation : No

SOFTWARE

Organization/Implementing Agency for Software: The Principal secretary Tourism/The District Collector/ Women's interlink Foundation, Kolkata.

Year of Completion of Software : 2009

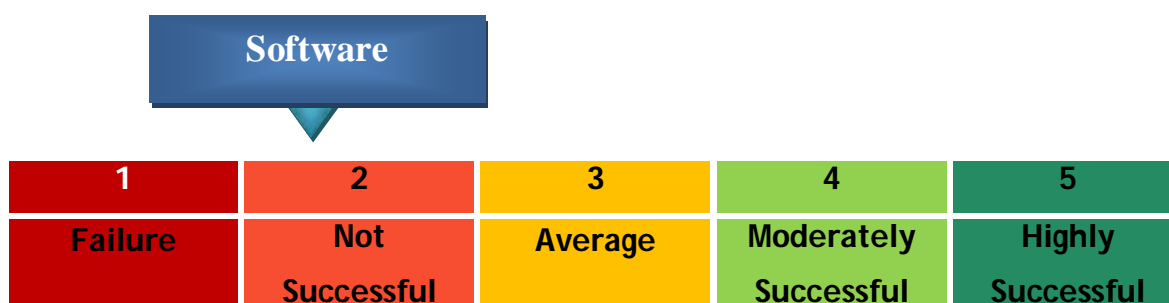
Implementing Agency Details: Women's Interlink Foundation is a Non-Government Organization, was established in 1990 in Kolkata by a group of members who have expertise in various fields of professional social work, aims to bring about self reliance among those women and children who are under-privileged and have endured years of social and sexual exploitation.

Software Components

1. Sensitization workshops, awareness building, social mobilization, formation of SHGs and formation of youth groups.
2. Training in handicrafts.
3. Providing van rickshaws to tribal community for training.
4. Organizing folk/tribal theatre, music & dance.

Status of Implementation

1. Sensitization workshops, awareness building, social mobilization, formation of SHGs and formation of youth groups have all been completed.
2. Training in handicrafts has been provided.
3. Providing van rickshaws to tribal community- for training have been provided.
4. Organizing folk/tribal theatre, music & dance have been done.

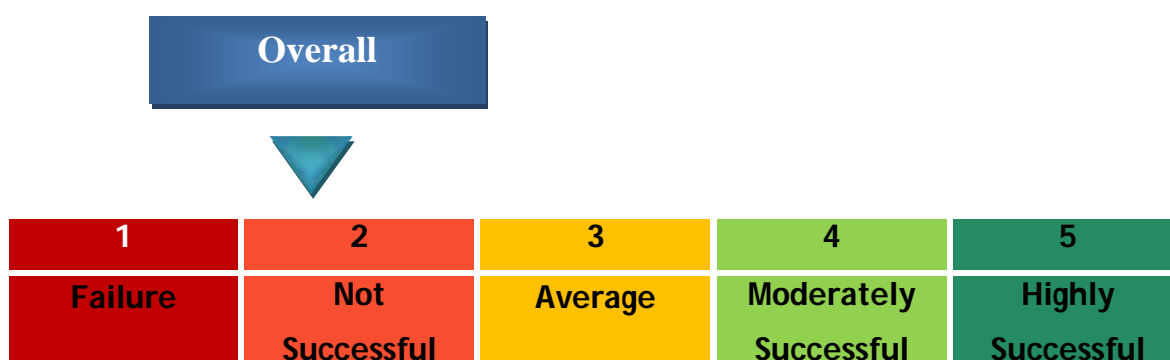


Perception about the Rural Tourism Project:

1. Over all Software work is not satisfactory.
2. There is no improvement in the socio-economic conditions

3. Ballavpur Danga is a tribal village which is 10 k.m. from Bolpur Shantiniketan, there are no transport facilities only man pulling rickshaws are available. Visitors who are interested in going to Ballavpur by their own arrangement can go but others can't travel, therefore tourists are not increasing in this district.

Consultant's Gradation of the Rural Tourism Project: Software work that has been conducted, does not provide any help to the local people and also tourists are not happy with the same. This project is not successful.



State : West Bengal

Location : Kamarpukur, District- Hoogly

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

Activity/Craft: Folk Dance

District Portrait

Hooghly district is one of the districts of West Bengal in India. It can alternatively be spelt Hoogli or Hugli. Hooghly district derived its name from the town Hooghly situated on the west bank of [Hooghly River](#) which is about 40 km north of [Kolkata](#). This town was a river port in the fifteenth century. Headquarters of the district are at Chinsura (Chuchura). There are 4 subdivisions in the district: Chinsura Sadar, Chandannagar, Serampore and Arambag.



About Kamarpukur village

Kamarpukur, renowned as the birthplace of great saint Sri Ramakrishna. It is a holy place situated in the Hooghly District of West Bengal. Kamarpukur is a scenic village and attracts tourist for its natural beauty apart from being an important religious destination. There are many serene ponds suitable for undertaking water sports activities and water tourism.



• Crafts/Activities in the District

In West Bengal, there are large varieties of handicraft items, which are scattered mostly in the rural areas of different districts of West Bengal. These crafts are

terracotta, dokra, brass & Bell-metal, conch & sea shell work, wood carving, horn crafts, sholacrafts, glass work, lac products, cane & Bamboo crafts, zari work, mask, artistic leather, jute -handicrafts, mat, embroidery, kantha stitch, hand batik, fabric painting, pata-chitra etc.

Though every district of the state has a culture of practicing number of handicraft activities but each district is known for one or two craft activity which makes each of the district's special in their particular crafts work. Hooghly district is famous for chicken embroidery.

- **Artisan covered:** Approximately 150 artisans are working in this village.

HARDWARE

Organization/Implementing Agency for Hardware: The Secretary, /Director Tourism, Govt. of West Bengal /District magistrate, Hoogly./ Ramakrishna Math & Mission .

Year of Completion of Hardware : 2009

Implementing Agency Details: The Secretary, /Director Tourism, Govt. of West Bengal /District magistrate, Hoogly./ Ramakrishna Math & Mission .

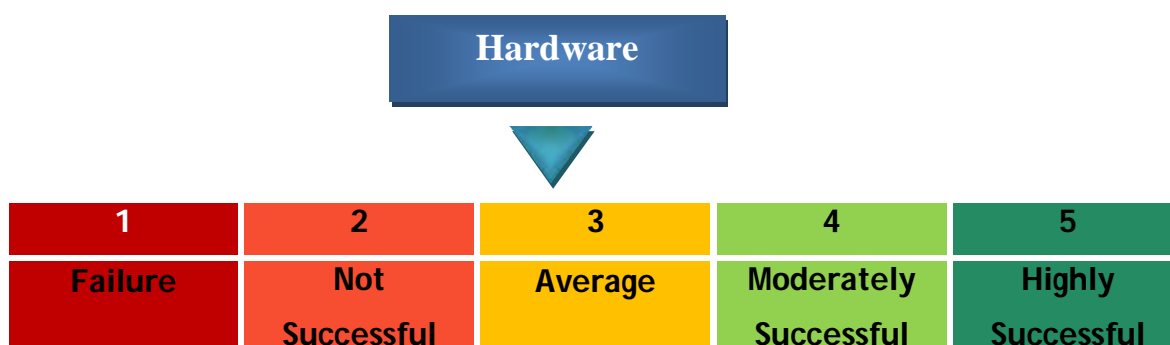
Hardware Components:

1. Tourist information & Reception centre, cottage industry showroom and store.
2. Construction of roads for the visitors to see the cottage industry and pilgrimage spot.
3. P.C.C. road around the temple and lawn.
4. Construction of roadside drains at Kamarpukur.
5. Construction of parking area for vehicles, two wheelers and cycles covering 1025 SQM.

6. Main entrance with ornamental grill gate including sign board (Glow sign).
7. Illumination of above mentioned tourist spots, fourteen solar street lights.

Status of Implementation

1. Tourist information & Reception centre, cottage industries show room & store have been made.
2. Construction of roads has been completed.
3. P.C.C. Road around the temple & lawn has been constructed.
4. Construction of roadside drains at Kamarpukar has been completed.
5. Construction of parking area for vehicles, two wheelers & cycles has been done.
6. Main entrance with ornamental grill gate has been made.
7. 19 solar street lights have been built.



SOFTWARE

Organization/Implementing Agency for Software: The Secretary, /Director Tourism, Govt. of West Bengal /RD, India Tourism, Kolkata/ Palli Mangal, Kamarpukar

Year of Completion of Software : 2008

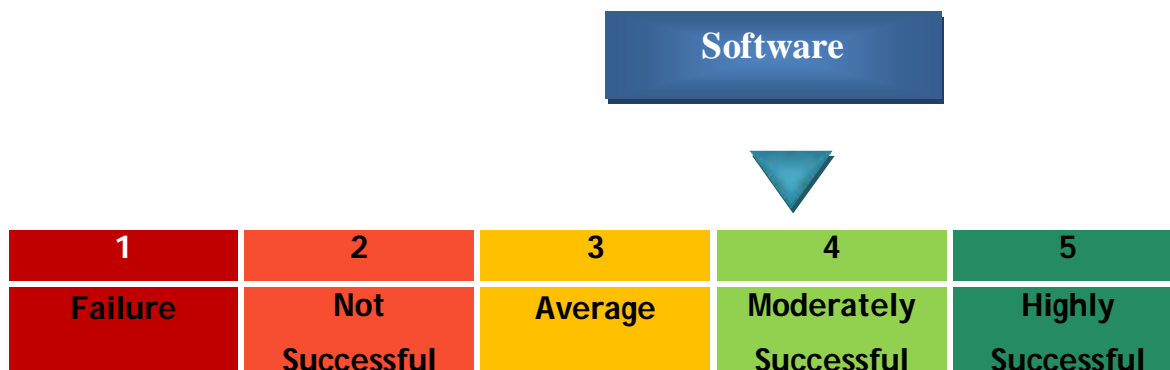
Implementing Agency Details: The Secretary, /Director Tourism, Govt. of West Bengal /RD, India Tourism, Kolkata.

Software Components

1. Training in Jute Handicraft.
2. Capacity Building for weavers of Dhuti, saris, napkins, towels, carpets etc.
3. Capacity building for workers in incense sticks.
4. Capacity building for workers in herbal domestic products.

Status of Implementation

1. Training in jute Handicraft & workshop have been imparted.
2. Capacity Building for weavers of Dhuti, Sarees, Napkins, Towels, Carpet has been done.
3. Capacity Building for workers in incense sticks has been done.
4. Capacity building for worker in herbal domestic products has been done.

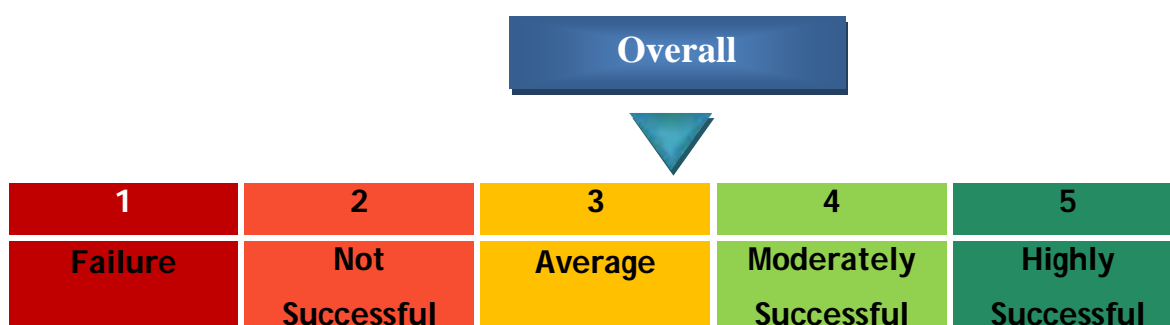


Perception about the Rural Tourism Project:

1. Overall both hardware & Software work are done properly.
2. But Hardware work now needs to be maintained
3. Artisans are getting benefits.
4. There is an Increase in their income.

5. Over all work is satisfactory.
6. Tourists have also increased after this project.

Consultant's Gradation of the Rural Tourism Project: All the software and hardware work is complete and is also giving desired results, thus the project is successful.



Snapshots of the Rural Tourism Project:





Handicraft Show room



Solar Lights



Boundary wall



Artisan



Signage



Raw materials

State : West Bengal

Location : Mukutmonipur, District- Bankura

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

Activity/Craft: Sari weaving

District Portrait

Bankura district is one of the seven districts of Burdwan Division in the Indian state of West Bengal. The district has been described as the "connecting link between the plains of Bengal on the east and Chota Nagpur plateau on the west." The areas to the east and north-east are low lying alluvial plains. To the west the surface gradually rises, giving way to undulating country, interspersed with rocky hillocks.



About Mukutmonipur village

The signature view of Mukutmanipur is its large water-body. A short stroll brings up the confluence of the Kangsabati and Kumari rivers, not far from Pareshnath Hill. Stone images of Parsvanath Swami, made of chlorite stone, and Shiva avtaar discovery at the top. Three or four verdant green islands of varying sizes in this lake including the one with a deer park, Banpukuria Mrigadab, is a sign in the distance.



- **Crafts/Activities in the District**

Boating on the vast stretch of water body, scenic beauty of rolling hills and forest, deer park in a reserve forest on an island, rock climbing, trekking, fishing, visit to local historical sites of Ambika Nagar and stone images at Pareshnath Hill are some of the activities performed. Experiencing local ethnic songs and dances, colorful festivals of the Santhals & Mundas craft items produced from babui grass and bamboo, having a taste of the traditional tribal cuisine including the Charpa pitha which is a specially prepared cake / delicacy with stuffing of meat & rice flour wrapped in Sal leaf. Tourists have an opportunity to learn, appreciate and go-back with an experience of art, craft, culture and heritage of the host community.

- **Artisan covered:** Approximately 175 artisans are working in this village.

HARDWARE

Organization/Implementing Agency for Hardware: Secretary/Commissioner/The District magistrate, Govt. of West Bengal. Kolkata.

Year of Completion of Hardware : Under process

Implementing Agency Details: Secretary/Commissioner/The District magistrate, Govt. of West Bengal. Kolkata.

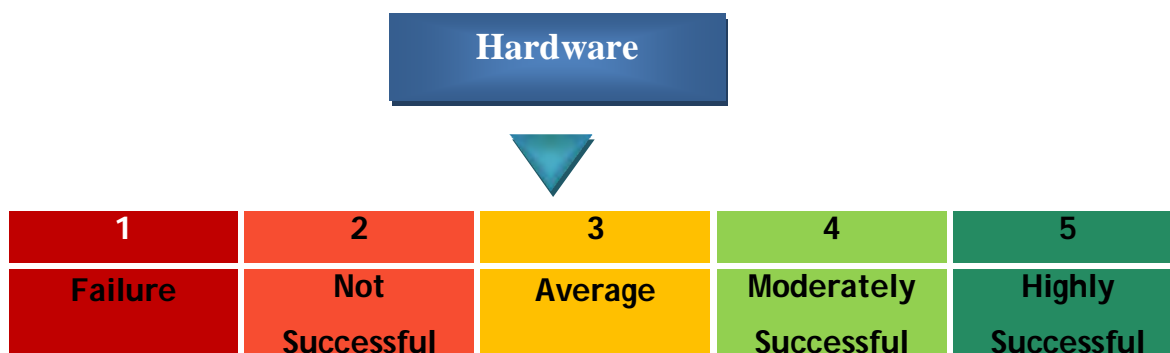
Hardware Components:

1. One bed room cottage with attached toilets & electricity.
2. Two bed room cottage with attached toilet & electricity.
3. 20 Bed Dormitory (2 separate blocks in two storey building)
4. Canteen with electricity fittings.

5. Reception centre with seating & facilities with attached toilet.
6. Parking Zone.
7. Solid waste disposal arrangement.
8. Open Air stage.
9. Computer & accessories.
10. Other fixed assets.

Status of Implementation

1. One bed room cottage with attached toilets & electricity has been under construction.
2. Two bed room cottage with attach toilet & electricity has been constructed
3. Canteen with electricity fittings has been constructed.
4. Reception centre with seating & facilities with attached toilet have not been made.
5. Parking Zone has not been made.
6. Arrangement for disposal of solid waste has been made
7. Open Air stages have been made.
8. Computer & accessories have not been purchased till now.



SOFTWARE

Organization/Implementing Agency for Software: The Principal Secretary Tourism/The District Magistrate, Bankura, West Bengal/Association for Social and Health Advancement.

Year of Completion of Software : 2011

Implementing Agency Details: Association for Social and Health Advancement (ASHA) is a non-profit, non-political and non-governmental organization which has been working to improve the socio-economic and health status of disadvantaged communities since its inception.

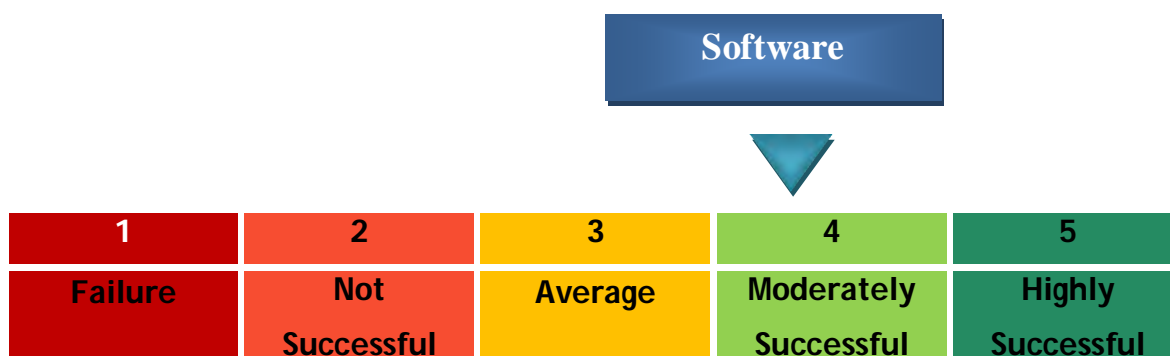
Software Components

1. Launch workshops
2. Review meetings.
3. Community participatory learning action exercises.
4. Strengthening of SHGs
5. Market study.
6. Exposure visits.
7. Promotional campaigns.
8. Training-Team building and management.
9. Community Sensitization
10. Environmental education for children.
11. Training on sanitation public hygiene/ water management.
12. Training of local youth in water safety measures.
13. Training on Sericulture etc.
14. Training on Horticulture activity.
15. Training on food preservation.
16. Training on Handicrafts.

17. Training and reception, cuisine and hospitality.
18. Strengthening of cultural troops
19. Gender sensitization.

Status of Implementation

1. Launch workshops, Review meetings, Community participatory learning action exercises, Strengthening of SHGs, Market study, Exposure visits, and promotional campaigns have been made and completed
2. Training-Team building and management, Community Sensitization, Environmental education for children, Training on sanitation public hygiene/ water management, Training of local youth in water safety measures, Training on Sericulture etc. all have been partly implemented.
3. Training on Horticulture activity, Training on food preservation, Training on Handicrafts, Training and reception, cuisine and hospitality, strengthening of cultural troops, Gender sensitization have been partially completed.

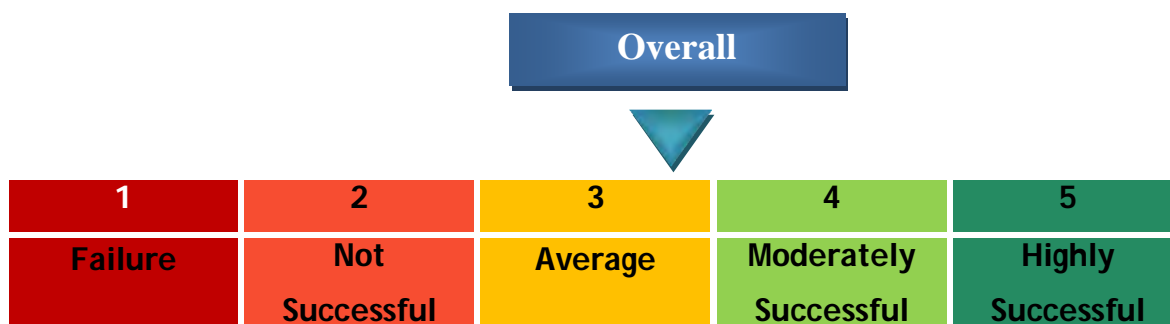


Perception about the Rural Tourism Project:

1. Mukutmonipur situated at the top of the hill. very bad communication to reach the tourist complex, inside complex there will be only 3 double bedroom cottages attached with bathroom & electricity.

2. Room's roof is covered by bamboo with straw & one dining space along with a reception is provided.
3. There is no signage board or any information providing facilities.
4. There are no parking zone for tourist vehicles,
5. There is no open air stage system in their complex.
6. Complex from inside is beautifully designed with lawns, etc., along with solid waste disposal arrangement.
7. Due to the presence of Naxalites beneficiaries do not get proper benefits.
8. Overall both Hardware & Software work are satisfactory.

Consultant's Gradation of the Rural Tourism Project: All the software and hardware work is complete and is also giving desired results, thus the project is successful.



Snapshots of the Rural Tourism Project:



State : West Bengal

Location : Sonada, District- Darjeeling

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

Activity/Craft: Heritage

District Portrait

Darjeeling District is the northernmost district of West Bengal in eastern India in the foothills of the Himalayas. The district is famous for its beautiful hill stations (and is often referred to as the Queen of the Hills) and Darjeeling tea. Darjeeling is the district headquarters. Kalimpong, Kurseong and Siliguri, three other major towns in this district, are the sub divisional headquarters of the district.



About Sonada village

Sonada is a small town in Darjeeling District of West Bengal, India. It is 17 km from Darjeeling town and 9 km from Kurseong. Mirik is 23 km away, Ghoom 5 km, Mangpu 8 km and Takdah 11 km. It lies on National Highway 55 connecting Darjeeling with Siliguri. Oaks Tea Estate, Mondakotee Tea Estate, Sonada Monastery, Tiger Hill, and Senchal Lake are some places of interest near Sonada. Darjeeling Himalayan Railway (Toy Train) passes through this town and there is a DHR railway station here.



- **Crafts/Activities in the District**

Handicrafts of Darjeeling are quite famous and exhibit the superb works of art and craft. Culture of the hill people of Darjeeling are uniquely expressed in the exquisite and inimitable artistic handicrafts of the district and their traditional colorful designs, which show marked resemblance with the art of neighboring regions like Tibet, Nepal, Sikkim and Bhutan. Among the artistic crafts, ornaments, trinkets and handlooms are worth mentioning. Principal utility products are blankets, woolen knitted garments and woven fabrics, the artistic products are hand-bags, wall panels, fire-screens, folding partitions, Bhutan paintings, cotton shoulder-bags etc. Beautiful ornaments are made at Darjeeling and Kalimpong on copper plates studded with red and blue stones with engravings of replicas of deities. Wonderful Tanks with paintings depicting the life of Lord Buddha are also available. Woolen carpets are made in a combination of shades in vegetable and synthetic dyes. Bhutia chaddars can be found in beautiful textures. Decorative Nepali khukris are made in Ghum. Bedroom slippers and rope-sole shoes, jackets, hats, hanzu coats made from handloom cloth and masks etc.

HARDWARE

Organization/Implementing Agency for Hardware: The Principal Secretary Tourism, Darjeeling.

Year of Completion of Hardware : **Under construction**

Implementing Agency Details: The Principal Secretary Tourism, Darjeeling.

Hardware Components:

1. Information and Communication Technology Community Centre.
2. Tourist Reception Centre.

3. Tea stalls at four locations.
4. Community Toilets.
5. Drinking Water.
6. Environmental Improvement at Sonada Railway station.
7. Traffic Booth
8. Renovation of Goods Shed and Museum Development.
9. Repairs and Painting to the Goods Shed.

Status of Implementation

1. Information and Communication Technology Community Centre have been under construction.
2. Tourist Reception Centre has been under construction.
3. Environmental Improvement at Sonada Railway station has been under construction.
4. Renovation of Goods Shed and Museum Development has been completed
5. Repairs and Painting to the Goods Shed have been completed

Hardware

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

SOFTWARE

Organization/Implementing Agency for Hardware : No

Year of Completion of Hardware : No

Implementing Agency Details : No

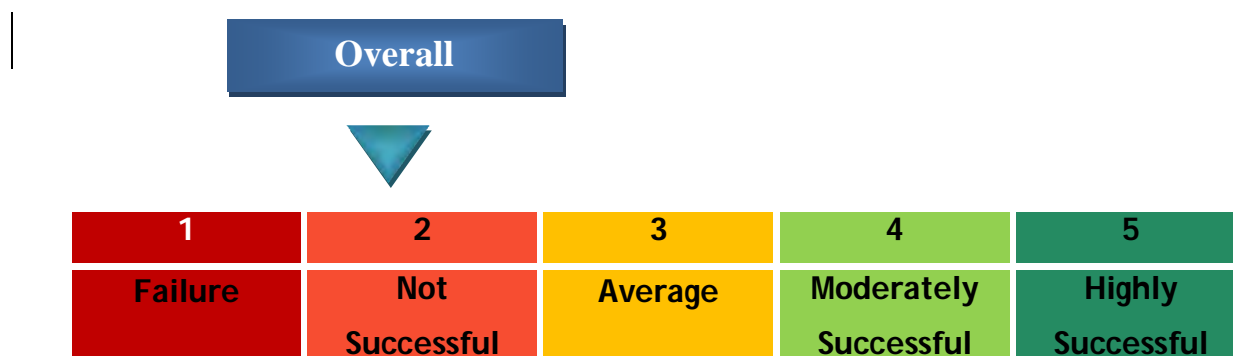
Hardware Components : No

Status of Implementation : No

Perception about the Rural Tourism Project:

3. Hardware work is under construction.

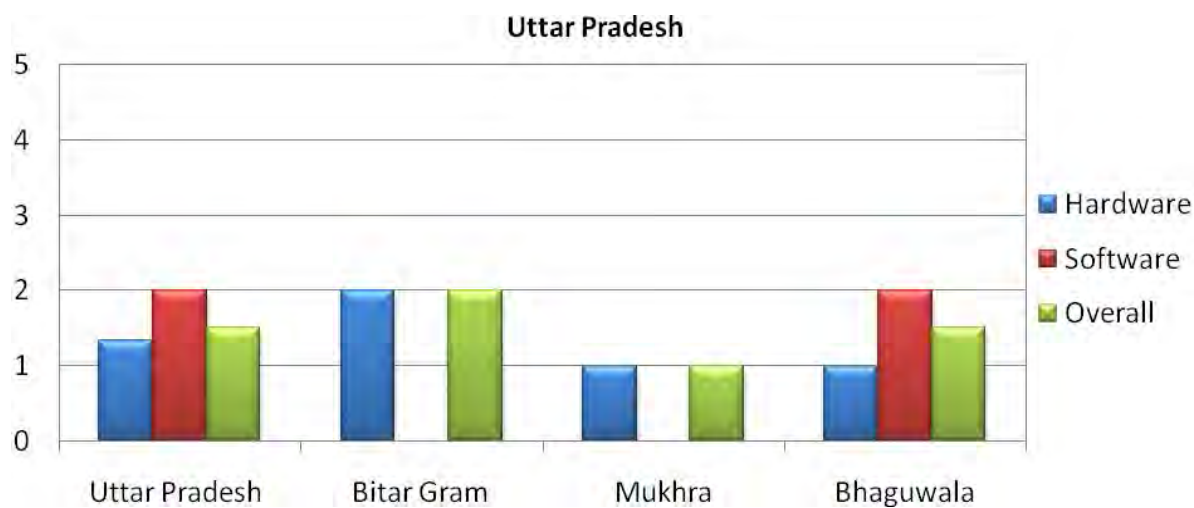
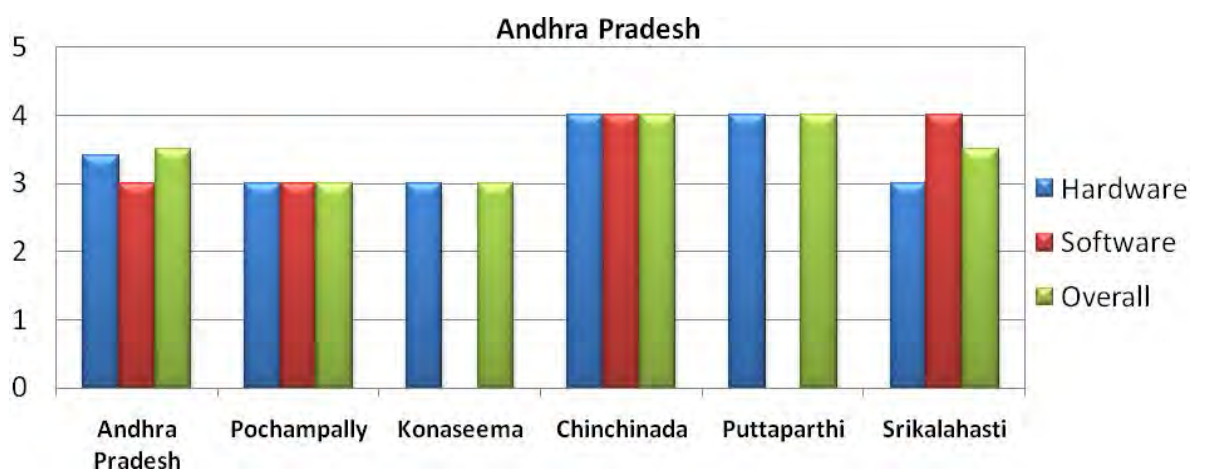
Consultant's Gradation of the Rural Tourism Project: Most of the hardware work is under construction and no software work is assigned to this district. Therefore, project is not successful.

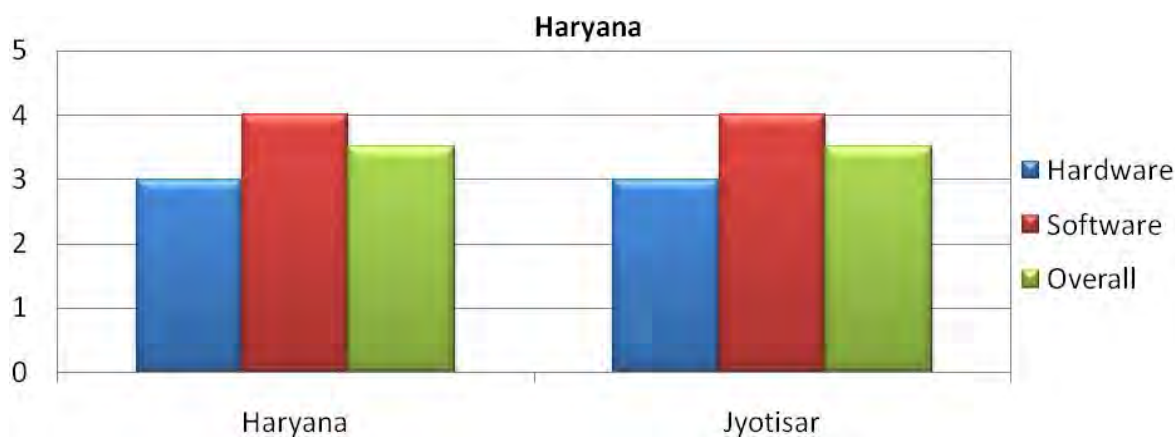
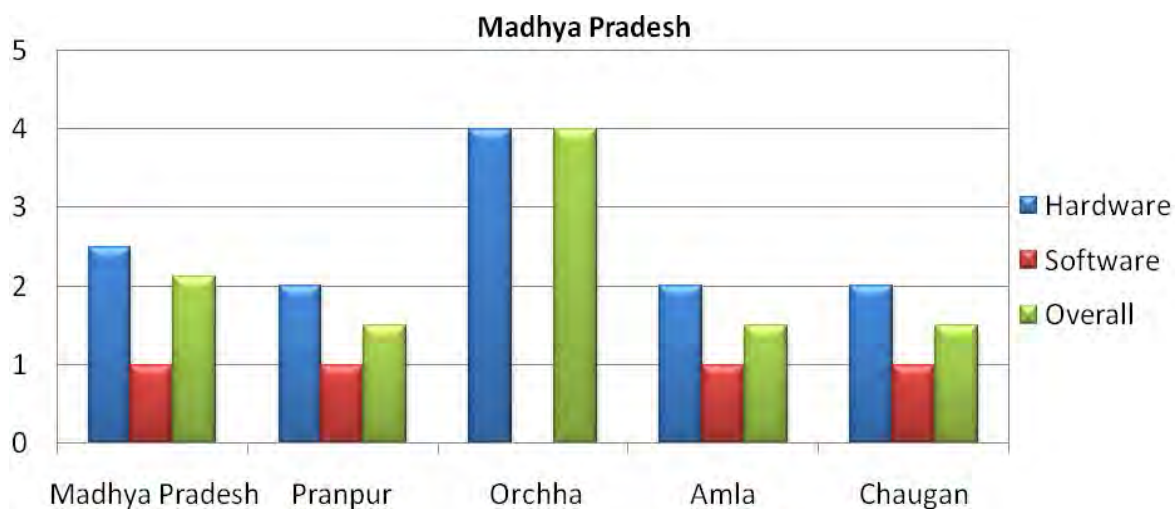
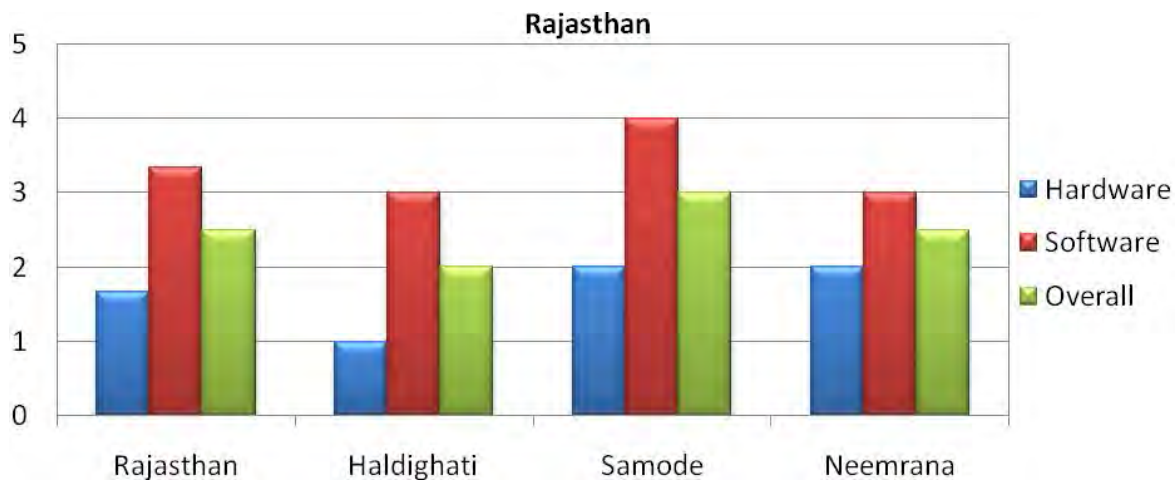


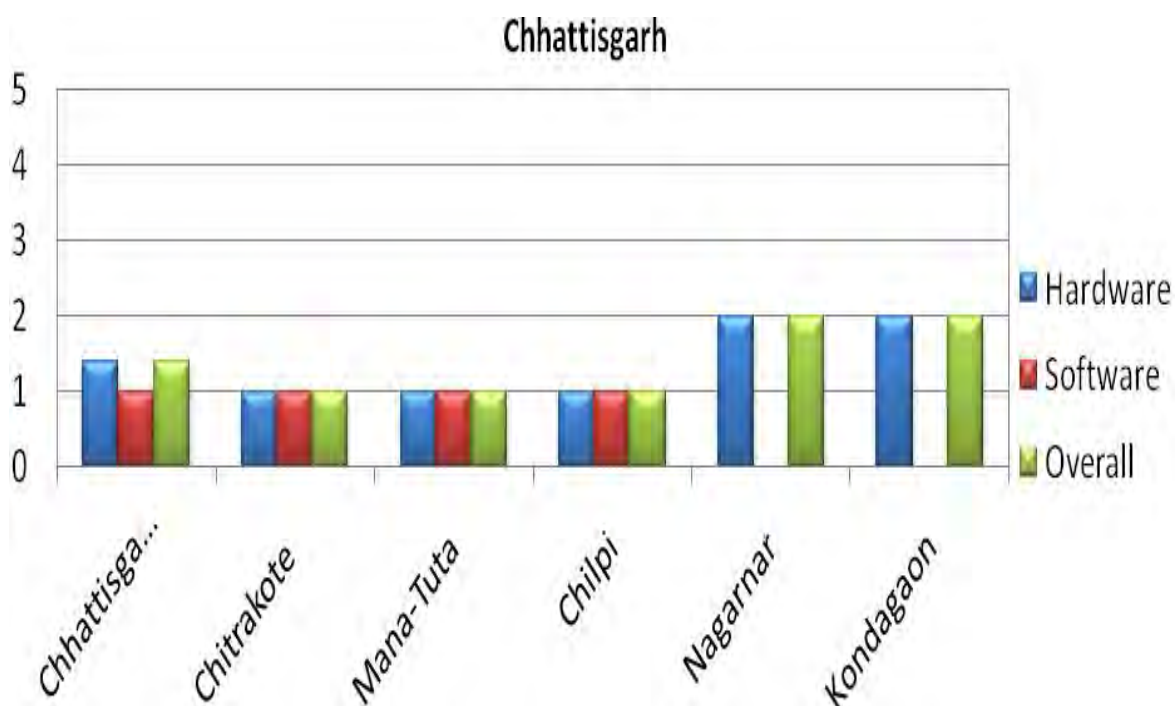
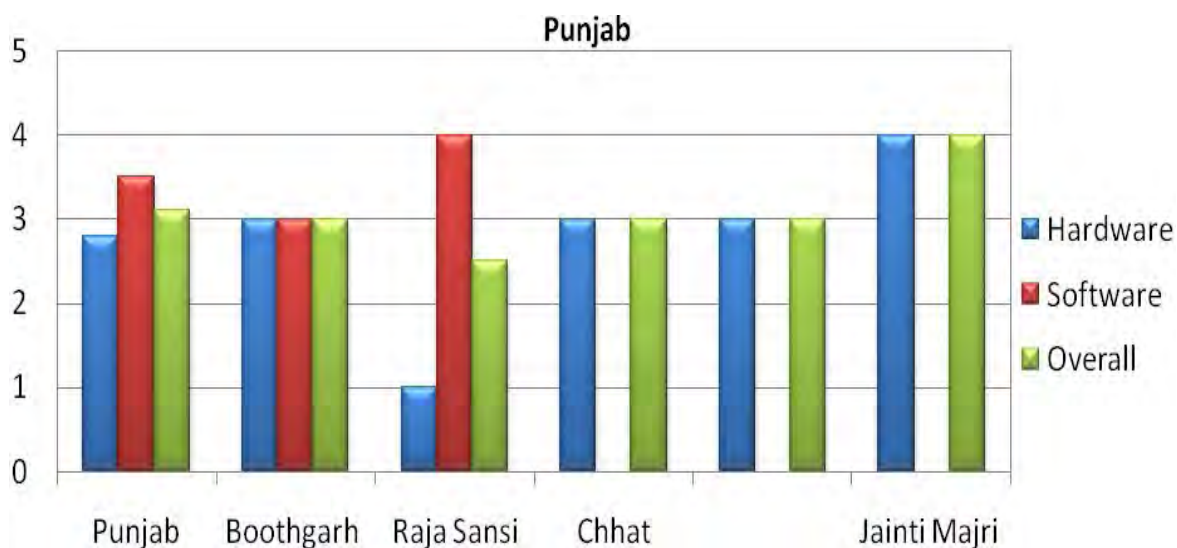
Chapter Five

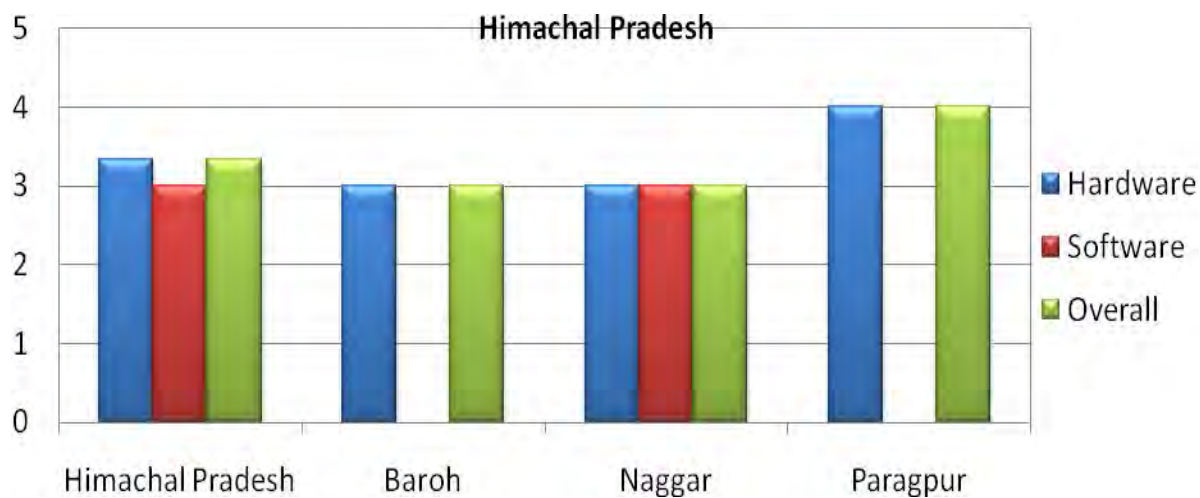
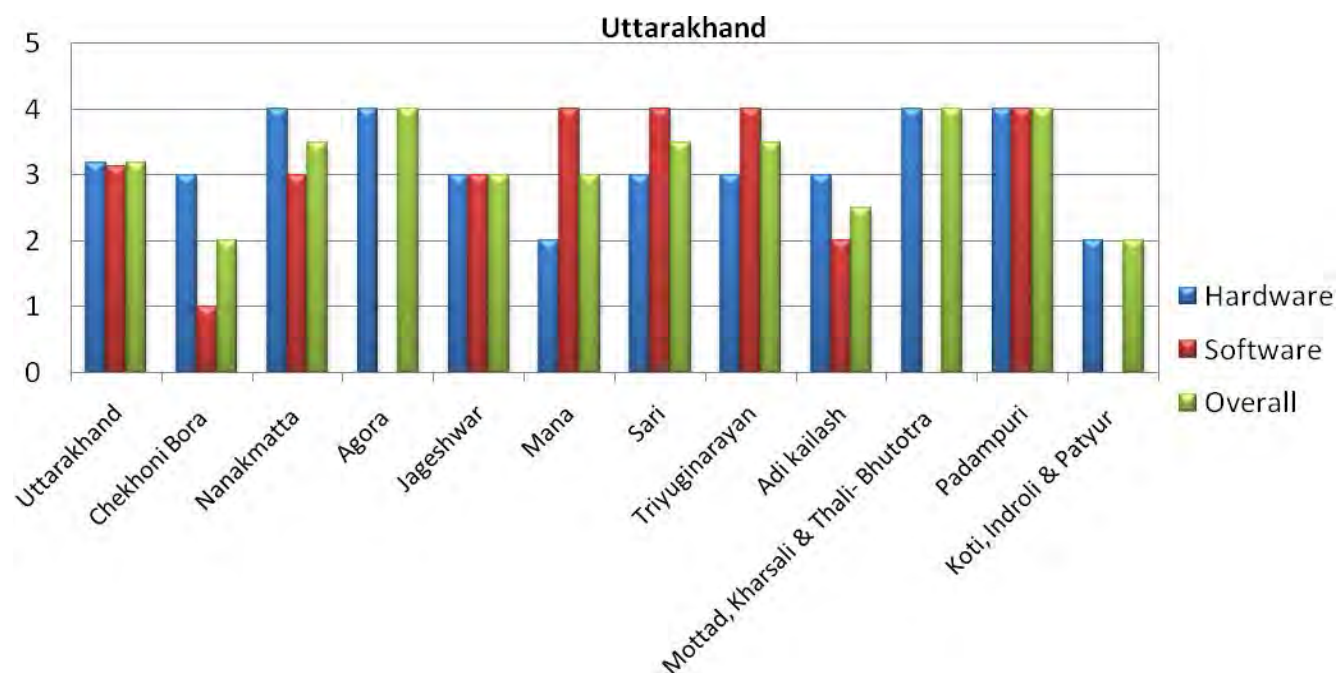
Overall Findings, Conclusions & Recommendations

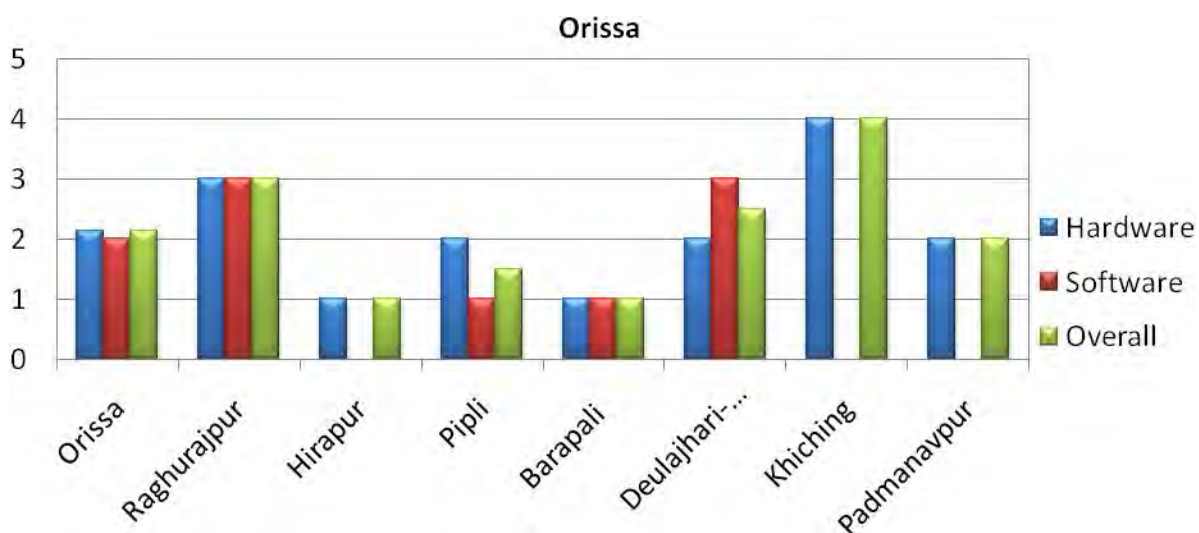
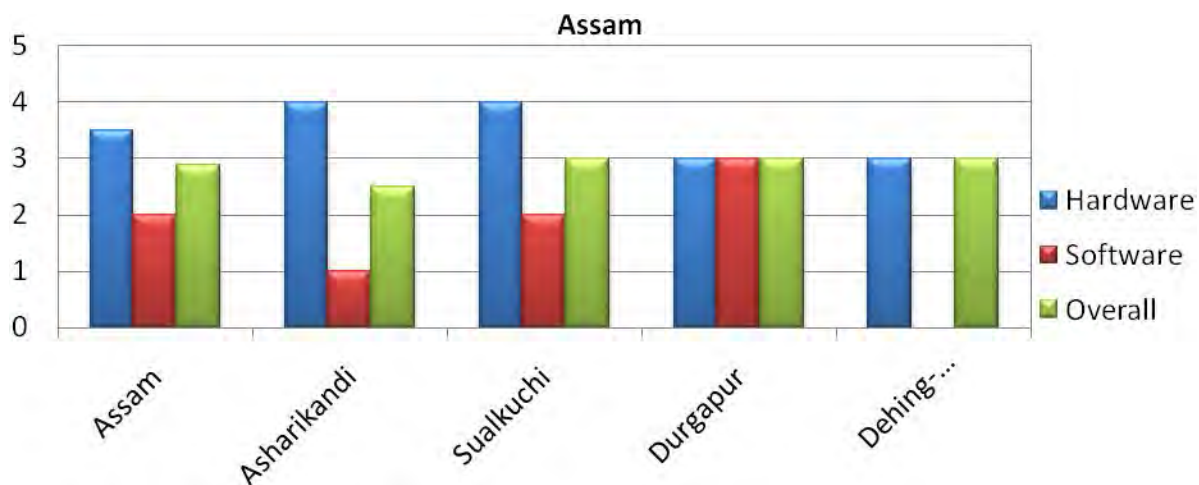
5.1 State wise Findings

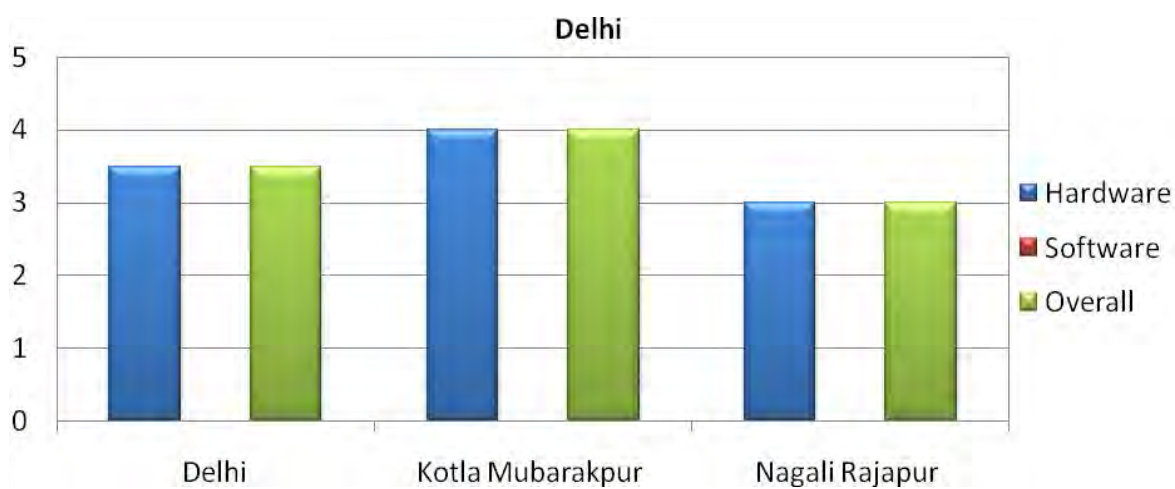
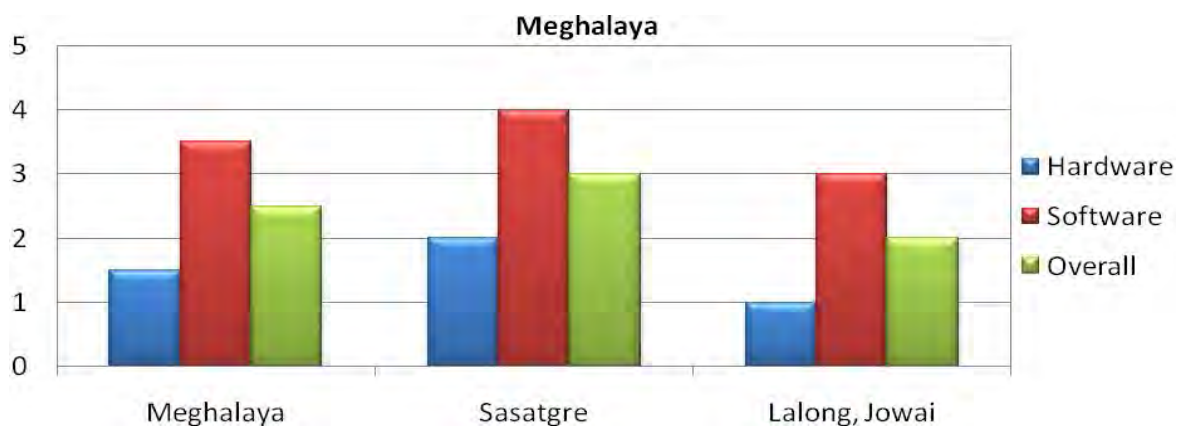


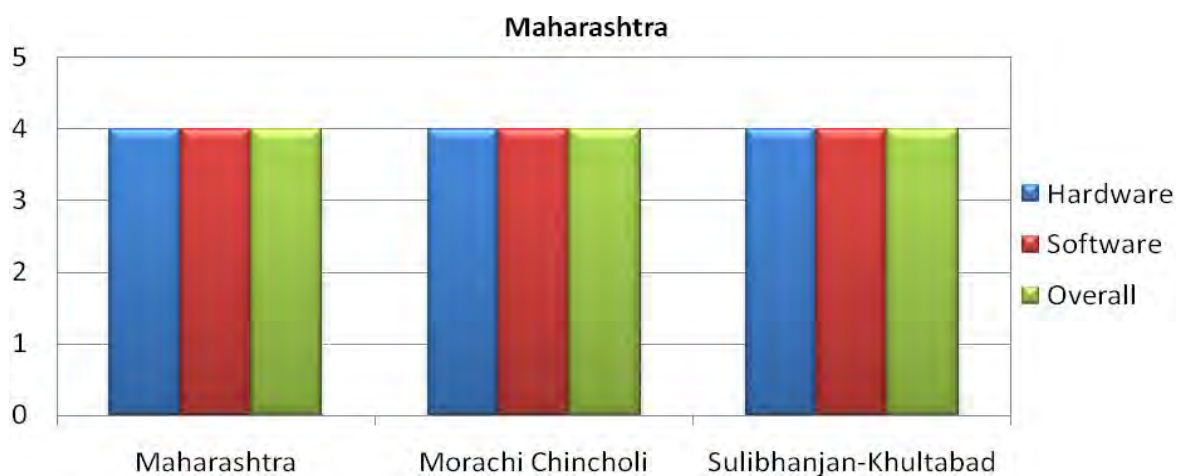
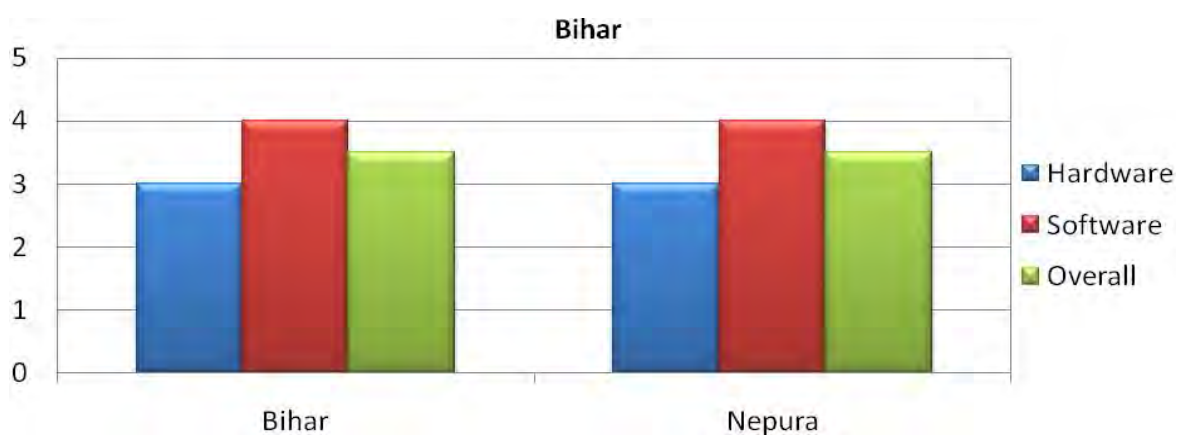
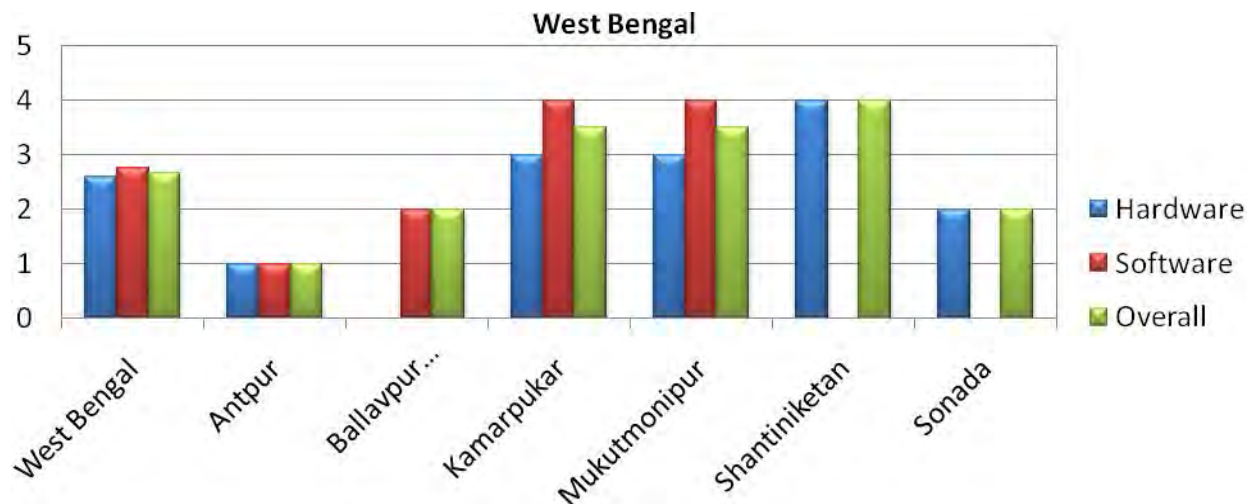


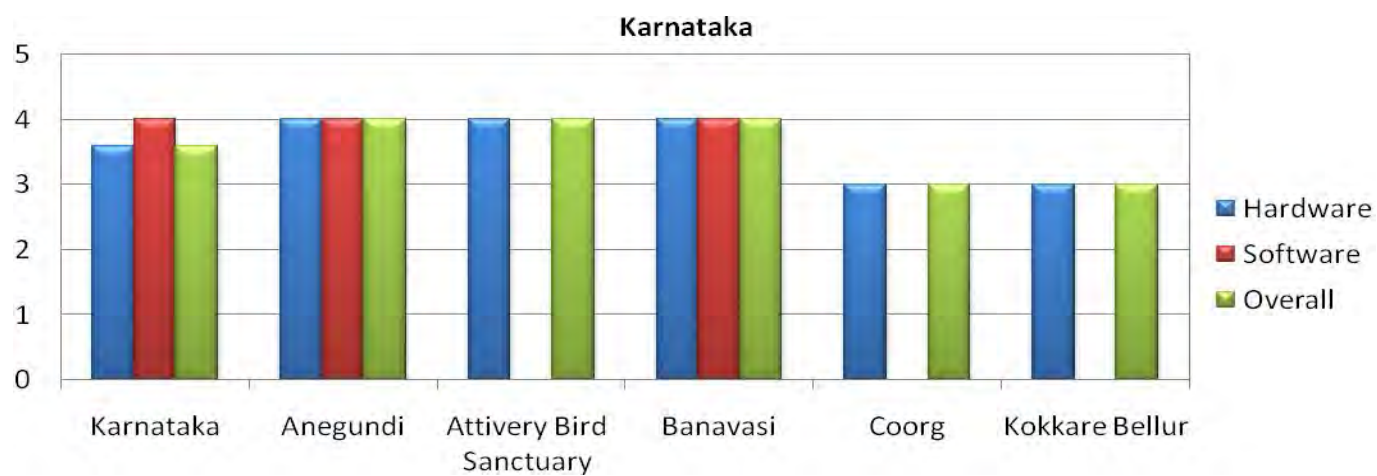
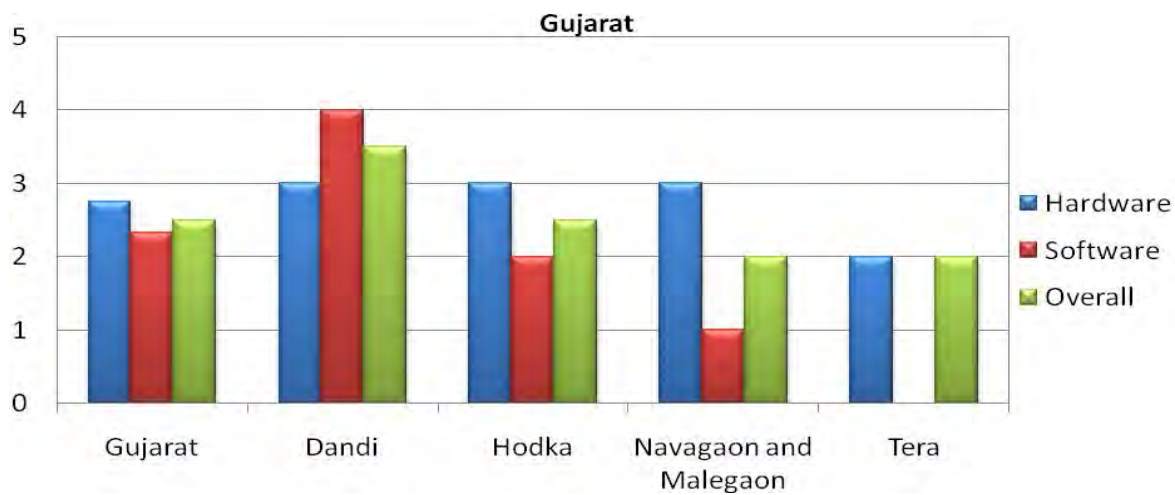


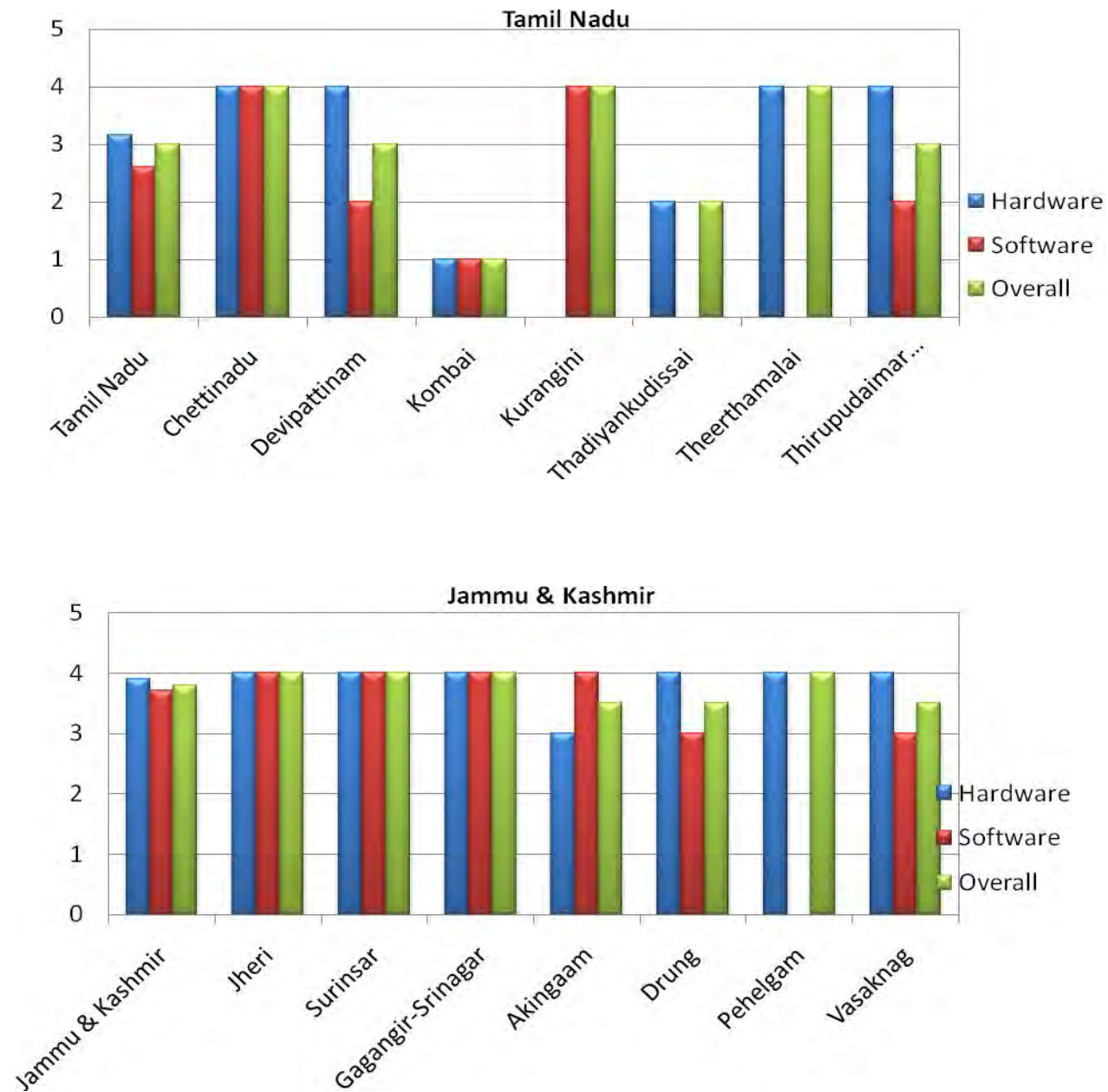


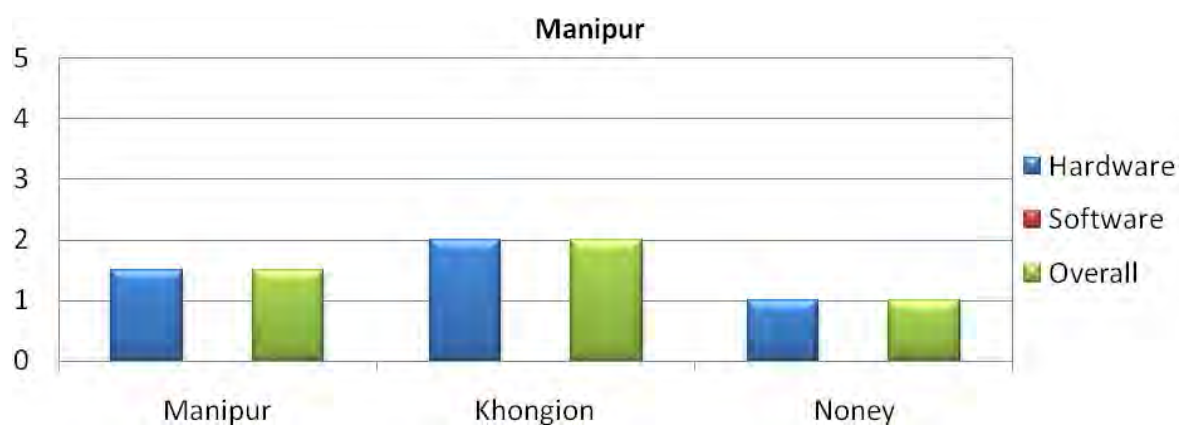
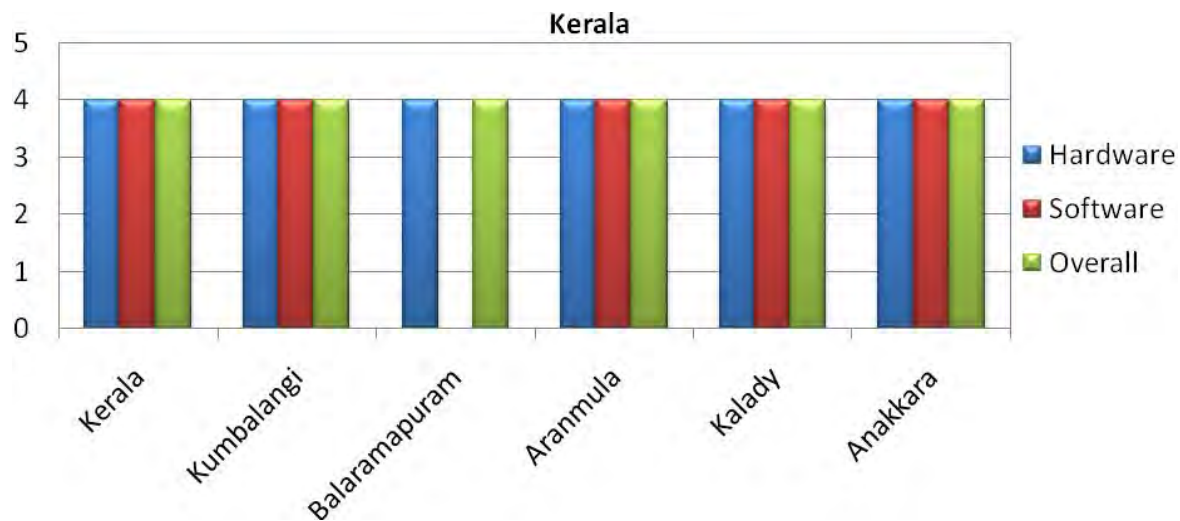


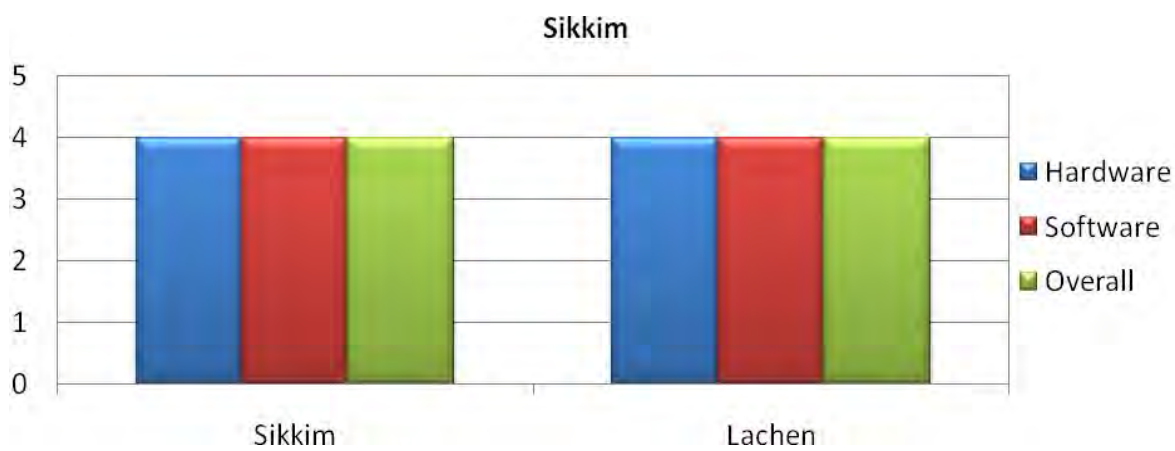
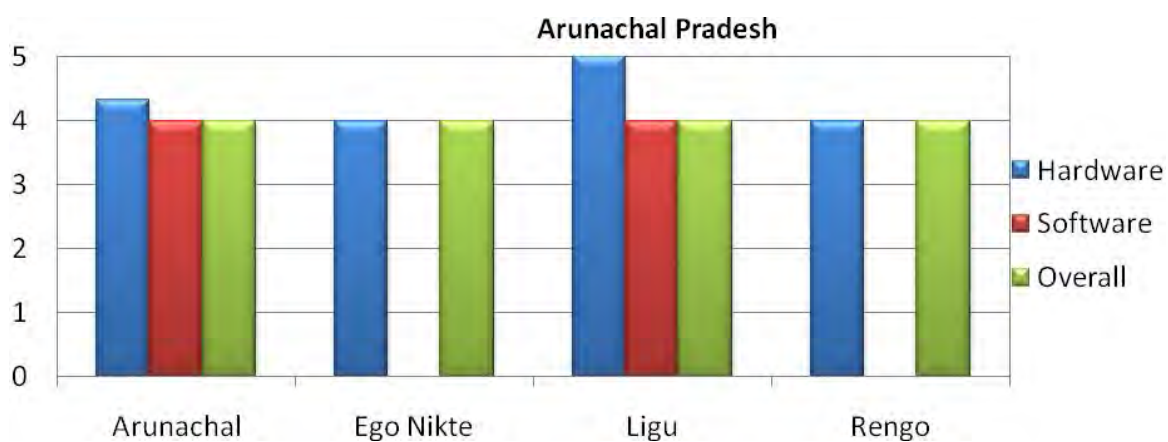
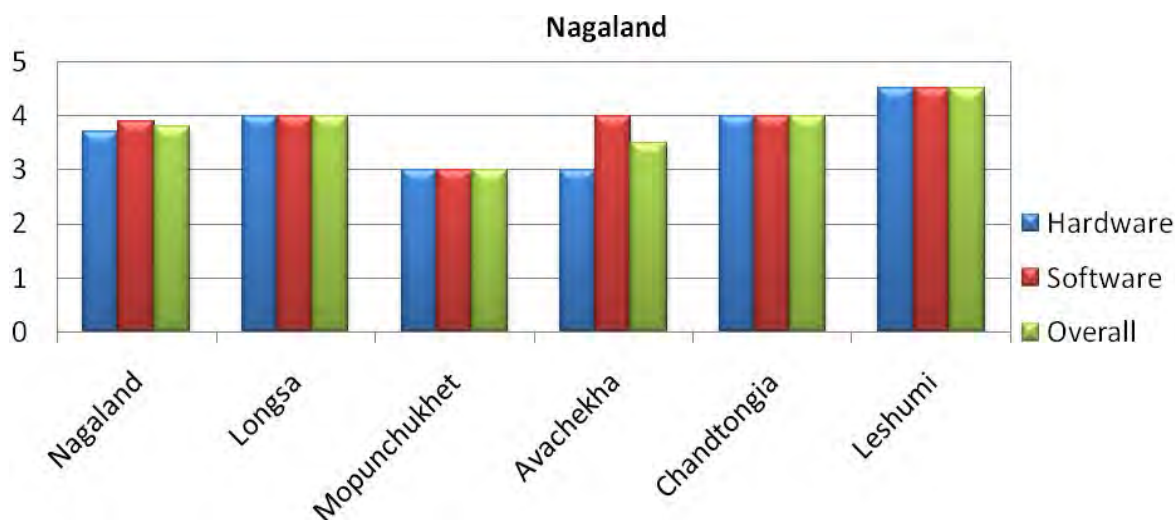












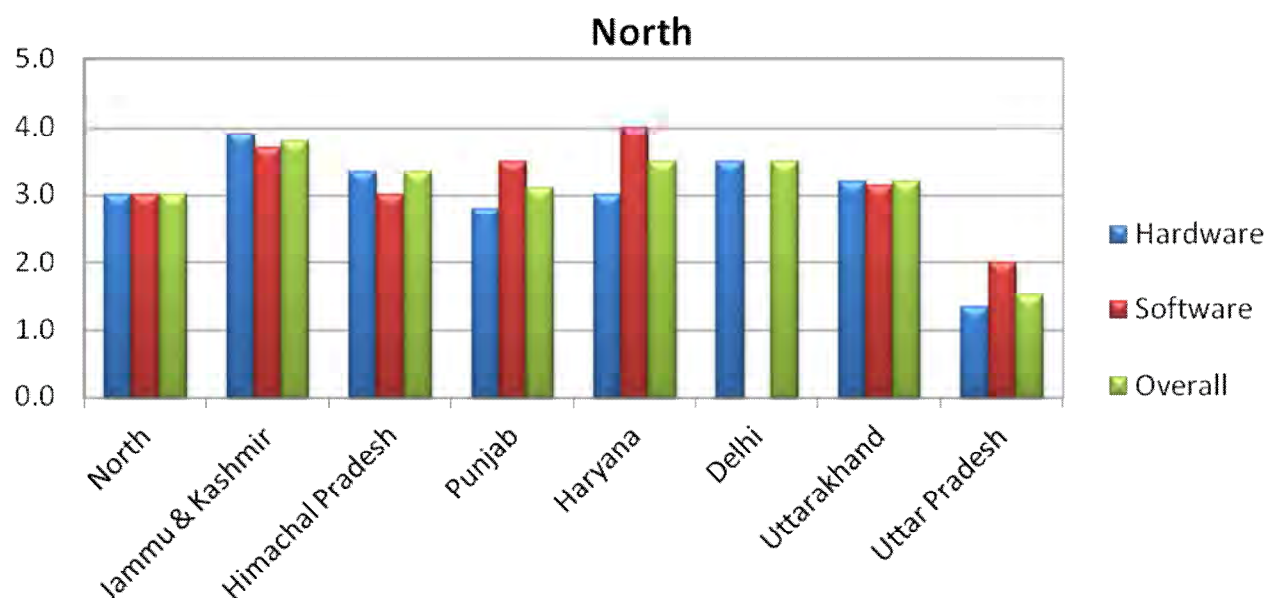
5.2 Overall Findings



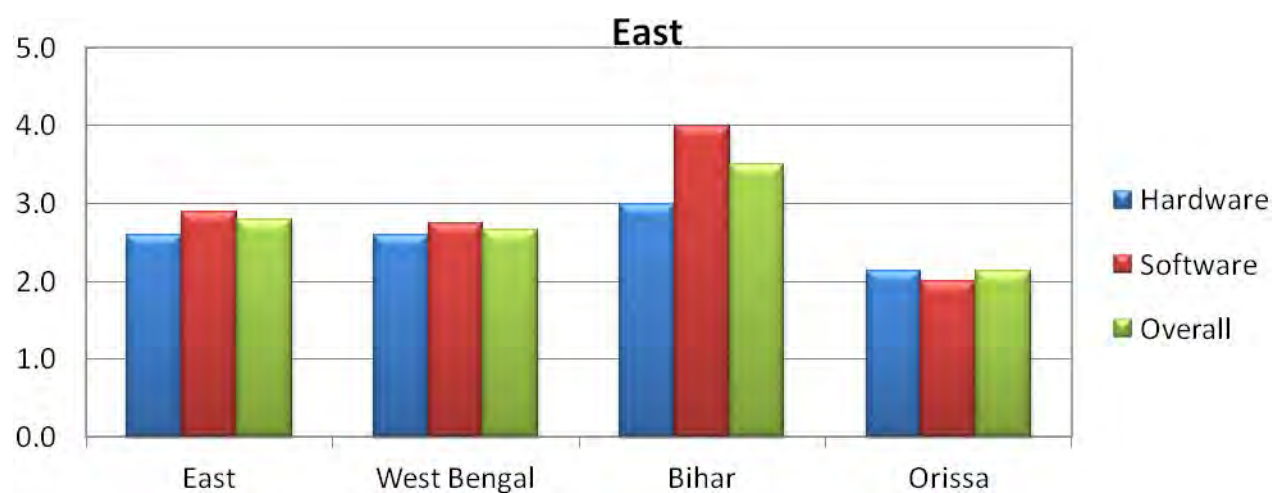
In the all India scenario, it is noticeable that projects in the South and North East regions have fared the best amongst all the regions.

5.3 Zone wise Findings

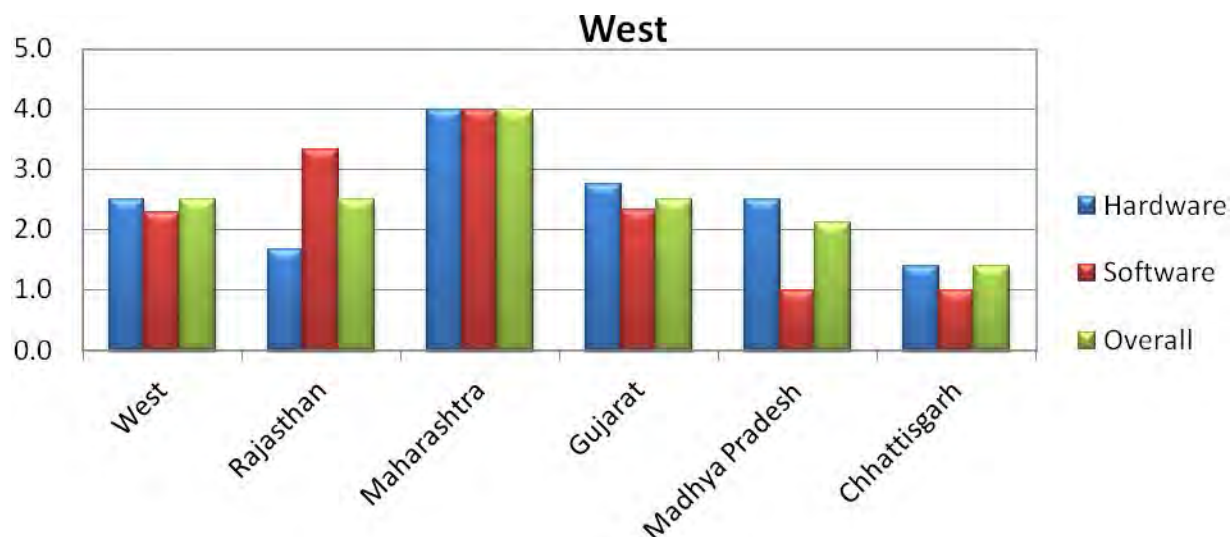
North has fared average whereas projects in the West and East regions have fared slightly below average.



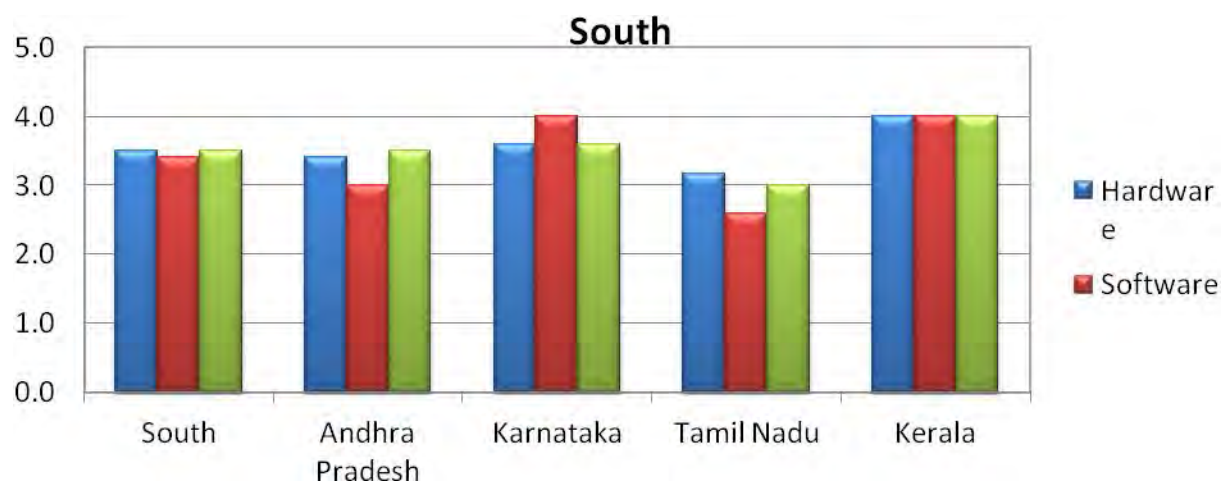
In the Northern region Graph, it is noticeable that projects in the states of Jammu and Kashmir and Haryana have fared above the other states in the region. Projects in the state of Uttar Pradesh have fared quite below average.



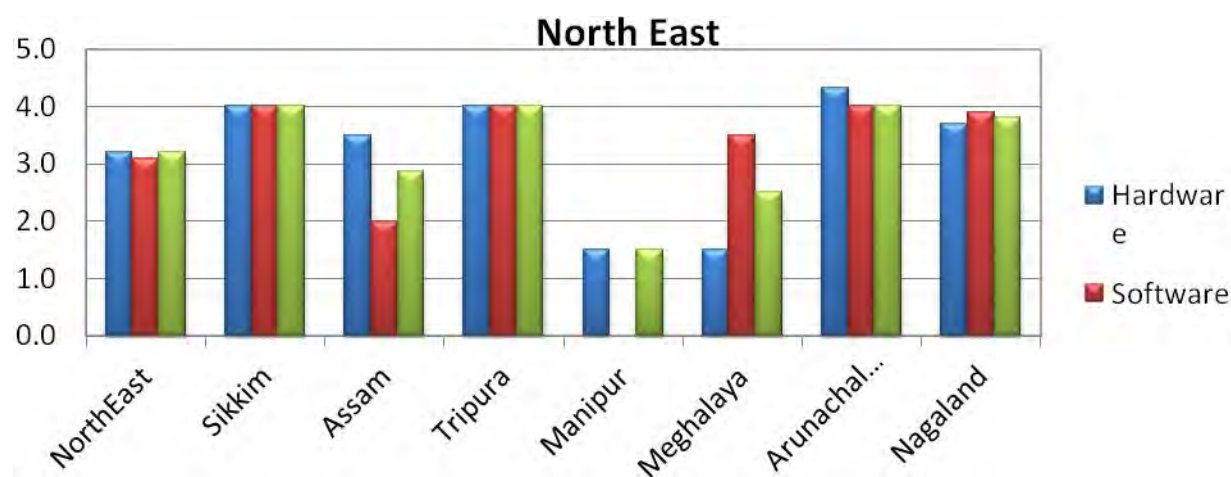
Amongst the projects in the Eastern states, Bihar has fared above average while West Bengal has fared just average and Orissa has fared slightly below average.



Amongst the projects based in the western region states, Maharashtra and Gujarat have fared the best amongst all the states. Chhattisgarh has fared below average.



In the states from the southern region, Karnataka, Kerala and Andhra Pradesh has fared above average whereas only Tamil Nadu has fared just below average. It is noticeable that the baseline for the Southern region is quite above the average mark.



In the north eastern region, the projects in the states of Sikkim, Tripura, Arunachal Pradesh and Nagaland have fared the best amongst all the states. Manipur has fared way below average.

5.4 Conclusions

The Rural Tourism projects were launched with the objective of promoting tourism in the rural destinations and thereby aiding rural population in improving their socio economic condition through improvement of financial status. A lot many rural tourism projects were sanctioned and out of those 108 rural tourism projects have been evaluated. The rural tourism projects in the state of Chhattisgarh have not at all fared well as most of them are failures with the status being that the project is yet to start off. In extreme opposite situations, for example in the case of Pochampally, the components have been implemented very well but there has been no increase in tourist arrivals due to the project. In between, there are scores of projects which have been an average success, but there has been no single rural tourism project which has been outstandingly successful. When tried to understand the reason for this, several strong reasons for the lukewarm success of most of these 108 rural tourism projects were found. The principal reasons are:

✚ **Lack of Marketing:** 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 this reason the maintenance work of already completed infrastructure and also the zeal to finish work on incomplete components is lacking. No tourist arrival means no increased income for the artisans / beneficiaries of the project, which in turn means no improvement in the socio economic condition of the village. The Ministry needs to take large measures to market these destinations to make them popular and hence introduce rural tourism to the travel loving domestic travelers and also to the foreign travelers.

✚ **Lack of Good Connectivity:** There are several projects amongst these 108 rural tourism projects, where, reaching the destination is very difficult and time consuming. This holds true for rural tourism projects based in the North Eastern states of India, Jammu and Kashmir, Himachal Pradesh, Chhattisgarh and Uttarakhand. Due to geographical locations and political situations, it is very difficult for an average tourist to visit these tourist destinations. It is imperative that the connectivity to these destinations be improved so that many tourists can visit these destinations.

5.5 Recommendations:

For Projects which are moderately successful:

1. Properly conceptualized advertisement campaigns highlighting the project USPs should be started to improve public awareness about the project. This would improve the tourist interest in rural tourism and effectively boost it, since, at present public awareness is low and is the reason for not increasing the tourist

arrivals at these destinations, even though the hardware and software components have been properly implemented.

2. Regular maintenance procedures should be implemented with immediate effect to keep up the project standard.
3. Restructuring of components which are not benefitting in the fulfillment of the objective of the project should be done. Re-alignment of project components is essential - for example destinations with popular crafts and artifacts should be included in the purview of the project.
4. State Government involvement is quite less for all the projects and their involvement is essential in the sustainability of the projects.
5. Steps should be taken to involve local populace as much as possible to increase the social standing of the locals as well as their involvement will help in maintaining the project components better and effectively.
6. New components should be developed keeping in mind the tourist's interest and local environment - just developing tourist infrastructure at rural destinations where no tourism activity is present and no craft is practiced, will not fulfill the purpose of the project.

For Projects which are an average success:

1. Properly conceptualized advertisement campaigns highlighting the project USPs should be started to improve public awareness about the project. This would improve the tourist interest in rural tourism and effectively boost it, since, at present public awareness is low and is the reason for not increasing the tourist arrivals at these destinations, even though the hardware and software components have been properly implemented. If tourists start visiting the destinations, then development of components will take place at better speed.
2. Fund flow should be regular to help the completion of implementation of projects swift.

3. Tourism centric products should be developed and locals should be trained at tourist handling skills.
4. Regular maintenance procedures should be implemented with immediate effect to keep up the project standard.
5. Restructuring of components which are not benefitting in the fulfillment of the objective of the project should be done. Re-alignment of project components is essential - for example destinations with popular crafts and artifacts should be included in the purview of the project.
6. State Government involvement is quite less for all the projects and their involvement is essential in the sustainability of the projects.
7. Steps should be taken to involve local populace as much as possible to increase the social standing of the locals as well as their involvement will help in them maintaining the project components better and effectively.

For Projects which are not successful:

1. Most of the projects are not successful due to the incompleteness in the implementation of all the conceptualized components. The project components implementation should be speeded up for swift completion, but before that, re-evaluation of the component alignment with tourist interest should be done to understand the true reasons for the project not being successful.
2. Fund should be provided for completion of projects and State Government should be involved for the sustainability of the project.
3. Steps should be taken to involve local populace as much as possible to increase the awareness and the benefits of the project.

For Projects which are a Failure:

1. Most of the projects which are a failure are due to the fact that work regarding hardware/software is yet to be started. If funds have been provided for the projects, then, the project components implementation should be speeded up for swift completion.
2. In certain cases part funds have been provided which does not reach in time to the actual implementing agencies, and then Ministry of Tourism / State Government should seriously consider whether it's viable to go ahead with those projects.
3. Only projects with promising outcomes should be fast tracked for completion, others should be kept at bay.

5.6 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 should 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 hundreds of rural tourist destinations for development, Ministry of Tourism should 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 should 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 any of these rural projects, the same needs to be added or taken up separately for campaigning. 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. As the name suggests and because of the fact that this shall showcase the rural theme, culture, artisans, crafts, cuisine, products this shall be really accepted specially by the international travelers as well as certain domestic travelers.
5. The Ministry of Tourism should 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, should either be dropped or there should be some amendments in the scheme for the developers to be interested in such areas to come forward and take up the projects i.e. complete it in time as well as regular maintenance needs to be monitored., whereas projects which are failures should 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.

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.
- ➡ 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.
- ➡ 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 way done and left.

- ➡ 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. Local authorities and local population should be actively involved in the phases of completion of a project. In Sualkuchi (Assam) and Bitar, Rae Bareilly (Uttar Pradesh), participation of local authorities was present during the implementation of components.
- ➡ 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 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.

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.

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 or 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.