

e	Time Frame
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Activities	Year 1							Year 2							Year 3						
	M2	M4	M6	M7	M8	M10	M12	M2	M4	M6	M7	M8	M10	M12	M2	M4	M6	M7	M8	M10	M12
1. Baseline study to identify specific clusters for eco-tourism in the given project locations																					
1.1. Mapping existing rural eco-tourism initiatives and resources																					
1.2. Conducting inception workshop to synergise with state rural eco-tourism initiatives																					
1.3. Visiting fields to engage with community to shortlist possible clusters for implementation																					
Output: A baseline documentation of Rural Eco-tourism potential and identification of 2 clusters in each state																					
2. Designing various categories of eco-tourism packages and developing a business model																					
2.1. Proposing eco-tourism business plan with village level stakeholders																					
2.2. Developing different type of eco-tourism packages designed for specific client groups																					
2.3. Assessing environmental impact of each Eco-tourism packages																					
2.4. Developing detailed business model for each eco-tourism package																					
Output: Detailed Project Report of each type of eco-tourism package																					

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3. Identifying livelihood packages for rural communities linked to eco-tourism services																					
3.1. Preparing list of activities and services required based on suggested eco-tourism itineraries																					
3.2. Shortlisting of livelihood packages based on region specific bio resources and tourism activities																					
3.3. Detailed livelihood packages including training module, quality standard guideline etc.																					
Output: 10-12 livelihood packages will be prepared pertaining to the trade/ services requirements of the region specific eco-tourism plans.																					
4. Developing an institutional model for implementation and management of Eco-tourism in the selected clusters																					
4.1. Local institutions will be created/ strengthened at three levels – District level, Cluster Level and Village Level																					
4.2. Institutional models developed detailing out the composition and responsibilities																					
4.3. Synergising with Eco-tourism initiatives of the state government and building partnership with the Private Sector for strengthening the Eco-tourism business model																					
Output: Demonstrate 2 models of Public-Private partnership in Eco-tourism business																					

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5. Creating the physical infrastructure for Eco-tourism																					
5.1. Design of built environment and services with dedicated Design Cell. Formed as part of project team																					
5.2. Conducting participatory design workshops with local artisans and craft person to evolve designs of the built infrastructure																					
5.3. Detailing of type of infrastructure created/ adapted like homestays, nature interpretation centres, outdoor infrastructure, solid waste management																					
Output: Architecture design and details of homestays, nature interpretation centres, outdoor infrastructure																					
6. Training of community groups in various eco-tourism and management services																					
6.1. Organising livelihood camps to in each cluster to showcase various livelihood packages developed in order to enrol community members for training programmes																					
6.2. Conducting on-site training programmes in villages like construction/ building craft related training																					
6.3. Conducting off site training programmes like hospitality, mountaineering, trekking guide, IT services																					
6.4. Training of women from the villages including traditional/ continental cuisine, housekeeping, craft																					
6.5. Further training of a team of skilled personnel among the trained community members for quality monitoring of services																					

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7. Developing a communication and marketing strategy for sustainability of the eco-tourism business																					
7.1. Developing series of communication materials for use at various homestays/ Information centres																					
7.2. Creating a website featuring the Eco-tourism packages offered in the 4 clusters																					
7.3. Developing advertising/ marketing campaign for the Eco-tourism initiatives featuring on social media																					
7.4. Training in each cluster on IT services and marketing																					
7.5. Synergising activities, particularly Zero-Waste policy and initiatives with popular public campaigns like the Swachh Bharat Mission																					
Output: Detailed communication plan and strategies implemented through print and electronic media for Ecotourism business																					
8. Documentation of Himalayan Indigenous Knowledge and integrating the knowledge resource as part of eco-tourism services																					
9. Pilot commencement of at least 2 eco-tourism packages																					