
India
Shaam-e-Sarhad...
Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

The Endogenous Tourism Project, (UNDP-GoI), Hodka Village, Kachchh District.

The Endogenous Tourism Project at Hodka was initiated in 2004. The village, which lies in Kachchh district of Gujarat, is famous for its Embroidery and Leather Craft, while the surrounding region is known for a variety of crafts such as wood work, lacquer work, copper bells, rogaan work on clothes, block printing and weaving. Hodka village is situated in the Banni grassland, on the edge of the Great Rann of Kachchh – the large salt desert in Western India. The village is famous for its craft and craft persons who have received several national and state level awards. They receive many visitors each year from all parts of the world who come to learn their craft, share ideas or simply to appreciate craft. This has been capitalised upon by UNDP and Ministry of Rural Tourism (GoI), who have chosen Hodka village as one of their 31 sites in India for an Endogenous Tourism Project owned, built and managed by the community. The project has been initiated with a resort, the Shaam-e-Sarhad Village Resort (Sunset on the Border). Accommodation here is in beautiful tents or the traditional bhunga, a conical mud structure. While the ambience is rustic, the comfort is that of any modern hotel with attached bathrooms and running water. The kitchen provides traditional Kachchhi and Gujarati food with special snacks of the area also being made available. Shaam-e-Sarhad Village Resort can accommodate 26 persons comfortably. It is an ideal location for undisturbed work as there is no television on site and phone access is limited. To find out more about the Hodka Project and the Shaam-e-Sarhad Resort, please do go to the website www.hodka.in or write to us at hodka.in@gmail.com or contact us at: KMVS, 15 A, Ameedhara, Himmat Nagar, Revenue Colony, Bhuj – 370 001, Kutch District, Gujarat, India.

Your idea

Street Address
Hodka Village (Banni)

City
Bhuj - Kachchh

State/Province
Gujarat

Postal/Zip Code
370510

Country
India

Year innovation began
2004

Geotourism Challenge Addressed by Entrant
Quality of tourist experience and benefit to tourists

Place your video embed code here from YouTube, Google Video and other video sharing websites. How to embed a video from YouTube.

Paste your code here

Indicate sector in which you principally work
Community Organization

Geographic location
Rural

Plot your innovation within the Mosaic of Solutions

Main barrier addressed
Lack of collaboration
Main insight addressed
Incorporate sustainable practices

Innovation

What is the goal of your innovation?
Tourism provide strong livelihood for indigenous people, and also sustain the traditional businesses of the different communities.

How does your approach support or embody geotourism?
The infrastructure for the tourists is totally ecofriendly, hospitality has been provided by indigenous people only. Almost 35 to 40 families becomes beneficiary through tourism, directly an indirectly.

Describe your approach in detail. How is it innovative?
Ecofriendly Infrastructure- for the construction of the resort we used maximum indigenous materials (Mud + Cow Dunk + Dry grass), ethical structure which creates similarity between village resort and village hamlets. Creates and designed basic tourists’ facilities in the village resort.
Trained the local youth for hospitality, guide, cooking, etc. and now this resort are fully governed by the village tourism committee of indigenous people.
We are organizing different workshop for the tourists. Such as craft (Embroidery) workshop, Mud and Mirror creative workshop. So, indigenous people and tourists, both get the chance to interact with each other and get opportunity to understand the culture, customs, etc.
We are also organizing events with indigenous people, that tourism provides support to survive their own livelihoods. Such as Cattle Festival, Music Festival, etc.

What types of partnerships or professional development would be most beneficial in spreading your innovation?
Try angular partnership (Village Tourism Committee ??State Tourism Department??Professionals – Travel agents, Tour Operators, Special interest Hoteliers, etc.)

Impact

In one sentence describe what kind of impact, change, or reform your approach is intended to achieve.
More and More tourists understand the concept of the sustainable as well as responsible tourism, and indigenous people, local youth understand the value of their own culture and customs.

Describe the degree of success of your approach to date. Clearly define how you measure quantitative and qualitative impact in terms of how your approach contributes to the sustainability or enhancement of local culture, environment, heritage, or aesthetics? How does your approach minimize negative impacts? 200 words or less
First of all have to change the mind of the local people that domestic as well as foreign tourists are not different. Tourists understand the only one language, i.e. hospitality according to place and host community. Have to create more tourists amenities to attract special and target market, those who are interested to explore the culture, craft, customs of the region. Those who love to interact with indigenous people, those who are willing to spend their time with the community, and those who love to learn the indigenous skill (craft, etc) from the community.
And community understands the difference to sell the culture and to transform the value of the culture to the tourists. It means, it becomes transformative from both side then only negative impacts on society as well on tourism industry ("Tourism impacts on Society and Social Impacts on Tourism Industry") can be minimize.

How does your program promote traveler enthusiasm, satisfaction, and engagement with the locale?
In the Hodka village, can find two types of communities. They are Hindu – Meghwals and Muslims – Halepotra. Craft (Embroidery and leather work) is the strong livelihood for Hindus and Cattle breeding are for Muslims since years before. Both the communities ready to work for the tourism but the village resort will construct besides the hamlets, because they are conscious about the impacts on the village youth. An indigenous person has shown theirwilliness towards tourism development in the village. They build up a Village Tourism Committee which is form of 15-16 villagers, and they are working only and only for the tourism activities. They decided that maximum villagers get benefit from the tourism activities such as village resort construction, youth work as a resort staff in the F&B Service, House Keeping, Cooking, etc. Women are handling beautification work of the resort such as mud lipan, mud and mirror work, natural coloured wall paintings (Rangolis), etc.

In what ways are local residents actively involved in your innovation, including participation and community input? How has the community responded to or benefited from your approach?
This field has not been completed. (100 words or less)We are providing designed Craft Itinerary for the special interest tourists, also providing nature itinerary with the local guide, we are providing craft workshop to the tourists, where craft women become craft teacher (Craft Guru) for the group of tourists, same as for the mud workshop. Again in the package of the accommodation also provide the Kachchhi Live Folk Music for tourists at the village resort.

Describe how your innovation helps travelers and local residents better understand the value of the area’s cultural and natural heritage, and educates them on local environmental issues. How do you motivate them to act responsibly in their future travel decisions?
As the Banni Region of the Kachchh district has been known as dry area, but earlier it has been recognized as a grass land. Thant is the reason cattle breeders are still survive in that area. So, it has own environment importance. Even Hindu Meghwals, has strong skill in crafts (Embroidery
and Leather Craft), so here culture, customs, environmental values are very high. When the Hodka village has been receive the different tourists, we have been designed different activities which is directly linked with all valuable pillars of responsible tourism. Local guides, escort the tourists to the area where migrated birds have been settled during the winter season and an ornithologist (who has been tie up with village tourism committee) orient on environmental value and natural heritage to the tourists. And this is how local guides also understand the environmental importance of their own region. Same as, tourists accommodate in the village resort, he has been allotted the ecofriendly accommo

Sustainability

Is your initiative financially and organizationally sustainable? If not, what is required to make it so? What is the potential demand for your innovation?

? As per the climatic conditions in the summer and during the rain, the place is very hard to access and also difficult for the tourist’s activities. Though during the winter (Oct to March – Six months) village tourism committee generate the revenue to operate the village resort (Business activity) from lots of marketing efforts. They have been passed only three tourists season up to now. In the Last tourist season (Oct 06-April07), one lacks rupees was balance in hand.

How is your initiative currently financed? If available, provide information on your finances and organization that could help others.

Please list: Annual budget, annual revenue generated, size of part-time, full-time and volunteer staff.

As this is comes under the Endogenous Tourism Project from Government of India, Ministry of Rural Tourism and United Nation Development. They had been given the finance in two branches. Software activities such as marketing, capacity building of the indigenous people, etc. and from the Hardware activities have to created good infrastructure for tourists as well as for the villagers. The software part is being handled by us (Kutch Mahila Vikas Sangathan – NGO) and Hardware parts handled by District Collector of Kachchh District, Gujarat. Here KMVS (Kutch Mahila Vikas Sangathan) has been supporting to village tourism to running the business as well as tourism activities and also build up the capacity of the indigenous people to handle the tourists. And Village Tourism Committee manages the village resort and from that activity they manage the current finance for the village. They have been recruited 10-11 persons of staff which are fully paid by the committee during the running season and in the slack season they have been getting half salary. Other expenses such as laundry, dairy products, restoration work, water tankers, etc are goes to village. This is how revenue goes to villagers in a different ways.

What is your plan to expand your approach? Please indicate where/how you would like to grow or enhance your innovation, or have others do so.

As of now, we are planning to expand the village infrastructure for tourists as well as for villagers also. So, from that, other villagers get benefit. Such as sites near to traditional water harvesting system, where tourists and villagers interact and also understand unique water harvesting system in the dry area. Craft schools, where villagers become teachers of the tourist and it becomes interactive for both. These kinds of expansion will more generate livelihoods through the tourism in future.

What are the main barriers you encounter in managing, implementing, or replicating your innovation? What barriers keep your program from having greater impact?

The project introduced by Ministry of Rural Tourism, Government of India and UNDP for the rural people. According to channel, State Tourism, District Administration has been responsible for strong supports. But some times, State Government it self becomes barriers for the project, its implementations, and managing e.g. particularly in hodka village, village tourism committee operating an ecofriendly village resort, as per the governmental laws, they are insist to us that we are collecting luxury taxes in the rural area. And it shows adverse impacts on tourists who use to come to explore the culture, local crafts, customs, etc. and here village tourism committee have to have collect the luxury taxes from the tourist. Secondly, so many domestic tourists still does not understand the endogenous tourism concept. Even they do not understand the meaning of the ecofriendly village resort. And they are expecting and demanding leisure tourism amenities on the site. As the Kachchh is the dry area, it has major problem of water supply in that area. It is very difficult to manage that cost from village tourism committee’s revenue.

The Story

What is the origin of your innovation? Tell your story.

Endogenous Tourism Project has been introduced by Ministry of Rural Tourism, Government of India and United Nation Development Program in all over India. Gujarath, Kachchh district is one of that. In all states, district collector has been chairperson at district level. As UNDP has been involved, they insist to Govt, that local NGOs has been implement the project at the village and District Collector (District Administration) comes under chair post at district level. And at the Kachchh district, Kutch Mahila Vikas Sangathan becomes nodal agencies for the Endogenous Tourism Project – Hodka, Kachchh, Gujarath. Hodka village is situated in the Banni grassland, on the edge of the Great Rann of Kachchh – the large salt desert in Western India. Due to the climatic conditions and geological changes it becomes dry land now. The village is famous for its craft and craft persons who have received several national and state level awards. They receive many visitors each year from all parts of the world who come to learn their craft, share ideas or simply to appreciate craft. Indigenous people still holdings their own customs in the Hodka village. It still untouched from urban culture. The Endogenous Tourism Project has been divided in to two stages. As per the guide lines, have to have creates infrastructure for tourists as well as for the indigenous people also. Mean while as a nodal agency, KMVS (Kutch Mahila Vikas Sangathan) have to provide the trainings to the indigenous people as well as to local youth. Here, in 2004 KMVS and the District Administration has been formed a village tourism committee with the help of Panchayat (Local Governing Board). Initially, VTC’s (village Tourism committee), has lots of questions about the project, project implementations in the village, impacts on the society from tourists, etc. At one level we all were decided to create small infrastructure for the tourists, out side the village but between the hamlets as a trial base. From this action, this was learning points for all stakeholders (District Administration, KMVS, VTC. and Village People).

For the infrastructure development, KMVS and District Administration decided to choose an NGO (Hunnar Shaala Foundation) which is use to work with community and community based construction. Here, we all are decided to use the indigenous materials for construction of tourists hamlet (village resort), and all the labours, artisans, and trainees had choose from hodka village only. So, they would get the different skilled trainings, and an expense towards construction goes to village only. Village resort has been constructed totally ecofriendly, all the designs of the village resort has been adopted from the architect design of the hamlets. Floors, Beds, Sofas has been build up with mud, local craft articles has been used as an interior of the of the rooms (Bhunga – mud huts, and Tents)
For the hospitality trainings, KMVS consulted a professional hotelier, which used to stay at the place and help VTC to set up the village resort. Since four tourist seasons, the local youth has been trained and gaining on the job experience in the F&B service, F&B Production, etc. And VTC has been managing the resort and different events (Cattle Festival, Folk Music Festival, and Craft Workshops for tourists) which helps the village to survive their own occupations (cattle breeding, handicraft activities, folk music, etc). Recently KMVS has been handling the marketing of the place, reservation-customer handling, etc on behalf of the VTC. Once they have been trained, they will manage the village resort, reservation, marketing and promotion. Since four tourist seasons, almost 35 to 40 families from the Hodka Village economically benefited. Once in two months and every year after rain while restorations (Mud and mirror work –Lipan work, Natural coloured paintings – rangoli, etc) of the village resort, village women artisans have been remaking the beautification of the village resort. Each and every time these become centre of attraction for the tourists/guests.

Please provide a personal bio. Note this may be used in Changemakers’ marketing material.

KUTCH MAHIKA VIKAS SANGATHAN – (PARTH MEHTA)
Kutch Mahila Vikas Sangathan is a grassroots collective of rural women in Kutch district. Since its inception in 1989, KMVS has brought about a movement of social change for rural women by addressing critical issues that touch the every day lives and livelihoods of these women and the larger communities they belong to. In the process, KMVS and its women members have defined women’s empowerment as a spiral of securities against illnesses, droughts, violence, of being able to articulate and be acknowledged in the community, of being able to affect change in not only the socio-cultural fibre of the community but also be able to create a positive and visible dent in the economy and political life of the community. The Development Communication Centre of KMVS aims to use various traditional and modern media for the dissemination of social, cultural, economic, political and educational issues. This process will be facilitated so that marginalize

Please write an overview of your project. This text will appear when people scroll over the icon for your entry on the Google map located on the competition homepage.

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