

## DPR Contents

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# DPR of Ecotourism Site development in Barghat Project Division, Seoni

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## 1 Introduction

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### 1.1 About the Organization

Madhya Pradesh State Forest Development Corporation (MPSFDC) was incorporated as a Company under Companies Act, 1956 (now Companies act, 2013) on 24th July 1975. The present authorized capital of MPSFDC is 40.00 crores and paid-up capital is 39.32 crores, in which the contribution of GoMP and Gol is 37.93 crores and 1.39 crores respectively. The net worth of plantations of MPSFDC is calculated to be having worth of over Rs. 8000 Crores. MPSFDC is deliberate into paying Dividend to its stakeholders and has a record of delivering dividend every year since the time of incorporation until now.

#### **Vision:**

Enrichment of tree cover in the Forests of the state and improving the socio-economic conditions of the people living in forest and adjoining forest areas.

#### **Mission:**

##### Mission towards Consumers / Beneficiaries

- To be transparent & fair in dealing with consumers for mutual benefit;
- To improve socio-economic conditions of the laborers by imparting training and involving them as partners in MPSFDC's activities.

##### Mission towards Government

- To supplement Government's efforts in extending and enriching the forest cover of the State
- To give optimal returns to the Government in form of dividends

##### Mission towards employees

- To be transparent & fair with employees and provide them growth opportunities through training and good management practices.

#### **Objectives:**

The objectives of the organization are:

- To accelerate and increase forestry production by creating plantation of following species:
  - Species of higher economic value;
  - Fast growing species; and
  - Species capable of diversified use for industrial and commercial purposes.
- To enhance the productivity and quality of forest by imposing intensive forest management practices.

**Financial Status Of The Nigam:**

**Revenue from Plantations**

The plantations raised by MPSFDC are generating revenue from the year 1987-88. The revenue generated from the plantations is total **Rs. 389.6618 Crores**.

**Distribution of Dividend to Gol & GoMP**

Upto year 2012-13

To Gol: Rs. 1.3641 crores

To GoM.P.: Rs. 30.7430 crores

**Payment of Lease Rent to GoMP**

Upto year 2012-13 - Rs. 489.01 crores

**Distribution of Dividend to JFM Committies**

From 2006-07 to 2011-12 - Rs. 26.2266 crores

**Employment generation by MPSFDC**

About 40 lakh Man-days/Annum

**Accumulated Profit**

The accumulated profit of the Nigam upto the year 2012-13 is **Rs. 126.50 crores**.

MPSFDC's main business operations are rearing and felling of long rotation crop of teak and short rotation bamboo. MPSFDC is also in the process of starting plantations short rotation clonal plants like clonal Eucalyptus and Populus eyeing the increasing demands of soft timber in the paper and pulp industries.

Corporation is currently managing 4.26 Lakh hectares forests under Sustainable Management making it one of the largest Public Sector producers of Timber, Poles, Fuel wood & Bamboo in India. Presently MPSFDC has 11 Project Division in the state to carry out its activities in 22 districts of the state.

MPSFDC shares 10% of its net profit with the Forest Protection Committees for their well being. Corporation also spends 3% of the net PAT (profit after tax) on wildlife conservation and another 3% for Biodiversity conservation. Apart from the above mentioned activities MPSFDC also spends 2% of its net PAT for the implementation of mandatory CSR activities as per the Companies Act 2013.

**MPSFDC has received the 4<sup>th</sup> Greentech Corporate Social Responsibility Gold Award - 2014 in Forestry Sector which is a testimony to its commitment towards fulfilment of social responsibility.**

With no major Tax demand pending, no Litigation outstanding and a perfect congenial relationship with the local communities present in the vicinity of its action area MPSFDC's business module is truly one of a kind.

Corporation is looking to diversify its business operation other than its customary operations of Commercial Forestry, Plantation and silvicultural practices to improve and increase its revenue generation streams to make itself a more robust organization in the continuously changing economic scenario.

One such stream identified for diversification of MPSFDC is Ecotourism and MPSFDC is proposing to take up ecotourism activity at some of the site in its area which has good potential to be a successful ecotourism site.

Ecotourism which will help the organization in following aspects:

**Livelihood Generation:** Generating livelihood for the local communities living in the vicinity of the ecotourism site.

**Protection and Awareness:** Ecotourism will help in spreading awareness about different kind of flora and fauna among the tourists visiting the site and making them learn their importance, which in-turn will help in protection of forests and wildlife.

**Revenue Stream Improvement:** Ecotourism activity will improve the revenue generation streams for the organization and help in making MPSFDC a more robust organization.

## 1.2 About the Project

Barghat Project Division is located among the sprawling greenery of Satpuda Range in Seoni District of Madhya Pradesh. It is a beautiful forest area with magnificent natural scenic beauty. This division was established in 1975 under M.P. State Forest Development Corporation and has a total of 50317.237 hectare of total forest area out of which 23654.852 hectare of forest lies in the Pench-Kanha Corridor.

Some of the areas of this division are situated within the Buffer Zone of Pench Tiger Reserve (here after referred as PTR) and provide a good opportunity for development of an ecotourism site, to bring together the local communities and ecotourist while keeping the natural beauty of the areas intact.

Ecotourism project will also provide a huge revenue potential which can be tapped to help improve the short term and recurring revenue for the corporation, which in turn will help the corporation in achieving their vision of improving the socio-economic conditions of people adjoining the forest areas in a better way.

With this long term vision in mind, compartment no. 328 under the Barghat Project Division of MPSFDC has been chosen for ecotourism project as this site posses a vast potential for ecotourism activity due to its proximity to PTR which is just about 6 kms from this site. As this site is flanked by Pench National Park, varied species of animals like Tiger, Leopard, Sloth Bear, Wild Boar, Nilgai, Cheetal, Indian Bison(Gaur), Sambar, Barking deer, Jackal, Foxes, Hyena and a variety of birds

species are found here. Thus, tourists, animal lovers and bird watchers coming to visit PTR can be tapped to become the customers for the activities provided by MPSFDC.

Thus planning for Ecotourism site at compartment no 328 of the Barghat Project Division, Seoni will serve following purposes for MPSFDC:

- Help achieving the vision and mission of MPSFDC in a better way
- Generate better revenues from the area having good potential for ecotourism
- Connecting with the tourist coming to PTR and thereby enhancing MPSFDC's visibility to general public which will eventually help in enhancing the Brand of MPSFDC.

### 1.3 Background of the ecotourism in MPSFDC

MPSFDC under its renewed long term foresight under its dynamic leadership has started walking on the path of diversification by taking up new operations over its customary operations of forestry and silvicultural practices. However care is being taken to take up such operations which are aligned with MPSFDC's long term Vision and Mission statement and help MPSFDC in contributing to the society as a whole. Also at the time of incorporation, in the article of association, tourism was mentioned as one of the businesses that can be undertaken by the corporation.

With the above points in mind, Corporation has decided to undertake Ecotourism as one of the activities to enhance its short term income. Corporation has finalized some sites in its various project divisions after carefully considering all the aspects of ecotourism, doing proper evaluation and verifying the feasibility of potential sites. After carefully evaluation the sites having good long term potential for ecotourism activities are being proposed for development of such activities.

As already mentioned one such site in the Barghat Project Division is the compartment no. 328 which is within the buffer zone of PTR and can be developed as ecotourism spot near to the PTR due to its potential to attract tourist coming to visit PTR.

### 1.4 Site at a glance

Compartment no. 328 of MPSFDC is located in the Buffer area of Pench Tiger Reserve and is just about 6 kms from the Turia gate of Pench Tiger Reserve. Turia gate of Pench Tiger reserve is the main entry gate out of the total 3 gates (namely Turia, Karmajhiri and Jamtara) of Pench Tiger reserve. 60% of the safari vehicles allowed in the PTR enter from the Turia gate of the PTR and most of the resorts and hotels catering to tourists visiting the PTR are located in and around Turia village.

A P.W.D. *Pucca* road known as the Khawasa-Turia road, passes from the northern part of the Compartment. This is the main approach road to Turia gate of



Pench Tiger Reserve and Khawasa village is the junction point of this main approach road and National Highway 7. The National Highway No. 7 joins Jabalpur to Nagpur and runs along the eastern boundary of the Pench Tiger Reserve for around 10 km. Being present on the main approach road of Pench Tiger Reserve and just about 6 kms from Pench this compartment has huge potential for Eco-tourism related activities.

Honourable Supreme Court's in the year 2012 had put up a restriction of number of safari vehicle's which enter into a Tiger Reserve. The number of vehicle allowed in each trip area was determined as per the carrying capacity calculated for each Tiger Reserve according to NTCA's guidelines. 75% of the allowed number of safari vehicles are booked through online ticketing system in advance and only 25% safari vehicle are booked at the entry gate of Tiger reserve.

A substantial no. of tourists at Pench Tiger Reserve are the "walk in" tourists at the reserve i.e. who reach the reserve without any prior booking. A good number of these "walk in" tourists don't get the entry into the reserve as the capacity gets filled with prior bookings. Such tourists who reach PTR but do not get an entry are also referred as "spill over" tourists. These tourists are ready to take up any other alternate but responsible tourism activity in the vicinity of PTR.

With the strong and potent combination of availability of wildlife in the compartment and having an advantageous location because of its proximity to PTR this site has been selected for an Ecotourism project.

MPSFDC kept in the mind the accessibility of the site by road up to the location and likely tourist flow from PTR and from nearby urban centre Nagpur which is just 88 kms away. This site has huge potential for ecotourism activities namely Nature walk, Horse Safari, Eco Camps with Tent Accommodation, Tree Houses, Nature and Wildlife photography etc.

#### **1.4.1 Potential of ecotourism and various activities**

Due to the advantageous location of the proposed location for the ecotourism, it has lot of potential for various ecotourism activities. Also as mentioned above a good number of tourists reaching PTR are the ones who come here without any prior bookings and are on the lookout for all possible activities in and around Pench which are referred as the "Spill Over" Tourists.

Discussion with few of the local resort and lodge owners revealed that the number of such tourist over the weekend can be safely assumed to be about 150 with equal number of tourist over the week. During the discussion the resort owners categorically mentioned that the activities being planned by the MPSFDC have potential to attract a large number of spill over tourists. Many of such tourists are interested in any kind of excursions which can provide them opportunity to get a glimpse of the wildlife.

Various potential activities which can be implemented at the site:

**Immediate Potential:**

- Horse Safari
- Jungle Camping
- Forest Walks / Nature Walks
- Cycling on Cycle Trails
- Star Gazing
- Bird Watching
- Wildlife sighting from Machaan
- Nature / Wildlife Photography
- Children Park
- Badminton Court

**Potential in Long Term:**

- Commando Net
- Monkey Crawling
- Commando Bridge
- Village Visits

**1.4.2 Location specific SWOT Analysis**

Below is the SWOT analysis specific to the site selected for ecotourism project and the activities planned there.

**1.4.2.1 Strengths**

Strengths of the compartment no 328 are as follows:

- Compartment having a mix of pristine Teak Plantations by MPSFDC, patches of natural open areas (with undulating terrain), some patches of natural mixed forest thus being highly rich in Bio Diversity.
- Near to Pench Tiger Reserve implying good influx of potential customers.
- Strong signs of presence of wild animals and regular sightings of Jackal, Hyena, Nilgai, Wild Boar, Cheetal, Peacocks, Indian Bison (Gaur) by local staff.
- Presence and Sightings of Tiger and Leopard starting the monsoon season (Month of June) to the month of January/February. Their presence coincides with availability of water in the compartment.
- Presence of natural salt lick in the compartment also attracts wild animals in the compartment.

**1.4.2.2 Weakness**

Weakness of the compartment no 328 are as follows:

- Area till now was considered for only plantation activity and is totally undeveloped with respect to Tourism activity
- Small size of compartment implies limited area for development of Grasslands and nature trail and/or safari trail.
- Shortage of water during summer season as till now no infrastructure (like stop dam, check dam etc) was developed to store water during summer season.

#### 1.4.2.3 Opportunity

Opportunities of the compartment no 328 are as follows:

- Due to its proximity to Pench this area has access to good number of target customers
- With the presence of wildlife, developing infrastructure to store water to improve wildlife sighting will also help the area in general with improved availability of water even during summer season.
- No resorts or lodge provide alternate wildlife sighting activities to tourist coming to Pench. Thus this site is likely to have high demand among the tourists.
- By careful planning and implementation of the Ecotourism project MPSFDC can increase its revenue from the area. Also by giving such facilities to tourists MPSFDC's Brand Visibility will improve and it will create awareness about MPSFDC among general public.

#### 1.4.2.4 Threats

Threats of the compartment no 328 are as follows:

- Specific orders of courts and government directives, which are issued from time to time, may prohibit or restrict scope of tourism activities at the site as it falls within the notified buffer area of the PTR.
- Since the site falls within the notified Buffer area of PTR, proper monitoring should be done during the implementation.
- Ecotourism activities may cause disturbance to the wildlife. Rules and regulations need to be adhered to by the implementing organizations as well as the tourists visiting the place.
- Safety precautions need to be implemented properly.
- Some of the resorts and/or lodges may come up with similar activities which are lower priced to lure away tourists to their resorts. Periodic reviews of activities and the pricing is recommended.

#### 1.4.3 Tourism Activity Season and duration

Since our target customers are mainly the tourist coming to Pench Tiger Reserve, tourism season for our site will coincide with the tourism season of the PTR. All Tiger reserves are closed for tourism activities during the monsoon season on account of rains and post monsoon repair work. Our ecotourism site will also operate during the same months as that of the PTR.

## 2 Site Details

The identified area for the Ecotourism Project falls within a single compartment (Compartment no 328) of Seoni Range of the Barghat Project Division and covers an area of about 0.389 Hectares (41,884 square foot) for developing the Ecotourism related infrastructure development.

The compartment is in the Survey of India Toposheet no 55 / O6 / C1 of R.F. 1:15,000. Administratively the compartment falls under the jurisdiction of Barghat Project Division of MPSFDC however the compartment has been notified in the year 2010 as Part of the **Buffer Zone of PENCH Tiger Reserve** with the **Notification No. F/15/8/2009/10/2 Dated 05 October 2010**.

Latitude and Longitude of the Compartment are

North: 21<sup>0</sup> 42' 00" to 21<sup>0</sup> 43' 00"

East: 79<sup>0</sup> 22' 15" to 79<sup>0</sup> 24' 30"

### 2.1 Name, Area, Beat, Circle and Range of the Destination

Details of the site proposed for Ecotourism project are:

Table 1: Site Details		
S No	Particular	Details
1	Compartment No:	328
2	Area of the Compartment:	233.77 Hectares
3	Beat	Utaria
4	Circle	Khawasa
5	Range	Seoni

### 2.2 District HQ

Barghat Project Division, Seoni

### 2.3 Status of Land – Forest/Revenue/Non Forest Revenue

Compartment no 328 which is the proposed site for the ecotourism activity is under Forest Land of MPSFDC currently and was handed over to MPSFDC on 4<sup>th</sup> Nov 2003 by letter no: **F/5/256/03/10/11/4575 Dated 4<sup>th</sup> Nov 2003**.

However, the compartment has been notified in the year 2010 as Part of the **Buffer Zone of PENCH Tiger Reserve** by **Notification No. F/15/8/2009/10/2 Dated 05 October 2010**

## 2.4 Road

A P.W.D. *Pucca* road known as the Khawasa-Turia road, passes from the northern part of the Compartment. This is the main approach road to Turia gate of Pench Tiger Reserve and Khawasa village is the junction point of this main approach road and National Highway 7. The National Highway No. 7 connects Jabalpur to Nagpur and runs along the eastern boundary of the Pench Tiger Reserve for around 10 km. Being present on the main approach road of Pench Tiger Reserve and just about 6 kms before the Turia Gate of Pench, this compartment has huge potential for Eco-tourism related activities.

## 2.5 Railways

The nearest major Broad Gauge railway station is Nagpur which is a major junction and is one of the India's most important railway junctions. A total of 242 trains from various destinations halt at Nagpur also making it one of the busiest junctions all over the country. Nagpur railway station is about 95 kms in the SW direction from the Ecotourism Site.

Other rail heads which are near from the Ecotourism site are Jabalpur (198 KMS) and Chhindwara (116 KMS).

## 2.6 Details of Plantation at the site

Following table gives the plantation details of the compartment no 328.

<b>Table 2: Plantation Details of Compartment no 328</b>							
S No	Area of the Compartment	Plantation Year	Plantation Area		Rest of the Area		Grand Total
			Gross	Nett	Protected Circle	Total	
1	233.77	2006	60	30			
		2007	101	79.08			
		2008	55	29	17.77	17.77	
<b>Total</b>	<b>233.77</b>	—	<b>216</b>	<b>138.08</b>	<b>17.77</b>	<b>17.77</b>	<b>233.77</b>

The nearest District HQ and Forest Office from the Ecotourism site is the Seoni office which is at about 50 Kms distance

## 2.7 Wildlife at the Site: Availability and Limiting Factors

Regular sightings of various wild animals by the local field staff (Forest Guard, Chowkidars) are reported in the compartment. Also during the field survey done for the feasibility study of the area and identifying the sites for various activities some of the animals like Indian BlueBul female and Wild Boar were sighted in the area. The photograph given below was taken in the compartment no 328 where a small herd of Gaur (Indian Bison) was foraging in the area.



Figure 1: Bison at Ecotourism Site

**Limiting Factors:**

Wildlife population vary according to availability of their requirements which fluctuates in quality and quantity depending on the season and the biotic pressure in the area. The availability of food and water mainly govern the status and seasonal movements of wild animals. The main limiting factors are:

- Food
- Water
- Shelter & Breeding Cover

In the compartment, food and water are the scarce resources and their availability will be improved by developing grasslands and building stop dams (*see section 3.3 for details*). Since the compartment has Teak plantations with patches of mix forest and is surrounded by the natural forest it has good shelter and breeding cover for various animals.



Figure 2: Nilgai at the Ecotourism Site

Table below detail the animals which have been sighted within the compartment by local staff and their sighting frequency:

<b>Table 3: Wild Animals sighted at the site.</b>		
<b>S No</b>	<b>Animal</b>	<b>Sighting frequency in the Compartment</b>
1	Tiger	Very Low
2	Leopard	Very Low
3	Common Langur	High
4	Striped Hyena	Low
5	Jungle Cat	Low
6	Indian Fox	Moderate
7	Mongoose	Moderate to High
8	Gaur(Indian Bison)	Low to Moderate
9	Sloth Bear	Very Low
10	Indian Hare	Moderate
11	Nilgai	Moderate to High
12	Wild Boar	Moderate
13	Cheetal	Low to Moderate
14	Indian Chameleon	Moderate
15	Jackal	Low
16	Monitor Lizard	Low
17	Parakeets	High
18	Peafowl	Moderate
19	Jungle fowl	Moderate
20	Grey Partridge	Low

### 3 Infrastructure for the Project

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#### 3.1 Existing Infrastructure

As mentioned earlier the site till now was utilized only for plantation (non-irrigated plantation) activity by MPSFDC no infrastructure is present in the compartment which can help in water storage or which can be utilized for tourism activity.

#### 3.2 Site development steps

With the strong and potent combination of availability of wildlife in the compartment and proximity to PTR which already has a huge influx of tourists interested in nature and wildlife, MPSFDC is has vision to develop infrastructure in a such a manner so as to increase the presence of wildlife even during the summer season and thereby attracting more tourist into the area.

Following steps/phases will be undertaken to properly develop an Ecotourism Site:

- Appropriate areas which can be used for building grasslands with suitable grasses preferred by herbivores for eating have been identified.
- Stop dams will be built at strategic locations which will help in storing water thereby making possible availability of water round the year. The water from the stop dam will also be utilized for irrigating the grasslands for proper growth of grass in the initial period.
- Grasslands and water availability will help in improving the presence of wild animals in the area which will eventually increase the wild life sightings for the tourists opting for Horse Safari and nature walks and photography in the compartment.
- Tree Houses and tenting accommodation (AC Cottage Tents) for night camping will be developed which will give the tourists an opportunity to stay and spend some quality time in the lap of nature.
- Safari trails and nature trail will be developed for the tourist to take up horse safari and nature walks in the compartment 328.
- Cafeteria to cater for the fooding facility will be developed and an interpretation cum recreational centre will also be developed. Interpretation cum Recreational centre will have the facilities of running Documentaries during the evening hours. Guests/Tourists will get an opportunity to better understand the nature and wildlife through the documentaries. The centre will also house a small library where relevant books/novel which the guests can read at their leisure. It will also have other recreational facilities like board games, Chess, Carom etc.
- Two open plots of land have been identified for the development of the infrastructure. Both of the plots have negligible tree cover and the facilities will be developed in such a way so that no tree felling is and no modification of the natural landscape is required.



- Bigger plot out of the two plots has an area of about 38000 sq. Feet. This plot will be used for building Cafeteria, Interpretation cum Recreational Centre, setting up AC Cottage tents and Camping Tents. It will also have a small children park, badminton court (grass court) and a small lotus pond. Smaller of the two plots has an area of about 3000 sq. Ft and it will be used for putting up the Tree Houses.
- Both the plots will be secured with chain link fencing of about 2.5 meters in height along their boundary to prevent any human-wildlife conflict.
- Aesthetic plantation will be done at both the plots with the species of trees and climbers which are suitable for the area to make the infrastructure being developed to “blend-in” with the surroundings.
- Solar powered lighting facilities will be developed at the site to cater for all the electricity requirements. As the site currently not having any electric lines, using solar lighting which is a renewable source of energy is not only environment friendly but it also eliminates the requirement of electricity line being put in wildlife dominated area.
- If required in the future at an appropriate time, properly insulated lines will be brought underground along the road to the site to cater for the electricity requirements of the site. As mentioned earlier in the section 2.4 a P.W.D road known as the Khawasa Turia road passes from the northern part of the compartment and a forest road goes inside the compartment from this road. All the facilities are being developed along this road there by eradicating the necessity to develop any more roads for the project. It also helps not doing any landscape change for the site.
- Sceptic tanks of suitable size will be built to tackle the human waste generated at the site and proper treatment of the waste will be done to ensure that no improper waste disposal happens at the site. Proper garbage disposal processes will also be practised and adequate no. of Garbage Bins will be kept around the cafeteria, recreational centre, tree houses and tents.

### **3.3 Proposed Infrastructure – Wildlife related development**

At the proposed Ecotourism site two kinds of development are proposed. One for the enhancement and betterment of the wildlife found in the area and second for developing the tourism related facilities and activities.

Wildlife related development activities will include building of Stop Dams and development of Grasslands. These two activities will help in fulfilling the food and water requirement for the wild animals found in that area.

Tourism related infrastructure development will include development of facilities related to the development of tourist stay and activities. These are discussed in the next section of the document (section 3.4).

### 3.3.1 Stop Dams

As mentioned to ensure availability of water in the area, 5 stop dams are proposed to be constructed after carefully selecting spots for constructing the dam. The spots have been chosen after considering following points:

- the suitable terrain to support the Stop Dams constructed
- large water catchment area and storage area
- proximity to grasslands to help in irrigation for developing grasslands
- With good cover around for wild animals for approach the water for drinking

After the construction of Stop Dams supporting equipments like diesel pump, pipes, sprinkler system will be purchased to help in developing the grasslands. These set of equipments will be used on rotational basis to help in irrigation of grasslands which will be developed for the herbivores.

The total estimated cost for above 5 stop dams: Rs. 48.23 Lakhs.

<b>Table 4: Stop Dam Details</b>				
<b>S No</b>	<b>Type</b>	<b>No of Gates (if any)</b>	<b>GPS Location</b>	<b>Estimated Cost</b>
1	With Gate	1	N- 21 <sup>0</sup> 42' 21.5" E- 79 <sup>0</sup> 23' 30.1"	Rs 4.58 Lakhs
2	With Gate	5	N- 21 <sup>0</sup> 42' 13.2" E- 79 <sup>0</sup> 23' 40.6"	Rs 18.15 Lakhs
3	With Gate	1	N- 21 <sup>0</sup> 42' 18.0" E- 79 <sup>0</sup> 23' 40.3"	Rs 5.74 Lakhs
4	With Gate	3	N- 21 <sup>0</sup> 42' 18.0" E- 79 <sup>0</sup> 23' 40.3"	Rs 13.96 Lakhs
5	With Gate	1	N- 21 <sup>0</sup> 42' 22.4" E- 79 <sup>0</sup> 23' 06.2"	Rs 5.8 Lakhs

### 3.3.2 Grasslands

After careful selection of patches, grass lands are being proposed to be developed to enhance food source for the herbivores. The patches were chosen after considering following points:

- Proximity to the proposed Stop Dams, which will help in irrigating the grasslands during the initial years
- Already available open areas with very little or no trees
- Large enough area of at least 3 hectares at a stretch
- Suitable terrain for growing grass
- Having good forest/plantation area around so that the herbivores can approach the grasslands in their natural surroundings
- Suitable for Safari trails to either pass through or near them

Grasslands will be developed in two phases. Total area available for developing grasslands has been found out to be 39.151 hectares in the Compartment. In phase one an area of 15 hectares will be developed for grassland and in the next year 15 hectares of grassland will be developed.

Grass lands will be irrigated on rotational basis from the stop dams which are nearest to them in the initial period of development. Chain link fencing will be done around 15 hectares of grassland in Year 1 and in the next year (i.e. year 2) the fencing will be reused to save on the costs involved.

Following table gives the area and estimated cost for developing the Grasslands:

<b>Table 5: Details of the Grasslands</b>				
<b>S No</b>	<b>Year</b>	<b>Open Area Available</b>	<b>Area where Grassland will be Developed</b>	<b>Estimated Cost (in Rs Lakhs)</b>
1	Year 1	39.151	15	3.00
2	Year 2	24.151	15	3.00
<b>Total Cost in 2 Years</b>				<b>6.00</b>

### **3.4 Proposed Infrastructure – Tourism related development**

This section gives the details about the infrastructure which is to be developed in relation to developing the tourism related activities.

#### **3.4.1 Tree Houses**

Two tree houses are proposed to provide befitting to the surrounding accommodation. These tree houses will provide tourist an option to stay in the lap of nature and spend some quite serene time with their family.

The tree houses will be double bedded accommodation with attached dressing room and bathrooms with a balcony in the front. These tree houses will be built on an elevated structure to give the occupants an elevated view of the surrounding and feeling of staying on the tree top. The idea is to provide basic non luxurious accommodation thus very basic furnishing preferable of wooden type furniture will be provided which will give “close to nature” kind of feeling.

The proposed tree houses will have dimensions as mentioned below:

<b>Table 6: Details of the Tree Houses</b>		
<b>S No</b>	<b>Type of Area</b>	<b>Dimension (in Feet)</b>
1	Main Room/Bedroom	14” by 12”
2	Dressing Room	7” by 6”
3	Bathroom cum Toilet	7” by 6”
4	Balcony	18” by 4”



Figure 3: Indicative Photograph of the Tree House

The tree houses will be equipped with Solar lighting facility with a backup generator in case of emergency to fulfil the lighting requirements. Since the basic staying facility is to be provided basic minimalistic lighting befitting to the site will be done.

The area selected for building the tree houses, referred as Camping Site 1, is strategically located right next to the forest road and near to one of the stop dam, which will in future become the water source for the animals. Thus the tourist residing in the tree houses might get an opportunity to see or hear some of the animals from the safe confinement of the tree house.

The area identified for constructing the Tree House is about 3000 sq. Ft. of open area with no trees. Thus no tree felling will be required and no disturbance to natural setting will be done.

**GPS Location of the plot identified for putting up Tree Houses:**

Table 7: GPS Location of Tree House Site (Camping Site 1)				
Site	Corner 1 GPS Coordinates	Corner 2 GPS Coordinates	Corner 3 GPS Coordinates	Corner 4 GPS Coordinates
Tree House Site (Camping Site 1)	N 21 <sup>o</sup> 42'22.6" E 79 <sup>o</sup> 23'22.1"	N 21 <sup>o</sup> 42'22.4" E 79 <sup>o</sup> 23'22.5"	N 21 <sup>o</sup> 42'23.2" E 79 <sup>o</sup> 23'22.8"	N 21 <sup>o</sup> 42'22.87" E 79 <sup>o</sup> 23'23.1"

### 3.4.2 Eco Camp (Tent accommodation)

Eco camping which will be Camping accommodation having option of luxurious Swiss AC Cottage tent stay or non luxurious basic camping stay for family, couple or individual stay. A flat high surface for setting up camps is identified for camping. Three different type of Tenting accommodation are being proposed:

<b>Table 8: Types of Tenting Accommodation</b>			
<b>S No</b>	<b>Type of Tent</b>	<b>No of Tents</b>	<b>Remark</b>
1	Swiss AC Cottage Tent	8	Luxury Accommodation. Fully AC Tents with attached lat bath.
2	Quechua Big Family Tent	4	Basic non luxurious Camping Tents. Can accommodate a Family of 4 people in one single tent.
3	Quechua Small Tent	4	Basic non luxurious camping Tents. Can accommodate 2 persons.

The area selected for putting up the tents, referred as camping site 2 here on in this document, is strategically located right next to the forest road and is an open area so as to provide a safer stay. The site is big plot of about 38000 sq. Ft. Area and it will be used for putting up the AC Cottage Tents, Camping Tents, Cafeteria, Recreational centre, Children Park and an open badminton court.

The campers will be able to enjoy the lush green ambience and stay in the Cottage tents or the Camping Tents. Like the tree houses, tenting site will be equipped with Solar lighting facility with backup generator in case of emergency to fulfil the lighting requirements.

As mentioned in the table above 8 AC Cottage Tents, 4 Big family Tents (which can occupy 4 persons) and 4 small tents (which can occupy 2 persons) will also be set-up as the camping tents. AC Cottage Tents will have attached lat-bath while separate common lavatories and bathroom will be built for the campers staying in the Camping tents. AC Cottage tents will be furnished on same lines as that of the Tree House. Raised RCC platform for each AC Cottage Tents will be constructed to erect the cottage tents

#### **GPS Location of the plot identified for Eco-camp and related infrastructure:**

<b>Table 9: GPS Location of Eco Camp Site</b>				
<b>Site</b>	<b>Corner 1 GPS Coordinates</b>	<b>Corner 2 GPS Coordinates</b>	<b>Corner 3 GPS Coordinates</b>	<b>Corner 4 GPS Coordinates</b>
Eco Camp Site (Camping Site 2)	N 21°42'24.3" E 79°23'25.2"	N 21°42'23.5" E 79°23'26.2"	N 21°42'23.1" E 79°23'24.2"	N 21°42'24.1" E 79°23'23.4"

### 3.4.3 Machaan (Watch Tower)

Two separate Machaan are proposed to be built at strategic location from where wildlife can be sighted from the heightened platform and a panoramic view of the compartment can be seen. Two such locations have been identified where the Machaan will be built having 20 feet height. Binoculars will be provided to enhance the sightseeing experience of the tourists and it will be ideal place for Bird watching too. Machaan that will be constructed will have seating arrangement as well to give the tourists an opportunity to sit, enjoy a cup of coffee/tea and have a look at the nature and wildlife.

<b>Table 10: Details of Machaan (Watch Tower)</b>		
<b>S No</b>	<b>Watch Tower</b>	<b>GPS Location</b>
1	Watch Tower 1 (near stop dam 2)	N- 21 <sup>0</sup> 42' 13.7" E- 79 <sup>0</sup> 23' 42"
2	Watch Tower 2 (near stop dam 5)	N- 21 <sup>0</sup> 42' 20.9" E- 79 <sup>0</sup> 23' 13"

### 3.4.4 Recreational Centre/Interpretation Centre

An interpretation centre is an institution for dissemination of knowledge of natural or cultural heritage. Interpretation centres are a kind of new style museum, often associated with visitor centres or eco-museums.

A recreational centre is also proposed within the camping site 2 right next to the cafeteria which can also function as the interpretation centre. This centre will be equipped with following facilities:

- Mini Library : Small collection of books on topics related to nature , bio-diversity wildlife, novels of Jim Corbett, Kenneth Anderson, books on Tigers by K. Ullas Karanth, Valmik Thapar and other authors which are relevant to the Ecotourism Site
- Indoor Games : Indoor games like chess, carom and various other board games
- Multimedia System : A LED TV of suitable specification and corresponding multimedia player capable of running DVD/CD/USB Drives. This system can be used to run wildlife/nature documentaries for the guests which will be beneficial for them to understand the importance of conservation of bio-diversity and nature.

Total estimated cost for constructing Recreational Centre: Rs. 11 Lakhs.  
Cost inclusive of Multimedia System, Setting up of Library, Furnishing cost etc.

### 3.4.5 Cafeteria

A cafeteria is proposed to be built within the camping site 2 near right next to cottage tents and camping tents. The proposed cafeteria would be of about 1500 square feet with suitable no. of tables to seat 40 customers. Simple furniture will be procured and a mix of tables having seating capacity of 8 (1 table of 8 persons) and 4 (8 tables of 4 persons) will be done.

Total estimated cost for constructing cafeteria: Rs. 22 Lakhs.

Estimated cost for constructing cafeteria is an indicative figure and includes all construction cost, materials, water fittings, cost of the furniture, utensils etc.

As mentioned earlier, Cafeteria will be developed within the camping site 2 (for details of the area see *section 4*). Proper chain link fencing of 2.5 meter height will be done at the boundary of this plot (Camping site 2) to stop wild animals from entering the area as they might get attracted to the smell of food. A Bore well will be dug to fulfil the water requirement of the Cafeteria and tourist centre.

### 3.4.6 Children's Park

A small children park is proposed to be constructed with 2 swings, 2 slides, 1 Merry-go-round, 1 climber. This will give some kind of recreational activity to the small kids of the tourists coming to our site. Children's Park will be constructed within the camping site 2 near the stay facilities of AC Cottage tents and Camping Tents.

### 3.4.7 Nature Trail/Eco trail/Cycling Trail

Hiking, cycling, trekking and walking in forests is a major tourist activity which, if carried out carefully and responsibly, is non-destructive to environment and provides educational and recreational value to the tourist.

Trails are proposed to be developed along a suitable track and carefully so as to have minimum impact on the surroundings. Trails will be developed for Horse Safari, Nature Walk and cycling activities. All the trails will be developed in such a way that these will pass through the plantations, grasslands and suitable near to water bodies to give the tourists to get a glimpse of wildlife wherever possible.

Signage and interpretation along the trails helps the tourists in appreciating local ecology and local culture including use of plant resources. Extensive and carefully designed signage that blends with the surroundings and which is built using local materials will be developed and put in place at strategic points.

Trail for Horse Safari: 4 Kms

Nature Trail: 2 Kms (about 1 km of the nature trail and horse safari trail to coincide)

Total Trail Length: 5 Kms

#### 3.4.8 Beautification and Aesthetic Plantation

Trees and climbers will be grown at both the plots identified for the tree house and camping location to enhance the overall aesthetic beauty of the ecotourism site. Suitable climber species and tree species will be used for this purpose so that the infrastructure which is developed can “blend-in” with the environment. Beautification of Camping Area, Cafeteria, Tree House Area, Children Park and pathway construction will be undertaken under this activity.

#### 3.4.9 Lotus Pond and Badminton Court

A small Badminton Court will be developed at the camping site to provide some playing activity for the adults who have come to our site. Small badminton court will be constructed within the area identified for the camping location at the ecotourism site. Badminton court will be in addition to the recreational facilities that will be provided at the recreational centre.

A small lotus pond construction is proposed for the beautification purposes. The lotus pond would be a concrete structure with water filled and natural lotus plantation. The sole purpose of the construction is beautification. The proposed dimensions are like 8ft\*4ft and depth would be 4.5 ft.

#### 3.4.10 Solar Lighting

Installation of solar lighting at the ecotourism site is proposed with enough capacity to cater to all the lighting requirement of the site. It is proposed to run all the Air – Conditioner(s) of cottage tents, tree houses, cafeteria and recreational centre, Refrigerators of cafeteria using the solar lightings. A back-up generator will also be provided at the site in case of failure of the solar lighting.

#### 3.4.11 Lavatories and Bathrooms

Two lavatories and two bathrooms are also proposed to be built which will be used by the tourists staying in the camping tents.

#### 3.4.12 Chain link fencing

Protective chain link fencing will be done around the following:

- Camping Site 1 – Tree Houses
- Camping Site 2 – Cafeteria, Cottage Tents, Recreational Centre, Children Park, Tents for camping
- Umbrella sitting area
- Grassland

Chain link fencing will provide a safe and secure area for the tourist stay and movement. Since the area is surrounded by wildlife this will help in minimizing any kind of conflict and accidents. Chain link fencing to secure camping site 1 and camping site 2 will be of the height of at least 2.5 meters to ensure proper safety.



## **4 Area identified for Ecotourism site development**

The proposed diversion area which will be used for Ecotourism activity for this Project is situated completely within one single compartment, compartment no 328 of MPSFDC. This compartment is situated in Utaria Beat, Khawasa Forest Circle of Seoni Range and falls under the Barghat Project Division of MPSFDC.

### **4.1 Purpose wise breakup of total land required**

Following table gives the purpose wise breakup of the total land:

<b>Table 11: Purpose wise breakup of the total land</b>			
<b>S No</b>	<b>Plot Name</b>	<b>Purpose</b>	<b>Area</b>
1	Camping Site 1	Putting up Tree Houses. (2 in no.) Chain link fencing along the boundary to provide safety.	3000 sq. Ft. (0.0278 Hac.)
2	Camping Site 2	Plot to be used for setting up of main stay facility for the tourists. For safety purpose chain link fencing will be done. It will be used for setting up of (a) AC Cottage tents on raised platform (b) Camping Tents - Family & Couple (c) Cafeteria (d) Recreational Centre (f) Children Park and Lotus Pond (g) Badminton Court	38000 sq. Ft. (0.353 Hac.)
3	Watch Tower 1	For building a Watch Tower (machaan) of dimension 6 Ft. by 6 Ft and height 20 feet.	42 sq. Ft. (0.0004 Hac.)
4	Watch Tower 2	For building a Watch Tower (machaan) of dimension 6 Ft. by 6 ft and height 20 feet.	42 sq. Ft. (0.0004 Hac.)
5	Umbrella Sitting	To be used for setting up of Umbrella Sitting.	800 sq. Ft. (0.0074 Hac.)

Total Area required for developing tourism related infrastructure : 0.389 Hectares (41,884 sq. ft.)

Area for Grassland development : 30 Hectares in two phases over 2 years (15 hectares in each phase)

Total Trail Length : 5 Kms

## 4.2 GPS Locations of the Plots

Following table gives the GPS location of four corners of the plots identified for building various infrastructures at the site:

Table 12: GPS Location of Plots of area more than 50 sq. Ft.					
S No	Proposed Structure	GPS Reading Corner 1	GPS Reading Corner 2	GPS Reading Corner 3	GPS Reading Corner 4
1	Camping Site 1	N 21°42'22.6" E 79°23'22.1"	N 21°42'22.4" E 79°23'22.5"	N 21°42'23.2" E 79°23'22.8"	N 21°42'22.87" E 79°23'23.1"
2	Camping Site 2	N 21°42'24.3" E 79°23'25.2"	N 21°42'23.5" E 79°23'26.2"	N 21°42'23.1" E 79°23'24.2"	N 21°42'24.1" E 79°23'23.4"
3	Umbrella Sitting	N 21°42'19.7" E 79°23'18.9"	N 21°42'19.4" E 79°23'19.5"	N 21°42'20.2" E 79°23'20.7"	N 21°42'20.1" E 79°23'19.28"

## 4.3 GPS Location of Watch Towers

Following table gives the GPS location of Watch Towers (since the area is only about 42 sq. ft. giving GPS location of all four corners of the tower is not technically feasible)

Table 13: GPS Location for Watch Tower		
S No	Structure	Co-ordinates
1	Watch Tower 1	N: 21° 42' 13.7" E: 79° 23' 42"
2	Watch Tower 2	N: 21° 42' 20.9" E: 79° 23' 13"

Requirement of forest area for the Ecotourism Project:

Table 14: Forest Area Requirement		
Compartment No.	Total area of compartment (in ha.)	Area required for Ecotourism Project (in hac.)
328	233.77	0.389

### GPS Location of Bore well

A bore well will be dug for fulfilling the water requirement of the Tourist Centre. GPS Location of the Bore Well is as given below:

Bore Well	N: 21° 42' 23.2" E: 79° 23' 23.4"
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## 5 Tourism Activities

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### 5.1 Existing Activities

As mentioned earlier the site till now was utilized only for plantation (non-irrigated plantation) activity by MPSFDC no tourism activity at present is being done in the compartment.

### 5.2 Activities Proposed

- **Horse Safari**

After building the stop dams and developing the grasslands the presence of wild animals is bound to improve. A horse safari trail has been identified of about 4 kms which will be developed for regular horse safari to be taken up in the compartment.

Horse safari activity will be leased out to the horse owners who will be responsible for the maintenance of the horses and their feeding and drinking requirements. MPSFDC will get into contract with the horse owners with well-defined terms and conditions for operating the horse safari, maintenance of the horses as well as the profit sharing/commission basis revenue sharing. Rates of the horse safari will be decided by MPSFDC and the booking/ticketing operations will be handled by MPSFDC staff deployed at the site.

Carefully designed signage that blends with the surroundings and which is built using local materials will be developed and put in place at strategic points to help tourist understand and appreciate the local flora.

- **Camping**

As mentioned in the heading 3.4.2 tent accommodations will be provided for tourists looking for adventurous stay in the area.

- **Tree House Stay**

As mentioned in the heading 3.4.1 two tree houses will construct which will provide tourists who are looking for calm and serene stay within the forest area.

- **Nature Trail/Walk**

A nature trail similar to the horse trail will be developed for tourists who are keen to enjoy the forest area on foot and are interested in Bird Watching. This activity will also provide them opportunity to get a glimpse of wildlife.

- **Umbrella Sitting**

At the bank of big nallah, near to the stop dam, a location has been identified for umbrella seating. Arranging umbrella seating is highly cost effective activity.

- **Cycling**

Cycling activity can be conducted on the same trail which will be developed for Nature Trail. The track's length will be almost 2 kms and the cycles will be provided to the tourists.

- **Wildlife Sighting from Watch Tower (Machaan)**

2 watch tower will be built at strategic location near the stop dams and grasslands from where the probability of sighting wildlife will be higher. These two sites will provide the tourists with ample opportunities to spot some wild animals by taking proper precautions so as to create negligible disturbance.

- **Bird Watching**

Tourist coming to our site will have ample options to pursue bird watching through cycling or nature walk or horse safari. Even the staying facilities like the tents and tree houses are surrounded by natural vegetation which will give the tourists lot of opportunities to spot variety of bird species found in the buffer area of Pench.

- **Nature and Wildlife photography**

Tourist coming to our site will have lot of scope to do nature and wildlife photography on their visit to the site.

- **Other recreational activities**

Mini Library, Children Park, Badminton and showing of Documentaries on nature, wildlife and bio-diversity are some of the other recreational activities in which the tourists can participate.

- **Tiger Safari**

Provision for buying Gypsy has been done for taking tourists coming to our site for Tiger Safari in Pench Tiger Reserve. Terms and Conditions for Tiger safari will be discussed with Pench Tiger Reserve Management and finalized later.

**NOTE:** *Terms and Conditions, Revenue sharing, Ticketing etc for Tiger Safari are not in scope for the current version of DPR. Only the provision for Vehicle has been done in this DPR. Other items regarding safari will be finalized later.*

## 6 Project Implementation

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The following are the principal steps in implementation of the present proposals after the project has been sanctioned.

- **Preparation Phase**

This phase would include making enabling provisions where required in policy and law and communicating the same to all stakeholders with the intention of promoting at the site proposed. Role clarity will be defined among all the stakeholders through MoUs and/or agreements which will be arrived at in a participatory manner.

This will prepare the MPSFDC, local communities, the local tour operators and the staff for owning up the project after reaching clear understanding of mutual obligations, duties, and responsibilities. Detailed work plans for creation of tourist facilities as well as the standard operation procedures for use and management of these facilities and ancillary services will be clearly spelt out in documents.

- **Training Phase**

In this phase trainings will be organised for various field level staff. These trainings will be one of the most important parts of the programme and will lead to capacity building in management, as well as enhancing ability to appreciate the importance of ecotourism as a conservation tool. The effectiveness of capacity building exercise will determine the long term sustainability of the project.

- **Implementation Phase**

In this phase physical infrastructure and facilities will be created. It will be the principle responsibility of MPSFDC and the construction agency involved to ensure proper implementation using proper designs and procedures fitting to the area which is under buffer of Pench Tiger Reserve.

- **Operational Phase**

Under this phase tourists will start flowing in small of large groups and for various different activities. Local staff will be playing their roles of enabling the tourist activities in an orderly manner and providing services to the tourists.

- **Monitoring and Improvement Phase**

Constant monitoring will carried out for tourist responses received through feedbacks and impact of the tourist activities on the habitat. A predetermined set of criteria and indicators, developed during the preparation phase in a participatory manner, will be used for measuring and monitoring the impacts and success of the project.

## 7 Tour Packages

Different types of tour packages are proposed at our Ecotourism site with respect to kind of stay and activities offered. Separate tariff for Indian nationals and Foreign nationals are proposed.

Below are the tentative packages that will be offered to the tourists:

<b>Table 15: Different Packages that can be offered</b>						
Duration	Type of Package		Tariff		Meals	Activities
			Indian	Foreigner		
Single Day	Day Package	No Stay	Rs 900	\$ 22	Breakfast Lunch	Nature Walk Horse Safari Watch Tower
One Night One Day	Standard	Standard Camping Tent	Rs 1690	\$ 29	Breakfast, Lunch and Dinner	Horse Safari Nature Walk Umbrella Sitting Watch Tower Star Gazing
	Standard Family	Family Camping Tent	Rs 2490	\$ 39		
	One Day Silver Package	Tree House (AC)	Rs 3790	\$ 54		
	One Day Gold Package	Cottage Tent (AC)	Rs 3990	\$ 59		
One Night Two Days	2 Day Standard	Standard Camping Tent	Rs 2190	\$ 39	Breakfast and Lunch (for 2 days) Dinner ( for 1 Night)	Horse Safari Nature Walk Cycling Umbrella Sitting Watch Tower Bird Watching Star Gazing Nature Photography Local Folk Performances
	2 Day Standard Family	Family Camping Tent	Rs 2990	\$ 49		
	2 Day Silver Package	Tree House (AC)	Rs. 4290	\$ 64		
	1 Day Gold Package	Cottage Tent (AC)	Rs. 4490	\$ 80		

## **8 Marketing and Publicity**

Since our endeavour is not just to develop the site as ecotourism destination but also to earn profits so we develop the site in line with the needs and requirements of our clients. Our target customers also include the spill over tourists from the PTR who do not get entry into the park as most of them are the walk in local tourists who reach here from nearby places including Nagpur which is just about 88 KMs from Pench.

Local tour operators and travel agencies, who are handling these tourists, will be contacted and made aware about the activities we intend to provide. MPSFDC will tie-up with local tour operators so that they include our site in the itinerary of the tourists.

Suitable Hoardings, pamphlets and site specific marketing material will be published and hoarding will erected at suitable place and pamphlets will be distributed to tourists coming to PTR in the initial period.

**Table 16: Details of Marketing Strategy**

<b>S No</b>	<b>Particular</b>	<b>Description</b>
1	Product	Ecotourism site near Pench Tiger Reserve
2	Marketing Medium	<ul style="list-style-type: none"> <li>• Posters</li> <li>• Pamphlets</li> <li>• Signboards</li> <li>• Brochures</li> <li>• Social Media</li> <li>• Newspaper</li> <li>• Radio</li> <li>• Gas Balloons</li> </ul>
3	Target Market	Tourists visiting Pench Tiger Reserve
4	Media Content	<ul style="list-style-type: none"> <li>• Name of Product</li> <li>• Tag Line</li> <li>• Features of Product</li> <li>• Photographs of the site</li> <li>• How to Reach</li> <li>• Contact Details</li> </ul>
5	Name of Product	Pench Jungle Camp
6	Tag Line	Trek the trails less travelled
7	Features of the Product	<ul style="list-style-type: none"> <li>• Jungle Camping</li> <li>• Trekking, Cycling &amp; Horse Safari</li> <li>• Bird Watching &amp; Wildlife Photography</li> <li>• Glimpse of Folk Culture</li> </ul>
8	How to Reach	Location of Ecotourism Site with respect to Pench Tiger Reserve indicated with elaborative route map.
9	Contact Details	<ul style="list-style-type: none"> <li>• Dedicated helpline number</li> <li>• Dedicated website</li> <li>• Address of Ecotourism office at the site</li> </ul>

For product promotion different marketing medium will reach the target market in following ways:

<b>Table 17: Details of Marketing Medium and Location</b>		
<b>S No</b>	<b>Marketing Medium</b>	<b>Marketing Location</b>
1	Signboards, Posters, Pamphlets	<ul style="list-style-type: none"> <li>All 3 gates of PTR Gate</li> <li>Airport and/or railway station and/or bus stand of Nagpur, Seoni, Chhindwara and Jabalpur</li> <li>At eating joints on highways connecting to PTR Specially eating joints at Khawasa on NH 7</li> </ul>
2	Brochures	<ul style="list-style-type: none"> <li>Tour &amp; Travel operators' offices at Nagpur, Jabalpur, Seoni and Chhindwara</li> <li>Interpretation Centre of Pench Tiger Reserve and Kanha Tiger Reserve</li> <li>Local Hotels &amp; Resorts of Seoni and Chhindwara</li> </ul>
3	Newspapers, Radio, Social Media	<ul style="list-style-type: none"> <li>Newspaper: Dainik Bhaskar, Times of India, Patrika</li> <li>Radio: Red FM, My FM, Vividh Bharati</li> <li>Social Media: Facebook, Google</li> </ul>
4	Gas Balloons	<ul style="list-style-type: none"> <li>Seoni Ecotourism Site</li> </ul>

### **Marketing Expenses**

Below table gives the marketing expenses to be done on various mediums:

<b>Table 18: Marketing Expenses Tentative</b>		
<b>S. No</b>	<b>Medium</b>	<b>Expenses (in Rs Lakhs)</b>
1	Sign Boards	0.35
2	Gas Balloons	0.50
3	Newspapers	0.45
4	Posters	0.20
5	Brochures	0.10
6	Pamphlets	0.10
7	Radio	0.35
8	Social Media, Website	0.30
9	Other (Helpline, Kiosk etc)	0.15
	<b>Total</b>	<b>2.50</b>

**Thus the total marketing expenses (tentative under various heads) are: 2.50 Lakhs**



## 9 Market Feasibility and Break Even

Under this study we have tried finding out the number of tourists who will be visiting our site for additional activities. Our main target customers are the tourists who come on planned vacation to Pench. However there are tourists who reach Pench without any prior bookings called the “walk in” tourists. Some of the “walk-in” tourists don’t get admissions into PTR due to the capacity getting filled and thus become the “spill-over” tourists. Such tourists are also our target customers who can be attracted to our Horse Safari and Nature Walk activities.

Estimated no of Spill over Tourists in one month are arrived by using following calculation:

Average No. of Spill over tourists:	700
Assuming 50% of the above tourists will procure our Horse Safari:	350

Average no of spill over tourists in a month were estimated after discussing with resorts and lodge managers already functional in PTR. They mentioned that roughly in a month there are about 750-800 spill over tourists. Taking a conservative figure of 700 it is assumed that about 350 (50%) spill over tourists will come to the Ecotourism site for activities like horse safari and nature walk.

### Yearly tourist inflow at Pench

Following table gives the inflow of tourists at Pench Tiger Reserve:

**Table 19: Year wise Tourist inflow at Pench**

Year	Indian	Foreigner	Total	%age change
1997-98	988	0	988	
1998-99	1156	14	1170	18.42%
99-2000	1329	4	1333	13.93%
2000-01	5274	14	5288	296.70%
2001-02	10449	39	10488	98.34%
2002-03	18170	138	18308	74.56%
2003-04	20240	568	20808	13.66%
2004-05	23336	1160	24496	17.72%
2005-06	30459	1687	32146	31.23%
2006-07	44061	1495	45556	41.72%
2007-08	50897	3309	54206	18.99%
2008-09	59303	5168	64471	18.94%
2009-10	47758	4796	52554	<b>-18.48%</b>
2010-11	60038	5421	65459	24.56%
2011-12	63802	6282	70084	7.07%
2012-13	44497	4957	49454	<b>-29.44%</b>
2013-14	47269	5508	52777	6.72%
2014-15*	34485	4525	39010	-

\*Fig of 2014-15 is till March only. April, May, June remaining

## 9.1 Break Even Calculation

Following assumptions were done for calculating the breakeven point:

- Average %age increase in the no. of tourists visiting PTR assumed to be 12% based on the trends of last 15 years.
- Assuming that 7% of the total tourist visiting PTR will opt for our site. By assuming average 7% of tourist visiting we reach the occupancy rate of about 60% which matches the average occupancy rate of resorts near tiger reserve.
- Figure of tourists assumed to visit the ecotourism site calculated by 12% increase over 2015 figures and then taking 7% of that figure to visit the Ecotourism site
- Revenue generated from Indian tourists and International tourists calculated separately.
- Conversion of revenue done by taking 1 USD = 65 Rupees
- Average revenue per person(Indian National) : Rs. 2250
- Average revenue per person (International Tourists) : USD 45
- Spill over tourist revenue coming from Horse Safari and Nature Walk
- Revenue generation assumed to start from 2<sup>nd</sup> year of the Project Implementation.
- Revenue from 3<sup>rd</sup> year onwards escalated at 11% on Y-o-Y basis after factoring the increase in total no. of tourists at the site and the price rise

Revenue generated from the site in the first year of operations:

**Table 20: Estimated Revenue generated from the site**

Total Tourists visiting Pench Tiger Reserve		Tourists Visiting Ecotourism site (@7% of total tourists of Pench)		Revenue from Regular Tourists (in Rs. Lakhs)			Revenue from Spill Over Tourists (in Rs. Lakhs)
Indian	Foreigner	Indian	Foreigner	Indian (i)	Foreigner (ii)	Sub Total (i) + (ii) .. (a)	Sub Total (b)
58458	6909	4092	484	92.07	14.15	106.22	8.64
<b>Total Income from the site (a) + (b)</b>							<b>114.86</b>

Revenue generated on Year on Year Basis:

Year	Revenue (in Rs Lakhs)
Year 1	114.858
Year 2	127.492
Year 2	141.516
<b>Total</b>	<b>383.865</b>

Detailed calculation of revenue generation from the Ecotourism Site is mentioned in **Appendix II**

Total Estimated Revenue from first 2 years of operations (a)	=	Rs 242.349 Lakhs
Total Estimated Capital Investment (b)	=	Rs 289.055 Lakhs
Revenue generated from 3 <sup>rd</sup> year of operations	=	Rs 141.516 Lakhs
Time Required to generate (a) – (b) Rs 37.706 Lakhs	=	4 Months

**Break even reached in 2 years and 4 months**

## 9.2 Risks and Uncertainties

It will be necessary to address legal issues involved in implementation of ecotourism activities in the Buffer zone of PAs, including aspects such as permissible activities in protected areas, health and safety of visitors, etc. The following risks and uncertainties may be noteworthy with the present project:

- a. Even though ecotourism has been recognised widely as an activity that aids conservation of wildlife, wilderness, and protected areas in general, specific orders of courts and government directives are issued from time to time which may prohibit or restrict scope of the proposed activities.

In order to avoid uncertainties on this count it would be desirable to dispel all doubts that in policy as in practice, ecotourism is neither prohibited in forest areas nor in the buffer of protected areas; provided certain fundamental conditions imposed in interest of conservation of resources are observed by all parties concerned.

- b. Tourist flow anticipated may not eventually be realized in view of changing market scenario and as and when new opportunities may present themselves to tourists in the surrounding area.

## 9.3 Expected Benefits from the Project

It is expected that after implementation of the present ecotourism project inflow of tourists will grow. At present there is no flow of revenue on account of tourism, nor do any significant benefits flow to the local communities. The detailed estimated quantitative picture of the costs involved, economic and social benefits from the project are provided in **Appendix – Cost benefit Analysis**.

## 9.4 Future Directions

If flow of tourists to these destinations is found to be sustained at high rate, it may in future open possibilities of strengthening and expansion of infrastructure and increasing the capacity for handling larger number of tourists. Such possibilities include increasing the number of tents for camping activity, increasing the number of Horse Rides, introduction of some of the adventure sports which doesn't create disturbance for the wildlife etc. Investment on these facilities can be considered after taking into account the consistently high flow of tourists without compromising the environmental sustainability of the site.