

Project Atithi

Need Assessment

- 60+ families (of 70) in Khoste village depend on agriculture
- Avg income - Rs. 25000/yr
- 90% of these families experience severe income instability
- Huge tourism potential due to natural beauty and rich culture

Solution

To transform the remote and isolated village of Khoste into a prime tourist destination leading to employment generation and infrastructural development in the village

Highlight Activities



Village tour



Stargazing



Bonfire
Camping



Bamboo
Craft

Business Principles

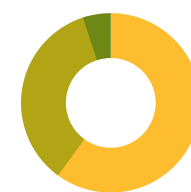
01 Preparing Logistics

Development of essential infrastructure through test runs e.g. tents, toilets

02 Marketing

Offline: School students and non-profit clubs from Mumbai
Online: Social media, website

03 Revenue distribution



Direct Beneficiaries (60%)
Enactus IITB (5%)
Village funds (35%)

Future Impact

Monitoring and Evaluation

- Estd. revenue: Rs. 40K/ month
- 120+ lives impacted
- 20+ people empowered
- 60% increase in annual income
- Expected tourists: 50/ month

Innovative Business Practices

People involved and Monetary gains

- Upskilling of villagers
- Tour-guide training
- Ideating and setting up exciting activities

Ensuring environmental Sustainability

- Efficient waste-management plan
- No littering policy

Overall village development

- Improving sanitation
- Sustainable agricultural infrastructure
- Water harvesting system

Project Sustainability

Social Media

- Day - Overnight trips
- Frequency: 2 trips/ month
- Batch size: 5-6/ trip

College students

- Day - Overnight trips
- Frequency: 1-2 trips/ month
- Batch size: 8-10/ trip

School Trips

- Day trips
- Frequency: 1 trip/ 3 months
- Batch size: batch of 100

Non-profit Clubs

- Day trips
- Frequency: 1 trip/ month
- Batch size: 15-20/ trip

Project Kaushalya

Need Assessment

- Bamboo-rich area- already skilled in basic bamboo craft
- Upskilling villagers and alternate ways for revenue generation

Solution

- Bamboo amplifier
- Bamboo cutlery
- Bamboo toys

Business Principles

1 Training Villagers

2 Marketing (finding potential customers/ wholesalers)

3 Training Villagers

Future Impact

- Estd. Revenue: 20K/ month
- 50+ People impacted
- 10+ Women Empowered



Bamboo Amplifier

Made by villagers during pilot run

Innovative Business Practices

- Upskilling of villagers
- Designing more innovative products
- Environmental sustainability by bamboo plantation
- Using profits for village welfare