

Travel For LiFE

Marching towards Sustainability

Central Nodal Agency for Sustainable Tourism



सत्यमेव जयते

पर्यटन मंत्रालय
MINISTRY OF
TOURISM

Travel for LiFE Campaign

Mission LiFE - A movement toward the change

Introduced by the Hon'ble Prime Minister of India, Shri Narendra Modi in 2021 during the 26th United Nations Climate Change Conference of the Parties (COP26) in Glasgow, the Lifestyle for Environment (LiFE) Movement is a global mass movement bringing individual behaviors to the forefront of the global climate action narrative.



Photo Courtesy: MyGov

Travel for LiFE Campaign

An initiative of the Ministry of Tourism, Government of India, Travel for LiFE is a campaign in synergy with Mission LiFE. The Travel for LiFE campaign is a multi-channel campaign focused on raising awareness about responsible tourism through the creation of a network of Pro Planet People for Responsible Tourism.



In the 10th episode of Dekho Apna Desh webinar Season 2, team CNA-ST made a presentation on the Travel for LiFE campaign explaining the need for responsible travel. The team elaborated on the features of the pledge and the role of stakeholders. An invitation was extended to all stakeholders to collaborate in creating awareness about the campaign.

Initiatives by States

TOUR GUIDE TRAINING PROGRAM SIKKIM

A week-long Tour Guide training program, with the objective to boost adventure tourism. It also aims to inculcate sustainable practices focusing on safety measures and promote safety tourism.

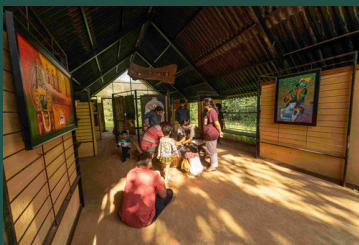


SAFE TOURISM DESTINATIONS FOR WOMEN MADHYA PRADESH

The state is working on providing women the joy of freedom and fun while traveling while addressing the safety issues

TOURISM CLUBS KERALA

Under the responsible tourism mission, Kerala Tourism boards aim to nurture children to be responsible tourists in the future by creating tourism clubs.



RESPONSIBLE TOURISM POLICY MAHARASHTRA

Directorate of Tourism, Maharashtra is working on responsible tourism policy to curb over tourism, to reduce impact on the environment and steer benefits towards the local communities.

INDIAN RESPONSIBLE TOURISM STATE AWARDS RAJASTHAN

Introduced by Rajasthan Tourism and Outlook Group, the awards aims to honor entrepreneurs shaping the foundation of responsible tourism in India.



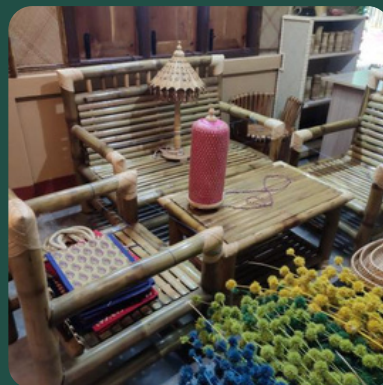
DARK SKY RESERVE LADAKH

First dark sky reserve being developed in the country at Hanle to promote astro tourism which will also spread awareness on light pollution.

THE FEATURE STATE



TRIPURA



TRIPURA'S SUSTAINABLE TOURISM INITIATIVES

Tripura, as a model state has successfully developed its SDG Vision 2030, coupled with a 7-year strategy, a 3-year action plan, and a document detailing indicators. The state has given itself targets to achieve in order to bring sustainable & responsible tourism to the forefront.

Tripura Electric Vehicle Policy 2022

Tripura becomes the 15th state in the country to adopt the Electric Vehicle Policy. The state aims to convert approximately 42,000 two-wheelers, 10,000 three-wheelers, 7,500 four-wheelers, and 500 buses into electric vehicles by 2027. This is a bold step by the state towards the vision of 'Zero emission 2070'.



Photo by Mike on Pexels.com

Initiatives directed toward increasing Tourism potential & community involvement

- Development of heritage and religious tourism circuits under Swadesh Darshan.
- Akhaura border check post (India-Bangladesh) will be developed similarly to Wagah Border to host the flag ceremony.
- Promotion of community participation through homestays, forest guest houses, and Bed & Breakfasts.
- Leveraging the traditional cottage industries such as bamboo, cane, handicrafts and handloom, and regional industry products.
- Training programs to be conducted for local youth having to work as tourist guides.

Photo by Evan Galib



Harbingers of Change

**A Brief Overview
of some of India's
Best Changemakers in
Sustainable Tourism**

CHANGEMAKER 01

BAKRI CHHAP AGRO TOURISM

Started in 2016, with the name 'Green People', working towards reverse migration of marginalized farmers, Bakri Chhap has achieved huge social equity. They have created greener Alternate living Ecosystems in rural India for urban communities while taking inspiration from local vernacular traditions and making use of local materials and climate-adapted designs.

Since its inception, there has been a 75X rise in the number of travelers around the Bakri chhap villages, 80% of Farmers returned to the village, 27% Increase in female solo travelers, and the average savings of villagers have increased 5 fold

With a mission to develop sustainable agro-tourism models that conserve indigenous produce, culture & heritage, and use Bakri chhap platform to connect urban travelers and consumers within the rural socio-cultural fabric, the organization received the 'National Tourism Award 2018-19' for being 'Most Innovative and Unique Tourism Venture'.

Initiatives of Bakri chhap directly support the achievement of the following UN SDGs



CHANGEMAKER 02

SAGUNA BAUG

Saguna Baug is an eco-friendly rural farm that offers tourists an offbeat experience of typical farm life. It originated in the minds of a Gandhian freedom fighter, Shri Harikaka Bhadsavle. The accommodation option they offer is divided into four types: mud houses, dormitories, cottages, and pond houses. They upload the idea of growing their own crops and raising cattle and other farm animals too.

This place is filled with various activities like waterfall tours, zip-lining, water buffalo rides, kayaking, and horse riding. Tourists can experience farm life, learn about innovative farming methods, and get lost in the beauty of the river along with other fun activities! For their contributions, Saguna Baug was awarded the 'National Tourism Award 2018-19' for the Best Rural/Agri Plantation Tourism Project.

Initiatives of Saguna Baug directly support the achievement of the following UN SDGs:



CHANGEMAKER 03

THE WESTERN ROUTES

Western Routes aims to bring customized travel experiences to its customers through sustainable practices. The concept of Western Routes is to show visitors a glimpse of one's love towards their native culture and heritage. Their tours are curated to ensure socially conscious travel and are oriented toward the local cuisine, local lifestyle, heritage, and culture of the destination. Environment conservation and local resource use are at the essence of the organization.

In recognition of their valuable contribution, Western Routes has been awarded the National Tourism Award for the Most Responsible Tourism Project/Initiative.

The projects they design create ethnic awareness, increase social consciousness, provides locals with job opportunities, and facilitate interaction between the locals and the tourists. They contribute directly to resource conservation of the place and to sustainable tourism by effectively and efficiently managing food, water, etc.

Initiatives of Western Routes directly support the achievement of the following UN SDGs:





Leading the Change



A chit-chat with the
Responsible Travel
Influencer of
the month





Lakshmi Sharath

14.3K followers

What is your role as an influencer to promote sustainable travel?

I identify myself more as a travel writer than an influencer. But I do use my blog to influence and educate people. In this 17-year-long journey, I have talked about my own transition to responsible tourism and mindful travel.

What inspired you to realize that responsible tourism is the way forward?

When I travel to a destination, I always spend time with the locals and travel with them. It has helped me realize the potential of local enterprises and inspired me to support the same. Observing the lack of responsible behavior made me realize the severity of the need for awareness of the same.

What impact does your work create?

I have always focused on promoting responsible practices and local enterprises. When I feel inspired and write about it on my blog, I get a lot of questions and inquiries from travelers stating that they would like to work and travel with the locals and try the homestays. In a small way, these travelers including myself, are starting a change by recognising the local services.

Tell us a little about the rural and responsible tourism initiatives of MP tourism which is prominent on your profile?

One of the major fascinations of the initiative is that it is all about promoting local communities and women empowerment. The local enterprises, local crafts, and local transport (E-rikshaw) are all run by women. These combined initiatives have boosted the education and livelihood of the female population and in turn, the household of the selected villages. They are also focusing on safe travel.

Tips to get started on being a responsible traveller

Respect local culture

Support local by including Local Food/textile speciality tours/workshops in itinerary.

Do not litter

Refrain from use of plastic

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For Collaboration, reach out to
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Photo by @kokstudio