



Company details

Himalayan Ecotourism is a joint venture between a cooperative society and a commercial firm. Both parties operate the business and social projects under the brand name of Himalayan Ecotourism.

Our firm takes care of the marketing and the required overall management for ensuring the quality of our services. The cooperative members are the local experts who guide you into the Himalayan wilderness.



Cooperative Society name

The GHNP Community Based Ecotourism Cooperative Society

Firm name

Himalayan Eco-Services and Products, Prop. Stephan Marchal



Registered trademark

Himalayan Ecotourism



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Vill. & PO Gushaini, Teh. Banjar, Distt. Kullu - 175123
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Website

<http://himalayanecotourism.in/>



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The mission of Himalayan Ecotourism



AIMING AT CONSERVATION BY EMPOWERING THE LOCALS

Himalayan Ecotourism is born from a will to save the Himalayan ecosystems and to promote sustainable development around the Great Himalayan National Park.

We believe that conservation is primarily the matter of the local communities, and that a continuous effort towards conservation by the locals can happen if supported by a viable social enterprise.

This is how we understand sustainable development.



OUR BUSINESS : A GENUINE ECOTOURISM

Located in the outskirts of the Great Himalayan National Park (GHNP), tourism has appeared to us as the easiest and most viable undertaking.

We decided to offer trekking and other outdoor activities to domestic and foreign tourists.

We stand out from the other operators thanks to our impeccable quality of services and our genuine dedication to sustainable development.



BUSINESS IN A FAIR WAY : THE COOPERATIVE SOCIETY

Before the onset of Himalayan Ecotourism some locals were hired on daily wage basis as trekking staff by the existing operators.

We approached them and suggested them to come together and to organize themselves.

Consequently, 65 men from the ecozone of the GHNP have decided to establish their own organization in the form of a cooperative society.

Each member is the owner of a share of their society. In addition to their enhanced wages, the capital of the cooperative, and hence the individual shares grow thanks to the ecotourism business.



IMPLEMENTING PROJECTS IN A SELF-RELIANT FASHION

Beside empowerment of the local men, we work on two other fronts : conservation and women empowerment. Presently we are focusing on fighting forest fires and making of value-added products with the women.

A certain percentage of the social enterprise profits is earmarked for the implementation of our projects. We also function thanks to the support of private donors and the work of our interns, volunteers and researchers.



Our ecotourism products

We have specialized in outdoor activities near the GHNP, in Spiti and in Ladakh. Our enterprise provides our clients with skilled guides and specific equipment for ensuring a safe and comfortable Himalayan adventure.

On request, we also provide help with the entire tour, including transportation, hotel booking, guided visits, etc.

Our main offer is :



Trekking in and around the GHNP

From 2 to 10 days, our treks allow our visitors to enjoy the pristine environment of the national park.

This attracts nature lovers, bird watchers, avid trekkers and even researchers in the field of wildlife, ecology and social sciences.

We have an excellent reputation owing to the amazing hospitality of the cooperative members, our clean and comfortable outdoor equipment, the delicious food we cook in the wild, and the overall quality and safety.



Easy camping in the wild

We believe that even a brief stay in the wild, can be a very positive experience by bringing one closer to the natural elements.

We also believe that this should be accessible to anyone who is trying to connect with the nature during their holidays. And so we made it possible for senior citizen, young kids or physically challenged persons.

The unmatched quality and comfort of our camping equipment makes the experience memorable for anyone.



Trekking for women

It happens more and more that we have to organize treks for groups of women or even solo woman. We simply love that trend !

We understand that women groups would be more comfortable with women trekking staff, and so we do.

Some women who are relatives of the cooperative members have happily accepted to be a part of the trekking team for women groups.

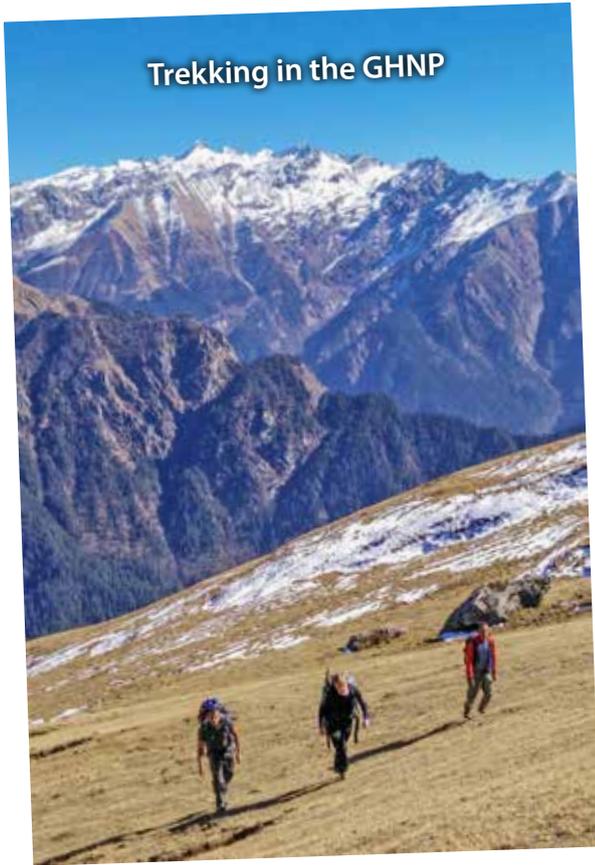


Tours in Lahaul-Spiti and Ladakh

We mostly take foreigners groups for tours in these areas focusing on meeting the local people (homestay), exploring the local culture (monasteries festivals, teaching of Tibetan Buddhism) and experiencing camping in the wild.

Our Spiti and Ladakh counterparts have similar social and environmental values.

Photos talk better



Trekking in the GHNP



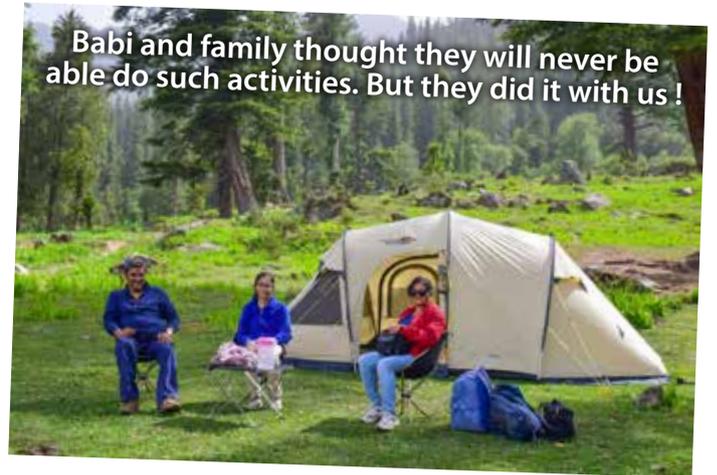
Women staff on a trek !



A family of 3 generations camping together in the wild



Babi, physically challenged, on the way to a campsite with her parents and our supportive staff



Babi and family thought they will never be able to do such activities. But they did it with us !



Camping on a tour to Spiti



Trekking to a peak in Spiti at 5260 m

How are we a social enterprise ?

THE COOPERATIVE SOCIETY



65 villagers from the ecozone of the GHNP have joined our cooperative society. They are the people who take our clients on trek. All the members are well experienced and are organized in 6 groups led by professional guides. There is a rotation system that ensures that each group receive a fair amount of business.

We have an agreement with the cooperative which set all the business rules. For each trek, the groups receive a payment according to the agreement.

A certain percentage of each trek package goes to the cooperative society for increasing their capital and hence the share of each member.

We have also enacted rules for the well-being and safety of the staff on trek.

Surely the feeling of ownership in the company makes them the perfect hosts!

OUR PROJECTS FOR CONSERVATION AND WOMEN EMPOWERMENT

With the help of interns, volunteers and researchers, Himalayan Ecotourism implement various projects. We generate the funds ourselves thanks to the business and we get more funds from private donors, often former clients.

Currently we are working on the following projects :

Stop Forest Fires



The entire Himalayan range suffers from intentional and repetitive forest fires. These fires critically endanger the local ecology and have adverse impacts on the climatic changes.

We raise awareness of the locals, through field work, placing road signs, broadcasting our documentary and mobilizing school children.

Follow the links



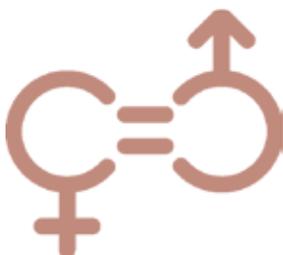
Symbioz, delivering green technologies



We are developing appropriate clean wood stoves and solar cookers. After 3 years of R&D and social researches in the local villages we will be ready soon with final products. Then the products will be introduced to the market in this part of the Himalayas.



Women empowerment as a key to conservation



We play a role of a catalyst in the formation of women Self-Help Groups in some villages where cooperative members live.

We are training them and offering them all the facilities for production of value-added products.

So far we are able to produce on a small scale : hand-made soaps with apricot oil, local fruit jams, chutney & pickles, and felted wool products.

Our documentary in Hindi shows the importance of women and children for conservation.



Public Relations and promotion

OUR ONLINE PRESENCE

Our websites



We have 3 websites that are SEOed for many keywords relating to ecotourism in the Himalayas. We are developing and updating the websites ourselves.

We are very well ranked amongst big national and international portals for the GHNP and Tirthan valley related searches.

<http://himalayanecotourism.in/> (English)

<http://himalayanecotourism.com/> (English)

<http://himalayanecotourism.fr/> (French)



Our Social media



Approaching 3k followers on our facebook page

4.9 of 5 stars from a total of 42 reviews !

<https://www.facebook.com/himalayanecotourism/>

Regular activities on Google+, Twitter and Instagram



They talk about us



Just pick one :-)



In the Sanctuary Asia



In the Indian Express
And in several French magazines !



In the LiveMint

Our blog



An online platform where the freedom of speech in India is under test. Anyone who has approached us can share their experience in the form of an article in our blog.

<https://himalayanecotourismblog.wordpress.com/>



In the Lonely Planet



Well, we didn't ask for this one, they've approached us :-)



Testimonials (only two out of so many!)

Dear Himalayan Ecotourism Team

Let me give you the feedback of a perfect adventure.

From the pick-up from Chandigarh airport until my return to the same everything was more than perfect and I enjoyed every minute, hour, day. My guide plus cook and the 2 porters were always friendly and supportive.

I really appreciated the service and the top equipment provided.

I was more than happy to see a smiling face in the morning, offering breakfast including cereals, porridge and other goodies like in a multi-star restaurant; a lot of energies for the adventures to appear during the day. I will come back, that's for sure and will ask some friends to join for this lifetime experience.

Thank you and best wishes for your future.

Manfred Endt

Austria

I had the pleasure of spending 5 days with Stephan and Janisha this March 2018 in the Tirthan valley. Stephan's arrangements of course for the 24 of us were top-notch. What impressed me more was the passion, knowledge and understanding he has of MY country. The empathy he displays for the forests comes from a deep rooted bond he has for nature, India and its people. It was a humbling experience to be with him and hear him speak about the environment. My respects indeed.

Mukund Cairae

CEO Middle East & Asia Pacific at ZEE TV



Some of the people behind

ENTHUSIASTIC COOPERATIVE MEMBERS



Keshav Ram Thakur

President of the Cooperative since its inception. Keshav lives in the Nadahar village in the ecozone of the GHNP. Keshav has the mission to make tourism around the GHNP a consistent source of income for the local people.



Tara Chand Thakur (TC)

Secretary of the Cooperative Society. TC lives in the Tung village in the ecozone of the GHNP. Loyal to his society, TC emanates all the required qualities for running a successful grassroot organization.

OUR FOUNDER MEMBERS



Stephan Marchal or "Tintin in the Himalaya"

A Belgian-born OCI who has dedicated his life for working towards sustainable development with local communities in India.

After 7 years of various actions and consultancy for rural development in tribal areas of Jharkhand, Stephan has shifted to Himachal Pradesh. He decided to continue working for his mission in a social enterprise fashion.

His motto : "Nurturing eco-systemic development paths in rural areas of India"



Avneet Mangat

An IT professional and photojournalist who completed his MSc from University of Oxford.

Dedicated to protection of wildlife, Avneet knows well and loves the Himalayas. He found with Himalayan Ecotourism a way to promote conservation with the local communities.

SOME OF OUR FRIENDS

For TINTIN in the HIMALAYA

Tintin seems to be getting the leadership and Initiative mixture right; both critical for getting an Ecotourism enterprise going.

Membership of the Co-operative has steadily grown over the last couple of years, an indicator of local support and enthusiasm. With Ecotourism as the fastest growing sector within the booming Tourism industry in Himachal Pradesh and NW Himalaya generally, Tintin and his group are poised to better exploit the Ecotourism potential of the GHNP for socio-economic benefits and its ecological stability.

With a World Heritage Site tag and as the premier ecotourism destination in the North West Himalaya, it is time that a sustainable community based ecotourism enterprise took off in and around the GHNP.

Would Tintin do the trick?

Vinay Tandon

Principal Chief Conservator of Forest, HP, retired

For Stephan

With much appreciation of your kindness and good work. Looking forward to life-long collaboration and friendship !

Fondly,

Jean Drèze

Development economist