

SHAPE foundation - Project Impact Assessment

Project Information

Project Name: Nature to Nature

Project Description: The project focuses on producing natural and chemical-free products, including jams and holi colors. It also involves developing a farm in Uttarakhand for slow tourism.

Project Location: Rishikesh, Dimber, near Dehradun Aerocity

Start Date: Last 2 years

Responsible Team/Department/SPOC: Himanshu Bahuguna

Current Project Status

The project has successfully produced natural jams without preservatives, chemical-free holi colors, and is transforming a hillside farm in Uttarakhand into a farm stay for slow tourism.

Planned Activities and Objectives:

- Establish an agro tourism destination on the Rishikesh-Dehradun highway with an Agro Café by the end of 2024.
- Develop a farm stay and slow tourism over the next 3-4 years.
- Commence production of pickles and chutneys after March.

Project Timeline for Future Activities: 2024

Impact Assessment:

Specific Goals and Outcomes:

- Introduce the community to healthier, chemical-free options.
- Provide a livelihood for the local community.

Indicators or Metrics:

- Increased awareness and consumption of natural products.
- Improved economic conditions for the local community.

Measurement of Success:

Qualitative indicators include community testimonials and quantitatively through increased sales and income for local beneficiaries.

Beneficiaries and Target Population:

Primary Beneficiaries:

Local villagers, scheduled castes, tribes, and women.

Expected Beneficiaries:

The entire community.

Target Groups:

Women and scheduled caste and tribe communities are actively involved, providing them with sustainable livelihoods.

Financial Support:

Total Amount of Financial Support Received:

Soft loan of 2 lakhs 30 thousand and a monthly support of 15 thousand for labour, jam production, and marketing for 1.5 years starting from August 2023.

Breakdown of Funds Utilization:

Funds have been used for raw materials, production, packaging, and staff salaries.

Key Findings:

The project has created jobs and brought economic benefits to the local community.

Challenges and Barriers:

Marketing the products and gaining visibility.

Mitigation:

Future plans include working on marketing strategies with expert guidance.

Sustainability Plan:

The acceptance of natural holi colors in the market makes the project sustainable. Similar expectations for other products like natural jams.

Lessons Learned:

Marketing strategies are crucial for product visibility and success.

Innovation and Best Practices:

Introduction of organic food, natural holi colors, and home stays. Plans for slow farming in a one-acre land near Dehradun airport.

Environmental and Social Impact:**Project Impact:**

- The project contributes to sustainable agriculture, agro tourism, and slow tourism, addressing environmental and social concerns in the target area.

In conclusion, the Nature to Nature project demonstrates a holistic approach, integrating economic, environmental, and social aspects. The impact assessment emphasizes the positive outcomes for the local community and the environment, with a focus on sustainable practices and community empowerment. Future efforts should concentrate on feedback collection and formalizing partnerships to enhance the project's overall effectiveness.