



A HEARTFELT DEDICATION TO
CREATING MEANINGFUL CHANGE



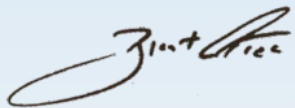
DECLARATION BY THE MANAGEMENT COMMITTEE

We recognize our responsibility in shaping a more sustainable world. We believe that future generations deserve the same privilege of experiencing the planet's beauty and majesty as we have.

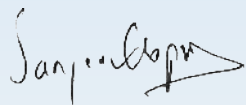
With this belief at our core, we pledge to:

- Advance greener, smarter, and more responsible travel, prioritizing quality over quantity and making conscious choices that foster long-term impact.
- Consider the full spectrum of economic, social, and environmental impacts—both present and future—while continuing to deliver exceptional experiences to our guests.
- Educate, empower, and engage all stakeholders within our organization, ensuring sustainability is a shared value and collective mission.

This is not just a promise—it's our path forward. Together, we stride toward a future where travel uplifts communities, protects nature, and inspires change.



Bharat Bhushan Atree



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Objective

We believe that future generations have the right to experience the planet's beauty and majesty, just as we have had the privilege to witness it. Guided by this belief, we embrace the responsibility to minimize the economic, environmental, and social impacts of tourism, ensuring that travel becomes a force for prosperity—today and tomorrow.

Our objective is clear: to develop a sustainable inbound tourism model that upholds the highest standards of guest experience while fostering long-term benefits for communities and ecosystems. We are committed to creating journeys that are not only memorable, but also meaningful, responsible, and regenerative.

What is Sustainability?

According to the Oxford English Dictionary, sustainability is defined as:

“The property of being environmentally sustainable; the degree to which a process or enterprise is able to be maintained or continued while avoiding the long-term depletion of natural resources.”

This emphasizes the importance of maintaining ecological balance and ensuring that human activities do not compromise the planet's ability to support future generations.

The **World Tourism Organization (UNWTO)** defines sustainable tourism as:

“Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities”

This definition underscores a holistic approach to tourism—one that balances the needs of all stakeholders while preserving cultural heritage, supporting local economies, and protecting natural ecosystems.

Our Commitments

Organizational Oversight: We are committed to promoting India as a sustainable tourism destination through responsible, transparent, and ethical marketing practices. Our approach ensures economic sustainability while upholding the integrity of our brand and the trust of our stakeholders.

Human rights: We are committed to upholding human dignity and equality by fostering opportunities and respect for all individuals and communities. We firmly reject any association with businesses or practices that involve human rights violations, and we actively promote ethical partnerships that align with our values of fairness, inclusion, and justice.

Workforce Policies: We are committed to strict adherence to labour laws and ensuring fair compensation for all individuals involved in our operations. We provide targeted training in sustainable tourism, tailored to each stakeholder's level of responsibility and the specific sustainability impacts of the excursions they support. This approach fosters a culture of awareness, accountability, and ethical engagement across our entire value chain

Community Engagement: We are dedicated to supporting and uplifting local communities by actively promoting their economic vitality, cultural heritage, and traditional practices. Through meaningful engagement and inclusive development, we aim to stimulate growth and resilience in the regions where we operate, ensuring that tourism becomes a catalyst for long-term community empowerment.

Gender Equality: We are committed to fostering a productive and inclusive work





Our Commitments

environment that champions gender equality across all professional dimensions. Our goal is to enhance the quality of life and holistic well-being of our team, while ensuring that all labour relations comply with legal standards and reflect our values of fairness, respect, and equity.

Ethical Business Conduct: We are committed to protecting the rights and interests of all stakeholders by upholding ethical marketing standards, promoting sustainable services, and ensuring customer privacy. Our operations are guided by principles of transparency, fairness, and accountability, fostering trust and long-term value across our partnerships and guest experiences.

Environmental Responsibility: We are committed to protecting the environment by actively measuring and managing our impact—both in the office and in the field. This includes the rational use of resources & effective waste management. Our goal is to ensure that every aspect of our operations contributes to the preservation of biodiversity and ecological balance, while promoting responsible tourism and environmental stewardship.

Consumer Engagement: We believe that sustainability is a shared journey, and we actively engage our customers in responsible practices that align with our values and standards of excellence. Through education, inspiration, and transparent communication, we empower travellers to make conscious choices that contribute to a more sustainable and meaningful travel experience.

The Six Degrees of Sustainability

Measure 1- Cultural Respect and Community Engagement

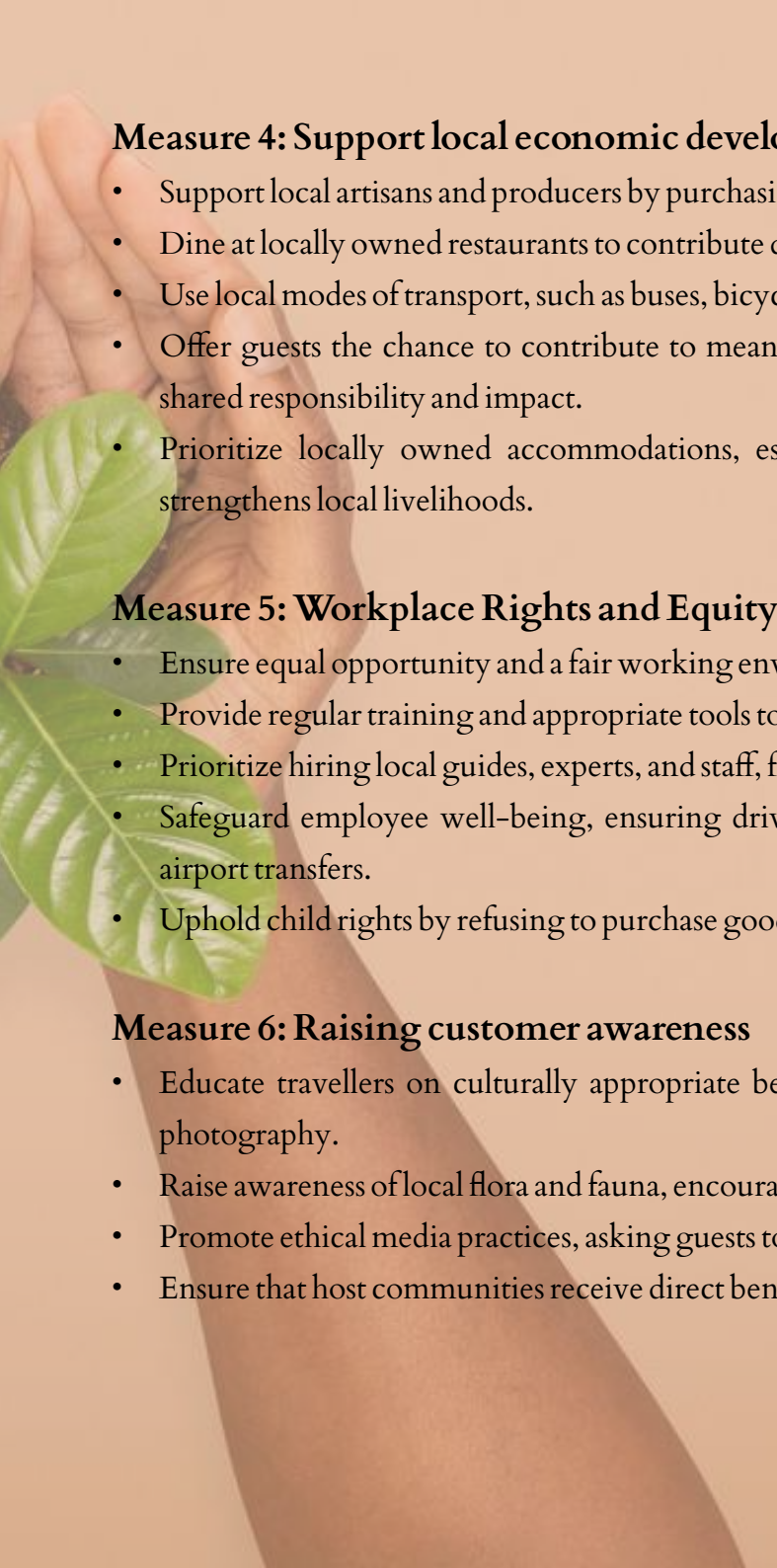
- Educate and immerse travellers in the local history, culture, religion, and traditions to foster meaningful understanding and appreciation.
- Promote courteous, respectful, and mutually beneficial interactions between guests and local communities, ensuring dignity and equity in every exchange.
- Avoid destinations or activities that encourage voyeuristic or exploitative tourism, prioritizing experiences that honor the authenticity and privacy of local life.

Measure 2: Sustainable environmental care

- Respect protected areas by strictly adhering to all rules and regulations governing access and behaviour.
- Prioritize low-impact mobility, favouring slow and non-motorized options such as hiking, cycling, and walking tours.
- Avoid ecologically harmful excursions, including those that stray from designated trails or disrupt sensitive habitats.
- Implement a “pack in, pack out” policy, ensuring all waste—especially food packaging—is removed and recycled whenever possible.
- Limit group sizes to align with the carrying capacity of each site, minimizing environmental stress and preserving natural integrity.

Measure 3: Respecting animal well-being

- Maintain respectful distance from wildlife, minimize disruptive noise, and strictly prohibit feeding during safaris and nature excursions.
- Ensure humane treatment of animals involved in tourism—animals must be well-fed, rested, and never restrained by chains or subjected to stress.
- Avoid purchasing protected species or their derivatives, in accordance with the Convention on International Trade in Endangered Species (CITES); such actions are illegal and contribute to extinction.
- Safeguard natural habitats, ensuring that no endangered species are displaced or ecosystems destroyed to accommodate tourism infrastructure or activities.



Measure 4: Support local economic development

- Support local artisans and producers by purchasing souvenirs and products made within the community.
- Dine at locally owned restaurants to contribute directly to the regional food economy and culinary heritage.
- Use local modes of transport, such as buses, bicycles, or walking tours, to reduce environmental impact and support community infrastructure.
- Offer guests the chance to contribute to meaningful local initiatives—such as conservation efforts, health clinics, or farming cooperatives—fostering shared responsibility and impact.
- Prioritize locally owned accommodations, especially stand-alone properties, to ensure tourism revenue remains within the community and strengthens local livelihoods.

Measure 5: Workplace Rights and Equity

- Ensure equal opportunity and a fair working environment for all staff, regardless of gender, race, or ethnicity.
- Provide regular training and appropriate tools to empower employees and support their professional growth.
- Prioritize hiring local guides, experts, and staff, fostering community inclusion and economic empowerment.
- Safeguard employee well-being, ensuring drivers receive adequate rest, maintain work-life balance, and avoid night driving—except for essential airport transfers.
- Uphold child rights by refusing to purchase goods produced through child labor and promoting ethical sourcing practices.

Measure 6: Raising customer awareness

- Educate travellers on culturally appropriate behaviour, including dress codes for religious sites, respectful communication, and etiquette around photography.
- Raise awareness of local flora and fauna, encouraging guests to minimize their environmental impact through informed and respectful actions.
- Promote ethical media practices, asking guests to seek consent before taking photographs or videos of individuals or communities.
- Ensure that host communities receive direct benefits from tourism activities, reinforcing the importance of equitable and sustainable travel experiences.

Corporate Social Responsibility Initiatives and Plans

We are initiating and planning strategic efforts to operate in an ethical, sustainable, and socially conscious manner. These initiatives go beyond profit-making—they are designed to create positive, lasting impact on society, environment & the economy.

CSR Initiatives

Collaborations



We proudly collaborate with Subhag Foundation, a dedicated non-profit organization focused on empowering underprivileged children. Through this partnership, we support initiatives that help children become self-sufficient, providing access to education, life skills, and opportunities that foster long-term growth and independence.



We collaborate with Hugo Initiative, a dedicated non-profit organization committed to animal welfare. Through this partnership, we support efforts to ensure the humane treatment, protection, and well-being of animals, promoting ethical practices and compassionate care across all our operations and experiences.



Organisation Centric Approach

- We actively work to **minimize carbon dioxide emissions** that contribute to environmental degradation and pollution. This includes car-pooling and using public transport.
- Over the years, we have remained steadfast in our commitment to providing equal employment opportunities and closing the gender pay gap. We believe in fostering a workplace where merit, diversity, and inclusion thrive.
- We conduct regular and comprehensive training modules for staff and partners focused on skill enhancement and professional growth.
- We maintains a strict Policy on Sexual Harassment (PoSH) in accordance with applicable legal frameworks and ethical standards.

In-House Partnership Development

- We collaborate with trained guides and drivers who share our commitment to sustainability. By working with knowledgeable professionals, we ensure that our services are both environmentally responsible and high in quality, delivering meaningful experiences without compromising standards.
- We are committed to full compliance with regulations governing touristic activities. This includes strict adherence to laws and guidelines related to Environmental protection, Animal Welfare etc.
- We actively invite our customers to take part in conservation and community development initiatives.
- For select Foreign Tour Operators (FTOs), we offer **personalized glass water bottles** as a token of appreciation.



Going Local

- Many of our products are thoughtfully designed to promote and engage with local businesses, creating authentic and enriching experiences for our guests. These include Cooking demonstrations, Farm visits, and NGO interactions.
- All amenities, souvenirs, and guest kits we offer are sourced from local enterprises that actively contribute to the economic and social upliftment of marginalized and underprivileged communities. Through this approach, we ensure that our operations not only reflect cultural authenticity but also foster inclusive growth and community empowerment.

Our guide to being a responsible traveller

Being responsible traveller its easy one follows these Do's and Don'ts



Do's

- Use natural resources such as water and energy wisely.
- Try to minimise generation of waste
- Dispose trash in the cleanest possible way
- Always consider recycling
- Wherever possible use non-polluting modes of transport
- Reduce your carbon footprints
- Respect local communities and their traditions
- Eat, drink, travel and shop local.



Don'ts

- Do not engage in any and all forms of voyeuristic tourism and experiences
- Do not use air conditioning unnecessarily
- Do not use non-biodegradable and polluting substances
- Do not purchase souvenirs that violate human rights, especially child rights
- Do not encourage any form of human rights violations
- Do not engage in any activities that promote / condone sexual exploitation
- Do not feed or harm wild animals of any kind
- Do not deface or damage heritage monuments

Training



Our organization is dedicated to conducting regular and comprehensive training programs for all stakeholders involved in the tourism industry. These initiatives aim to ensure that the highest standards of sustainability are not only understood but actively implemented across all levels of operation.

We continuously strive to keep our staff and partners informed and empowered with the latest knowledge, tools, and best practices in responsible and sustainable tourism, fostering a culture of environmental stewardship, cultural sensitivity, and ethical engagement.

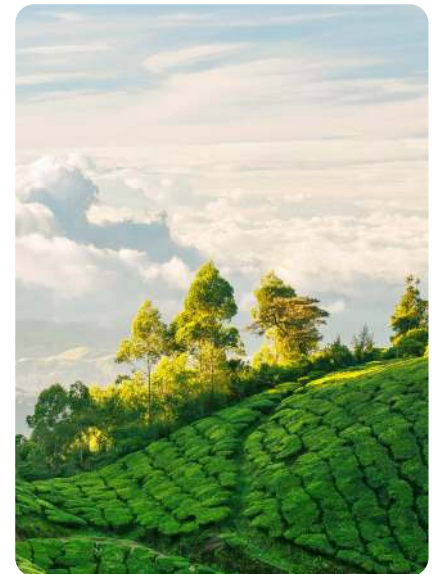
Regenerative Tourism as Our Guiding Vision

The culmination of our efforts is a bold transition – from a sustainable to a regenerative model of tourism. Our vision is to leave destinations better than we found them, preserving their natural and cultural integrity for future generations.

We are taking steady strides toward greener, smarter, and more responsible travel. By prioritizing quality over quantity, we make conscious choices that align with this forward-thinking approach.

Our organization remains unequivocally committed to developing products and practices that uphold the principles of sustainable tourism – ensuring that every experience contributes positively to the environment, local communities, and cultural heritage.

We call upon all our partners and clients to join us in this journey – to heal the planet, restore balance, and reverse the damage already done. Together, we can build a future where responsible travel is not just a choice, but a way of life.



The committee for sustainable practises

A dedicated Sustainability Oversight Committee has been established with effect from 1st Oct 2025. This committee is entrusted with the responsibility to Monitor and guide sustainable practices, Conduct regular training and sensitization programs for staff and partners and Serve as custodians of our sustainability vision.

This initiative reflects our long-term commitment to embedding sustainability into every facet of our operations and culture.

Committee Chairs



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2026-2027 New Projects in Pipeline

Projects

Ivillage Family

<https://www.ivillagefamily.in/>

Ivillage creates sustainable, handcrafted cloth products, specializing in customized cloth bags for retail and corporate brands.

It's a women-led production hub based in rural India, where every product is carefully made by our skilled in-house team. By training and employing rural women, we deliver industrial-quality stitching, consistent supply, and a purpose-driven value chain. IVillage is not just a social enterprise, it is a powerful idea that links the village to the global market by creating employment opportunities and generating livelihood for the economically disadvantaged rural women. We will be a part of this powerful movement by empowering rural women with all the tools they need, professionally and personally, in terms of skills and amenities.

The Responsible Tourism Society of India

<https://rtsoi.org/>

RTSOI/ESOI collaborates closely with central and state government bodies responsible for sustainable tourism, along with a network of like-minded regional and state partners across India.

Their role is to facilitate and support the alignment of policies, initiatives, and activities at both the national and state levels, ensuring that sustainable tourism practices are implemented consistently and effectively throughout the country.

The Society welcomes conscious companies and individuals who are committed to walking the sustainable path and lending their support to the cause. By joining, members become part of a collective movement dedicated to advancing responsible practices and creating meaningful impact.