



Fostering Sustainable Livelihoods and Traditional Crafts through Tourism Commerce

To ease the livelihood challenges faced by the local communities in Himalayan regions, Development Alternatives is collaborating with 'NotOnMart', an initiative by NotOnMap, who are connecting consumers directly to farmers and craftsmen. This is part of the programme to promote responsible ecotourism in Himachal Pradesh and Uttarakhand, in collaboration with the National Mission on Himalayan Studies (NMHS).

The ongoing COVID-19 pandemic and the restrictions necessary for its containment have had a disruptive impact on Himalayan communities, both in the tourism sector and agricultural supply chain. It is well established that the underlying structure of the supply chain relationships is not based on fairness or economic justice. This plays an influential role in creating obstacles in the livelihood of the rural population. NotOnMart is a small scale community-led initiative that aims to scale up the coordination of micro-sized businesses. This is done by building trust with individuals that prioritize environmental sustainability.

In their recently launched website, NotOnMart has listed over 1000 products with a wide range of farm produce and artisan products from sellers. The consumers can directly contact local communities with no middlemen interference.

To build on this initiative, Development Alternatives has been exploring ways to link Himachal Pradesh and Uttarakhand communities with NotOnMart. During the preliminary baseline

survey, DA has connected with more than 30 families in Mandi, Himachal Pradesh, and Uttarkashi, Uttarakhand. A door-to-door awareness generation activity was also organised where local communities were informed about the initiative.

Other important aspects such as green packaging, quantity, marketing, pricing of the product, communicating with consumers were also covered during the preliminary exercise. Furthermore, a small capacity building activity was organised for the community, to impart basics of photography; building potential of the people in clicking quality photographs of the product, critical for marketing and outreach purposes.

In Mandi, kodo millet (*kodra*), walnut, corn flour (*makki atta*), himalayan kidney beans (*pahadi rajmah*) have been identified as the major crops, which can be sold in the season. Whereas, in Uttarkashi, red rice (*lal chawal*), kodo millet (*kodra*), Himalayan pumpkin (*kaddu*) can be found during this season. Each family that was identified in this exercise can sell approx. 10 kg of *kodra*, *lal chawal* and *pahadi rajmah*.

This collaboration aims to promote economic empowerment through tourism commerce for rural India and create sustainable livelihoods at scale, in these landscapes. Explore the products [here](#).