



Stakeholders Dialogue on Promoting Green and Inclusive Entrepreneurship in Tourism Sector

Development Alternatives Group and the Center for Sustainable Development, Himachal Pradesh jointly organized a workshop titled 'Dialogue Between Financiers and Entrepreneurs for Promoting Green Entrepreneurship' in Mandi, Himachal Pradesh on 13 April, 2022. The workshop was conducted as part of the 'Livelihood through Ecotourism' project, which is supported by the European Union and aims to generate livelihood through small enterprises in the state.

Development Alternatives has been promoting livelihood through ecotourism in Parashar, Himachal Pradesh and its surrounding areas for the last 4 years, under which eight homestays have been restored and upgraded. Also, skill development programmes, activities with SHGs, and GPS marking of track routes have been conducted in the region.

The agenda for the workshop was to bring together financiers and entrepreneurs on one platform to bridge the gap between the two and come up with possible solutions to help make finance easily accessible to entrepreneurs. Mr Ashwini Thakur, District Manager, Cooperative Bank informed the present entrepreneurs about the various schemes of the government and the bank. He also resolved problems of many people present at the event on the spot. The workshop was also attended by SK Parashar, Deputy Director of Tourism and Ritesh Patial, Tourism Information Officer, Tourism Department, Mandi, who informed about the homestay registration process and launched a short film – 'Slow Tourism' to promote ecotourism around the Parashar Lake. The outcomes of this workshop will be used to develop a further plan of action to take the agenda of a green and inclusive economy forward by improving the ecosystem for micro and small businesses in the sector.