

11 SUSTAINABLE CITIES AND COMMUNITIES



Process Presentation

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IIAD/ L5 / UG20124

OBJECTIVE

Sustainable cities meet the present needs without compromising future generations' abilities. The aim of social, economic, and environmental sustainability is to enhance residents' quality of life. Sustainable practices reduce environmental impact, enhance climate resilience, and promote economic growth, and social well-being.

"The Problem: The objective was to solve the problem of minimizing plastic waste and promote the practice of Sustainability via Ecotourism"

(ECO-TOURISM)

sustainable cities and communities are essential to supporting eco-tourism goals of environmental protection, cultural preservation, and community development.

WHAT

Ecotourism is responsible and sustainable tourism practice, I am focusing on minimizing the negative impact on the environment, promoting conservation efforts, and providing unique and meaningful experiences for visitors.

WHY

Sustainability can reduce carbon print, minimum the use of single plastic and promote awareness and action, and get involved in local sustainable activities.

WHERE

The purpose of eco tourism on mountain is to promote sustainable and responsible tourism.

WHEN

It is important to note that these negative impacts can be minimized or avoided altogether by implementing responsible and sustainable tourism practices now

WHO

18+ People who travel very often (backpackers)
-or people who are traveling for the first time

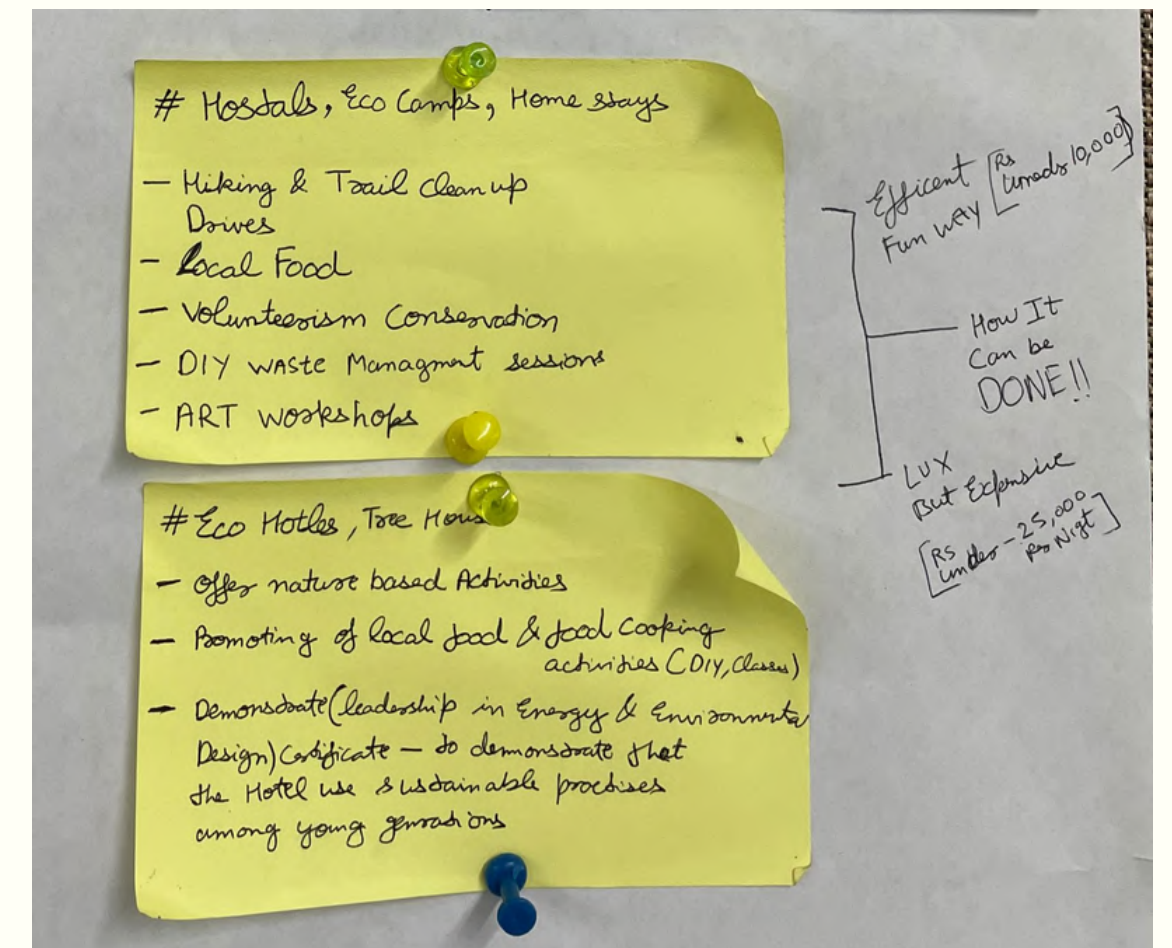
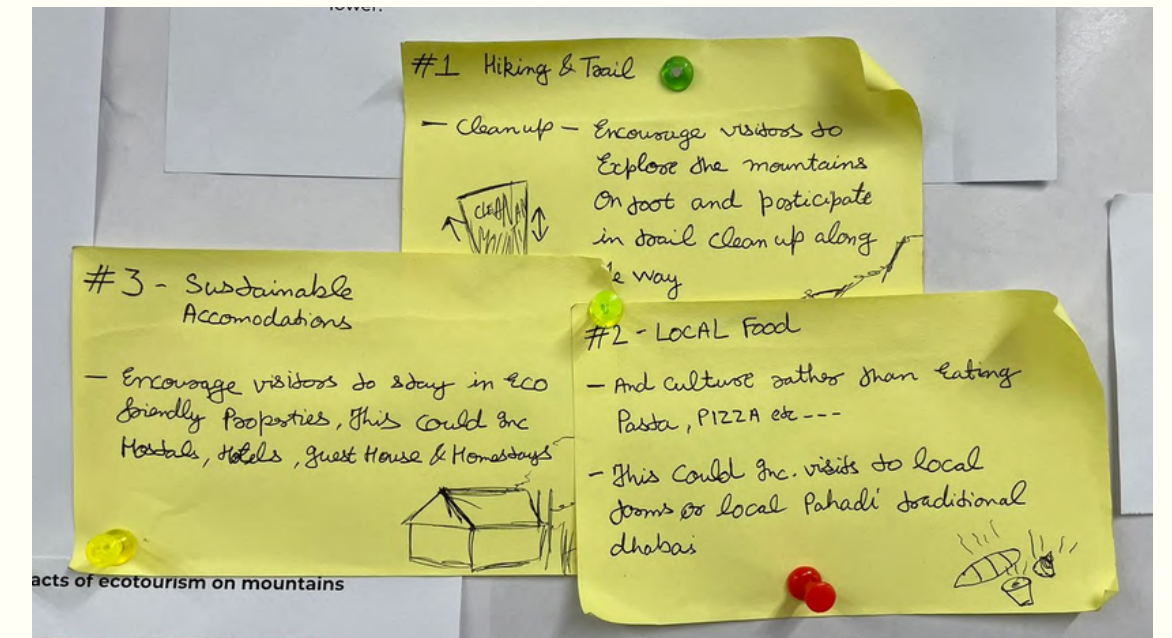
HOW

Travelers can ensure that the ecotourism activities they participate in are truly eco-friendly and support the sustainability of the mountain environment

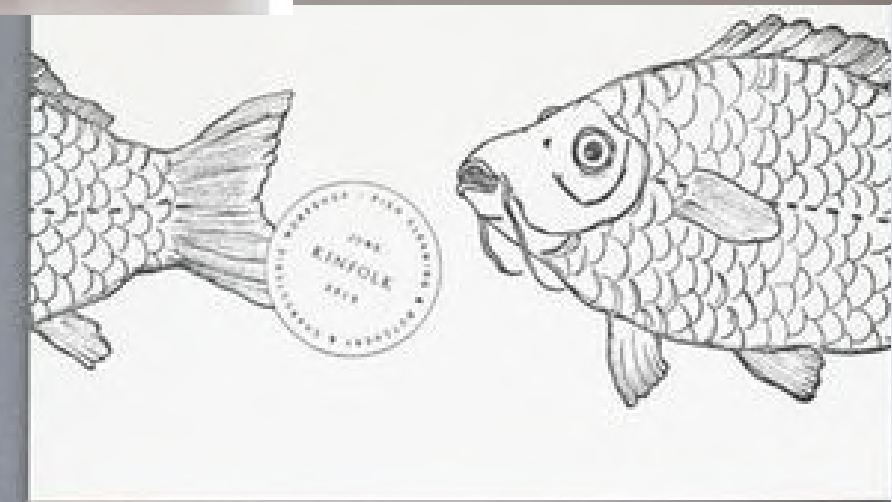
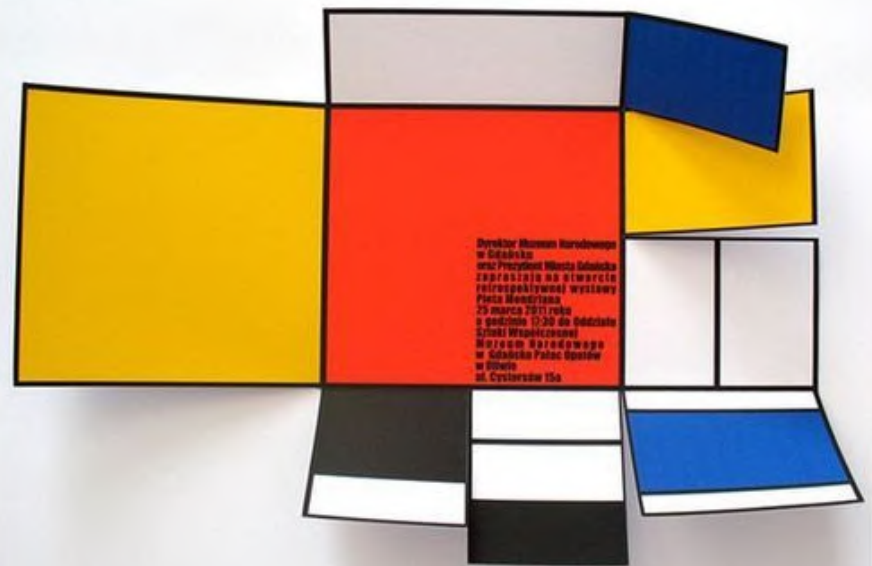
How can travelers ensure that the ecotourism activities they participate in are truly eco-friendly for mountains?

- Do research
- Choose responsible tour operators
- Respect local cultures and customs
- Minimize waste
- Stay on designated trails
- Use eco-friendly products
- Reduce your carbon footprint

Travelers can ensure that the ecotourism activities they participate in are truly eco-friendly and support the sustainability of the mountain environment.



Inspiration moodboard



Layouting



Type Placements

**GREEN
FOOTPRINT
GREEN
FOOTPRINT**

A Guide
To Sustainable Tourism
A Guide
To Sustainable Tourism

**Thank You
Thank You
Thank You**

धन्यवाद
धन्यवाद
धन्यवाद

**KULLU
MAP**

**KULLU
MAP**

**Must Do
Must Do
Must Do**

Variations & Final Design

Variations

GREEN FOOTPRINT

WHAT'S YOUR PLAN TODAY?

INICE TO MEET YOU!

A Guide To Sustainable Tourism

PRODUCTS-USE ECO-FRIENDLY

Eco Fact:
It is estimated that Himachal Pradesh receives around 20-25 million tourists every year, with the majority visiting during the summer months. Making eco-tourism less expensive can be challenging as it often involves providing high-quality services and experiences that are sustainable and environmentally friendly. However, here are some ways that can potentially make eco-tourism more affordable.

Explore the Mountains Responsibly

DO RESEARCH

EAT LOCAL PAHADI FOOD

VOLUNTEER IN TRAIL CLEAN-UP DRIVES

CHOOSE SUSTAINABLE ACCOMMODATION

PARTICIPATE IN NATURE BASED ACTIVITIES

RESPECT LOCAL PEOPLE AND THERE CULTURE

REDUCE CARBON FOOTPRINTS

MINIMIZE SINGLE USE PLASTIC

Thank You धन्यवाद

INICE TO MEET YOU!

देवभूमि हिमाल में आपका स्वागत है

GREEN FOOTPRINT

WHAT'S YOUR PLAN TODAY?

A Guide To Sustainable Tourism

How to Reach the Pristine Mountains for an Ecotourism Adventure?
To reach the pristine mountains of Himachal Pradesh for an ecotourism adventure, first choose your mode of transportation, such as a flight, train, or bus. Choose your destination from places like Shimla or Manali, and book your accommodation in advance. Pack warm clothes and other essentials eco-products for the unpredictable weather. Plan your activities, like trekking or wildlife safaris, in advance to make the most of your adventure. By following these steps, you can create unforgettable memories in Himachal Pradesh.

The New Era Of Eco Tourism On Mountains
The aim of ecotourism in mountainous areas is to encourage sustainable tourism that preserves the environment and helps local communities. It endeavors to create a harmony between tourism and conservation by giving visitors the chance to explore natural and cultural attractions while keeping any negative impacts on the environment and local communities to a minimum. Ecotourism can offer economic, social, and environmental advantages to the local communities in Himachal Pradesh, while also playing a role in conserving its natural and cultural resources.

Eco Fact:
Himachal Pradesh is a popular destination that attracts approximately 20-25 million tourists every year, with the summer season being the busiest. While eco-tourism may be challenging to promote at a lower cost, it offers many benefits by providing high-quality, sustainable, and environmentally friendly services and experiences. Although there are potential negative impacts to be mindful of, especially in mountain regions, ecotourism can contribute to the conservation of natural and cultural resources while providing economic and social benefits to local communities.

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The New Era Of Eco Tourism On Mountains
Ecotourism promotes sustainable tourism that benefits local communities and conserves the environment in mountainous areas. It seeks to balance tourism and conservation by minimizing negative impacts and providing opportunities for visitors to experience natural and cultural attractions. In Himachal Pradesh, ecotourism can create economic, social, and environmental benefits for local communities, while also helping to protect the region's natural and cultural resources.

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INICE TO MEET YOU!

Eco-Tourism is helping in Following Ways:

- DO RESEARCH**
- EAT LOCAL PAHADI FOOD**
- VOLUNTEER IN TRAIL CLEAN-UP DRIVES**
- CHOOSE SUSTAINABLE ACCOMMODATION**
- PARTICIPATE IN NATURE BASED ACTIVITIES**
- RESPECT LOCAL PEOPLE AND THERE CULTURE**
- REDUSE CARBON FOOTPRINTS**
- MINIMIZE SINGLE USE PLASTIC**

Encounter the art of pahadi kahana!!

When it comes to food, Himachali cuisine is a blend of local ingredients and flavors, and is heavily influenced by the region's terrain and climate. Here are some of the popular Himachali local food dishes.

One of the well-known dishes in Himachali cuisine is Siddu, which is essentially a steamed bread made from wheat flour and stuffed with a mix of mashed potatoes and spices.

Another traditional Himachali delicacy is Dham, a feast comprising an assortment of dishes such as dal, rajma, kadi, chana, and rice, all served on a banana leaf.

Kullu Trout is another popular dish, where the trout fish is marinated with spices and cooked in a tandoor or clay oven.

Must Do

- In a remote village, away from the busy and chaotic town of Manali, Mani Ram Dhaba is a hidden gem in Himachal Pradesh, located in a remote village away from the bustling town of Manali. The dhaba serves local Himachali cuisine to tourists and overlooks the Jana waterfall with stunning mountain valley views. They serve a Himachali village thali for just ₹200/person, which includes Himachali red rice, rajma, curry, bajre ki roti, sarson ka saag, and Siddu with ghee and shakkar.
- The Bijli Mahadev Trek is a moderate trek starting from Kais and taking around The Bijli Mahadev Trek is a moderate 3-4 hour trek from Kais to the temple at 2,460 meters. The trek offers beautiful views of the Kullu Valley, and the temple is dedicated to Lord Shiva, attracting lightning during monsoon. The Shiva Linga is then restored using butter in a sacred ritual.

KULLU MAP

- Kullu valley
- Kullu
- Jana
- Naggar
- Biji Mahadev
- Pitru
- Khriganga
- Parvati
- Manali
- Solang
- Beas Kund

The Best Eco-Friendly Accommodations

- Tree House Jibhi
- Go stops, Kasol
- Zostel Homes, Lahul
- The hostler, Manali
- GlampEco, Manali
- Nagger castel, Kullu

FOLD ALONG TO CREATE YOUR OWN BAG

What are some potential future trends in ecotourism in India?

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- The Bijli Mahadev Trek in Himachal Pradesh is a moderate trek starting from Kais and taking around 3-4 hours to reach the Bijli Mahadev Temple at an altitude of 2,460 meters. The trek offers stunning views of the Kullu Valley and the temple is known for its unique tradition of attracting lightning during the monsoon season. The temple is dedicated to Lord Shiva and is known for its unique tradition of attracting lightning during the monsoon season, which then shatters the Shiva Linga. The broken Shiva Linga is then restored by the temple priests using butter, which is considered to be a sacred ritual.

KULLU MAP

The Best Eco-Friendly Accommodations

- Tree House Jibhi
- Go stops, kasaol
- Zostel Homes, lahul
- The hostler manali
- GlampEco Manali
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Thank You धन्यवाद

A Guide To Sustainable Tourism

USE ECO-FRIENDLY PRODUCTS

(NICE TO MEET YOU!)

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Final Design

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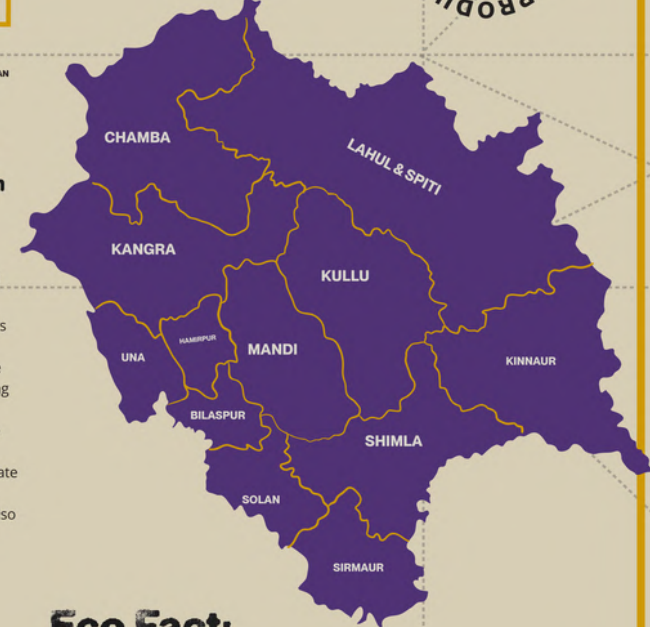
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To fully maximize your adventure, plan your activities, such as trekking or wildlife safaris, beforehand. By following these steps, you'll be able to create unforgettable memories in Himachal Pradesh, all while supporting environmentally conscious tourism.






A Guide To Sustainable Tourism

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Acha Ji, Namastey dhanyabaad ji tumara!
(NICE TO MEET YOU)

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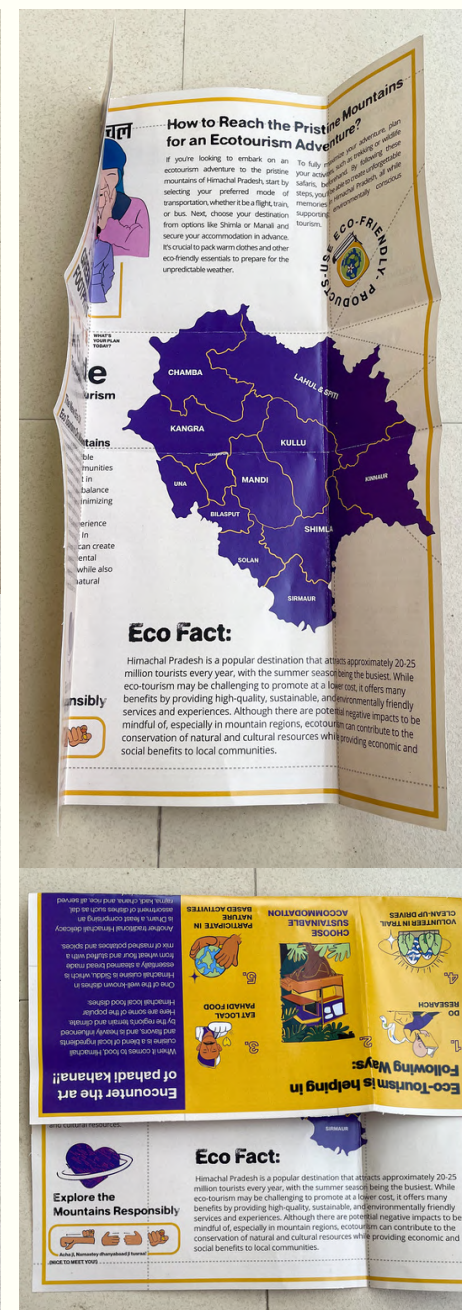


FOLD ALONG TO CREATE YOUR OWN BAG

4 fold broucher



Steps to make paper bag



Paper Bag Major USPs:



- Compact design
- Multi storage Design
- Easily available at any store for information purposes.
- The material used to create is plantable and will decompose within a few days



Thank You