Ecotourism @Mangalajodi: A Journey towards People’s Wellbeing
Mangalajodi

- A small and picturesque fishing village
- Located in the northern shores of Lake Chilika – 1,100 sq.km. lagoon in India
- A marshy ecosystem with freshwater, emergent vegetation and reed beds
- Approximate area of 12 sq.km.
- The wetland hosts more than 300 thousand birds during winter season
- Designated as an ‘Important Bird Area’ by Birdlife International as a significant global waterfowl habitat
In Odisha, Poachers Turn Protectors — And UN Takes Note

Last month, the Mangalajodi Ecotourism Trust (MET) was chosen for the “Innovation in Tourism Enterprise” award by the United Nations World Tourism Organisation (UNWTO).
...2 Decades ago - a notorious poaching village
Probably, the story of MANGALAJODI is one of the few Community Conservation stories across the Globe, where transformation of Human beings for the larger interests of the Planet is possible.
THE JOURNEY WENT THROUGH PHASES

Poaching
(rampant, notorious, damaged ecosystem, village defame)

Transformation
(Human Relation, Empathy, Realization)

Decent Livelihood Opportunities
(Using those resources, wise use of wetland, Changing Attitude ecotourism low hanging fruits)

Consolidation
(Sustainability, Responsible, Ethical practices, self Regulation, Partnership)
CONSERVATION EFFORTS

Given the high scale of poaching by villagers, a local CSO – Wild Orissa initiated conservation by mobilizing a few village leaders.

High poverty levels made it necessary to provide livelihoods to sustain conservation efforts.

Led to creation on Mangalajodi Ecotourism Trust (MET) by RBS and IGS.

Partnership for transformation & community well – being

Series of community consultations, mobilization, counseling, relationship with key stakeholders, marketing strategy for the enterprise (prepared by RBS volunteers, launched in Kolkata city).
The wetland supports livelihoods of many

- MET constituted of representatives from the Gram Sabha
- A tourist lodging and boarding facility created
- Local boatmen trained to be birding guides
- Hospitality and tourist management trainings provided to its members
- Marketing activities undertaken to encourage tourism
THE ECOTOURISM ENTERPRISE TAKES OFF IN 2009
THE IMPACT

Poaching of Bird’s

Revenue Inflow to village

Participation of villagers in Ecotourism and Village Development

Employment opportunities for youths

Influenced regional development strategy (Government of Odisha declared Mangalajodi as eco-destination in 2014)

Convergence of efforts by all stakeholders

Significantly Contribute to achieving 8th, 13th, 15th Sustainable Development Goals of Decent Work and Economic Growth, Climate Action, and Life on Land

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**THE FACTS**

**No of Tourist Visited**

- 2010-11: 350
- 2011-12: 815
- 2012-13: 1062
- 2013-14: 1126
- 2014-15: 1466
- 2015-16: 1305
- 2016-17: 1535
- 2017-18: 2293

**Total Revenue Generated in INR million**

- 2010-11: 70019
- 2011-12: 460590
- 2012-13: 797511
- 2013-14: 958449
- 2014-15: 1347469
- 2015-16: 1275072
- 2016-17: 1623213
- 2017-18: 2366898

**Status of Bird Census Data**

- 2017 – 2,94,415
- 2016 – 2,48,307
- 2015 – 1,62,756
- 2014 – 1,10,544
- 2013 – 2,10,482
- 2012 – 2,91,690
- 2011 – 2,03,805

- Species Count: Waterfowl – more than 167, and Resident birds – more than 100

**Poaching Status Year after Year**

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<th>Incident at Mangalajodi section</th>
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INR 88.99 Lakhs inflow to village in 8 Years through MET and all together about INR 2 Crores from Tourism Services
Using the profound knowledge of bird life and the recreational potential of the wetland into sustainable enterprise
ENTERPRISE-ECONOMY-ENVIRONMENT
CO-EXISTENCE IS POSSIBLE

The Ecosystem Revived

The project outcome is sustainable livelihoods and a vibrant ecosystem
The Community Benefitted
RECOGNITIONS

TOFT Wildlife Tourism Award 2010 – Runners Up

UNDP India Biodiversity Award 2014 – Runners Up (Community Stewardship)

RBS Earth Hero Award 2012 – Earth Guardian

UNWTO Awards 2018 – Innovation in Enterprises
We Care for People and Planet