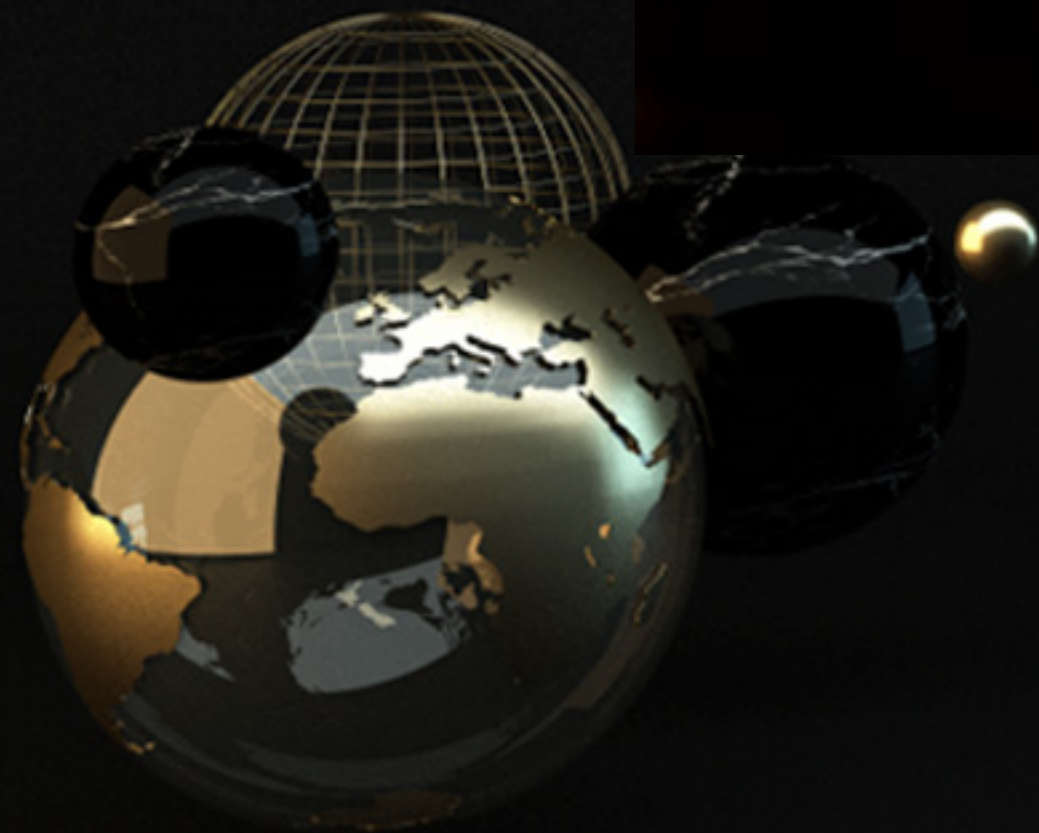


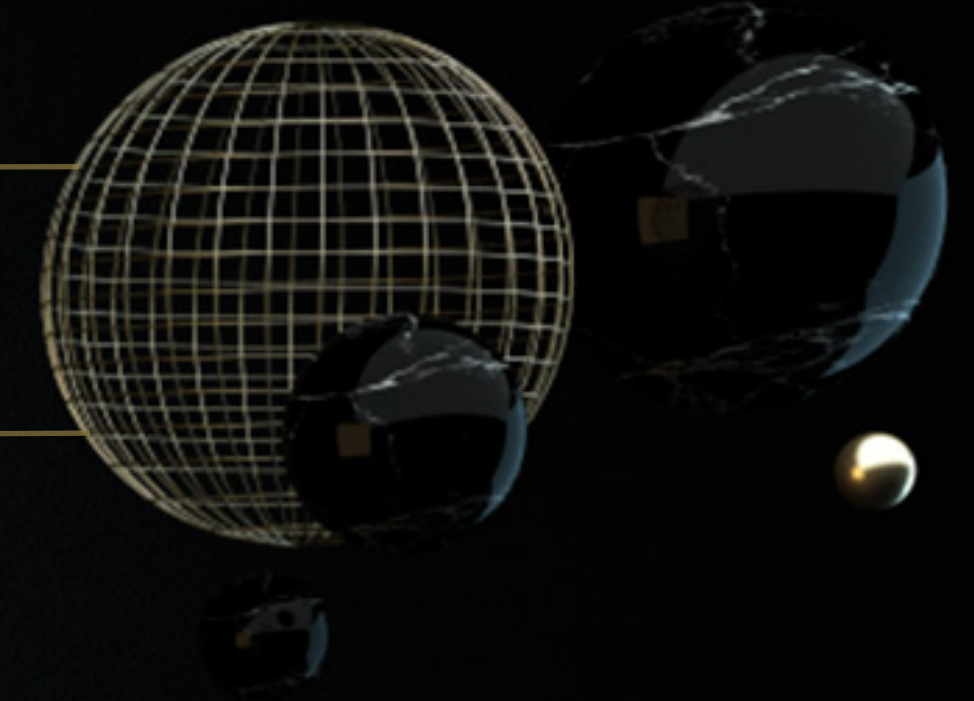


Mangalajodi Eco Tourism

Ecotourism @Mangalajodi: A Journey towards People's Wellbeing



THE CONTEXT



Mangalajodi

A small and picturesque fishing village

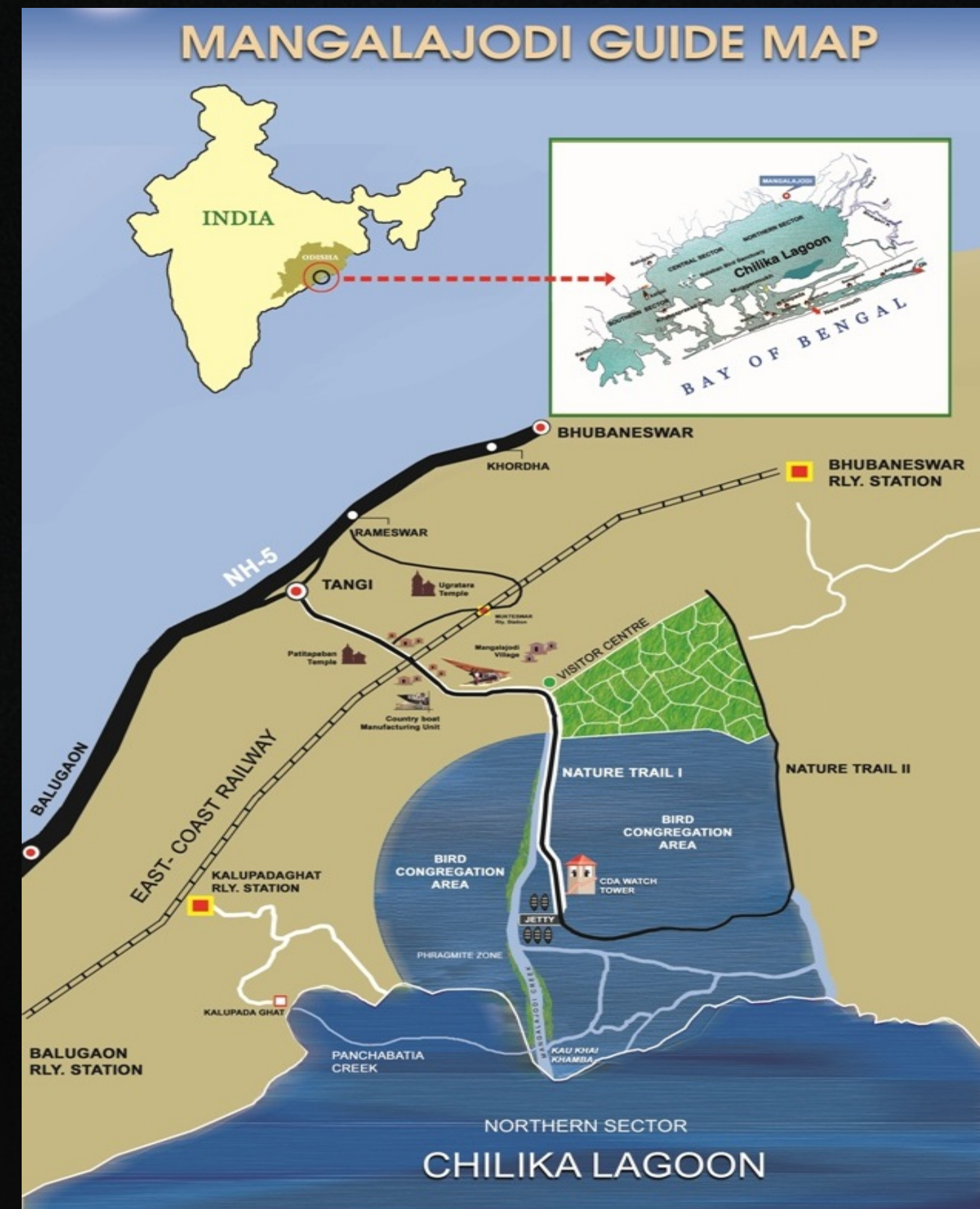
Located in the northern shores of Lake Chilika – 1,100 sq.km. lagoon in India

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



ROAD LESS TRAVELLED

Lost in magical Mangalajodi

From poaching ground to award-winning eco-tourism hub, the story of these wetlands is one of beauty and inspiration

eye can see, it feels like you can row beyond the horizon. We are lost in the ethereal magic of Nature. Inhabited by over 200 species of birds, 115 of which are migratory, Mangalajodi has been making slow but big strides on the birding map of India. The wetlands draw scores of photographers, researchers and ornithologists, including some of India's ace birdmen every winter when the bird count soars to over three lakh.

Success story But Mangalajodi is much more than an emerging birding spot. At the heart of it lies the villagers' belief that fragile ecosystems like these belong to everyone and their protection is important. Its remarkable turnaround from a murky bird poachers' den more than a decade ago to a model eco-tourism hub run by villagers is inspiring. Last week, this extraordinary success story was recognised on a global platform, when the Mangalajodi Ecotourism Trust won the prestigious UNWTO (United Nations World Tourism Organisation) Award for Innovation in Tourism Enterprise at Madrid, Spain.

"It's a victory of the villagers' hard work," says Poornachandra Behera, SI, member of Mangalajodi Ecotourism Trust. Behera was a poacher and was behind bars in the late 90s. Today he, like all other villagers of Mangalajodi, is a die-hard conservationist. He has a wealth of knowledge about the birds visiting the region. Most of the villagers till 2000 were engaged in the poaching of migratory birds. A census in 2000 counted a mere 5,000 birds in the region. To save the dwindling population, various agencies initiated a concerted effort to reverse the situation. They focused on making people sensitive to wards the importance of conservation. The RDS Foundation India partnered with Indian Grameen Services to create livelihoods through ecotourism as a vehicle of change.

"It was not an easy task to change the mindset," says Shashanka Sekhar Dash of Indian Grameen Services. Thus, a community-owned social enterprise, "Mangalajodi Ecotourism Trust", evolved in the process, managing responsible tourism.

The marshy wetlands interspersed with reeds and vegetation provide shelter to many waterfowl from October to February. "We used to shoot the birds or poison them. There were days when we simply caught the birds in the nets and twisted their necks," says Nivas, another villager. They earned up to ₹30,000 a month from selling the meat. Now, the poachers have transformed into birding guides and actively protect birds.

As our boat glides to a stop, a flock of friendly whiskered terns descends on the waters. Soon we get to see magnificent take-offs by the northern pintails, leaving behind a shoot of water trails, and then comes the stealthy purple heron with the prized catch of a snake. Even as cameras go on a clicking spree, our guide spots two pairs of ruddy shelducks in white and orange against the green at a distance.

The boat rides at Mangalajodi start from 6 am and last for three to four hours. In the afternoon, they begin by 2 pm and the boat return by sunset.

HOW TO GET THERE Mangalajodi is in Khordha district of Odisha, nestled at the northern end of Chilika Lake. It is located about 68 kilometres from Bhubaneswar and 380 kilometres from Visakhapatnam. The roads are excellent and run through National Highway 16.

WHERE TO STAY Mangalajodi Ecotourism Trust and Godwin Eco Cottage are some of the options of stay, providing rustic rooms and cottages.

northern pintail and a flock of 'black-headed ibis' - all soaking in the warmth of the sun. The birds, winter visitors from Europe and Asia, don't seem to be bothered by the boats. They occasionally stop to glance at the visitors, many of whom have come armed with professional cameras and a battery of lenses. The proximity at which one gets to see the birds is something that no other bird sanctuary or wetlands of India provides.

The landscape of Mangalajodi is swampy and flat for as far as the

Re: Possibility of featuring

In Odisha, Poachers Turn

New Tab

→

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indianexpress.com/article/india/in-odisha-poachers-turn-protectors-and-un-takes-note-5060197/

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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).

Written by Sampad Patnaik | Updated: February 19, 2018 1:35:40 pm

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Saat Niyat Sahi Vikas

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Birdwatching: Flying wild

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Birdwatching: Flying wild

How a village near Odisha's Chilika Lake, once infamous for hunting, transformed into a haven for migratory birds

Last Published: Sat, Feb 21 2015. 01 06 AM IST

Ananda Banerjee

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The Magic Of Mangalajodi

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The Magic Of Mangalajodi

Tucked away in the northeastern fringe of Orissa's Chilika Lake, Mangalajodi is well known to the best birders in India. Visitors accustomed to focusing on tiger tourism are discovering the joys of birdwatching in one of the most exquisite natural landscapes in India, suggests Panchami Manoo Ukil.

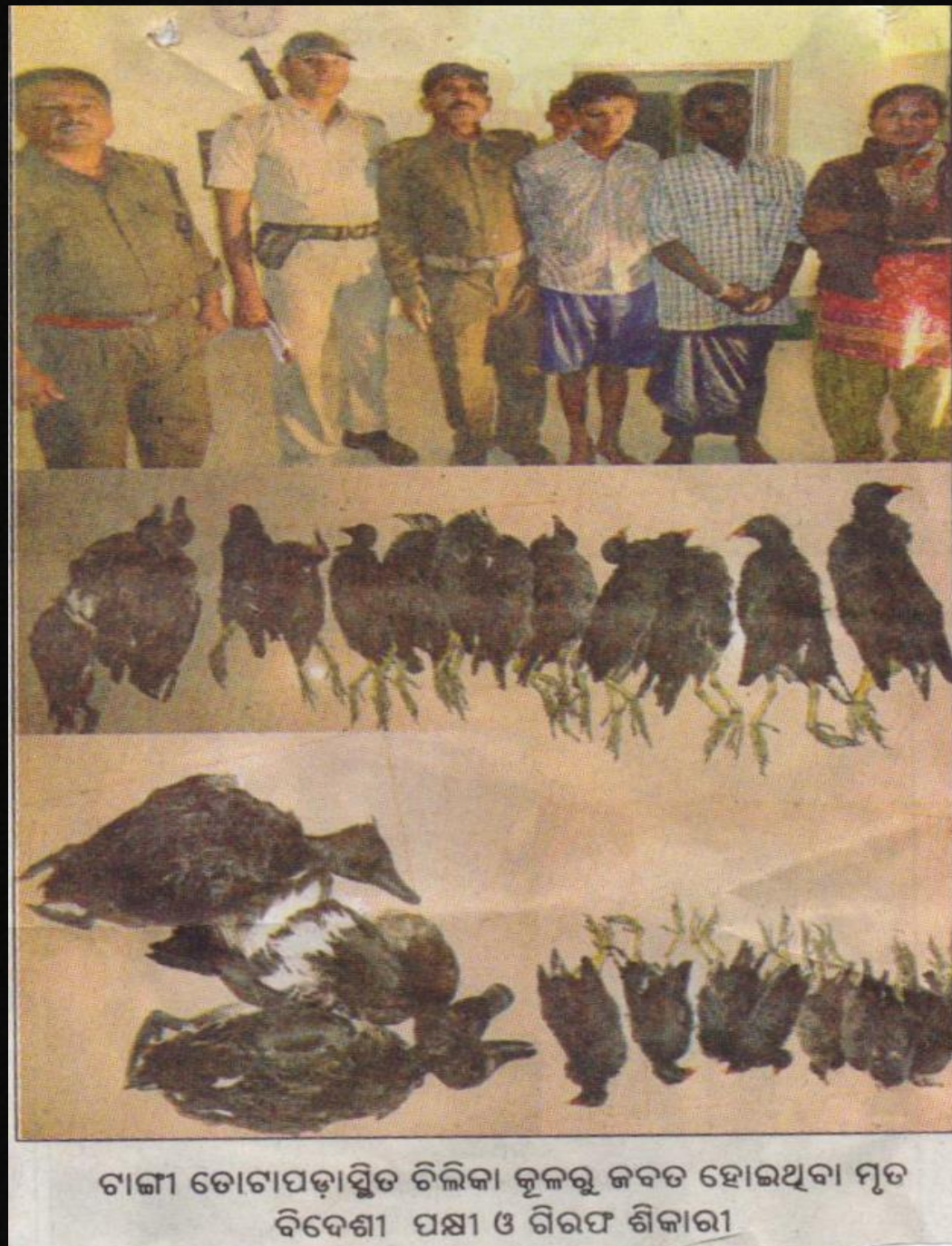
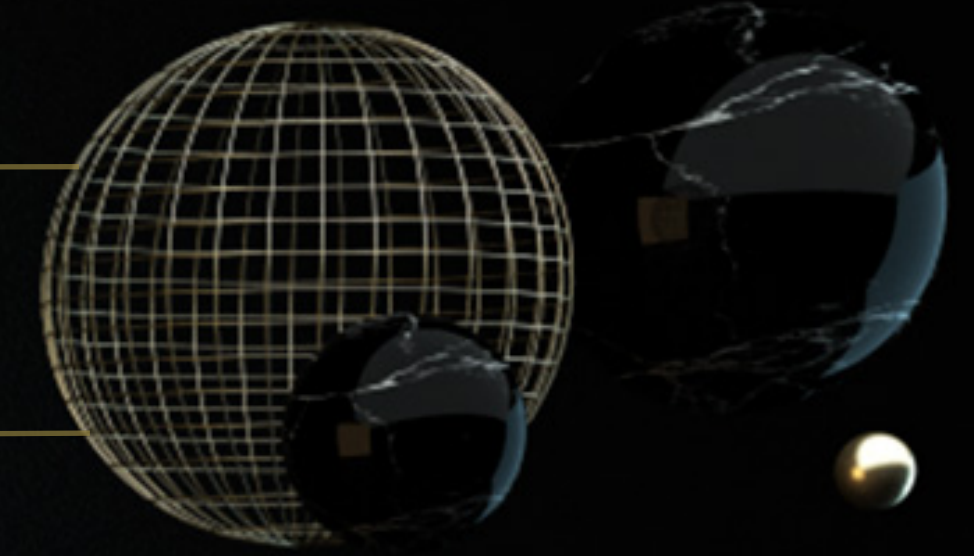
10 ओकिशा में मंगलजोड़ी में है परियों के संरक्षण की अमूर्ति वास्तव

आवारा मुसाफिर

पृष्ठ 4 : पृष्ठ 4 नई दिल्ली जनवरी 2018 पृष्ठ 20 मूल्य ₹ 20

बदलाव की उड़ान

THE PAST

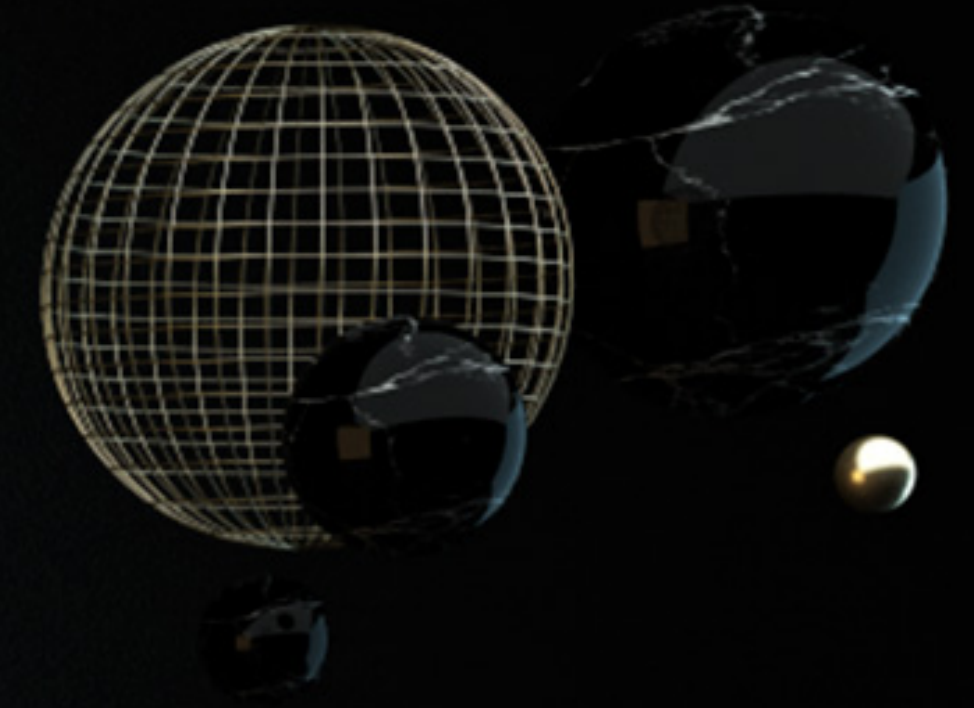


...2 Decades ago -
a notorious
poaching village

ଚିଲିକା : ୭ ମୃତ ବିଦେଶୀ ପକ୍ଷୀ ଜବତ

୩ ନାବାଳକ ପକ୍ଷୀ ଶିକାରୀ ଗିରଫ

ଟାଙ୍ଗୀ, ୦୨.୨୧.୧୭ (ପିଏନ୍ଏସ୍): ପକ୍ଷୀ ଶିକାରୀ ଏବେ ତାଲାକ୍ ଡେଣୁ ନିଜେ ଏବେ ପକ୍ଷୀ ଶିକାର ନକରି ନାବାଳକଙ୍କୁ ପକ୍ଷୀ ଶିକାରରେ ନିୟୋଜିତ କରାଉଛନ୍ତି । କାରଣ ନାବାଳକଙ୍କ ପ୍ରତି ଦଣ୍ଡବିଧାନ କୋହଳ ଥିବାରୁ ସେମାନଙ୍କ ଆତ୍ମାୟମାନେ ଏପରି କରାଉଛନ୍ତି ବୋଲି ଟାଙ୍ଗୀ ଷ୍ଟାଲୁ ଲାଇଫ୍ ରେଞ୍ଜର ଅଣ୍ଟୋନି କୁମାର ଦାସ କହିଛନ୍ତି । ଟାଙ୍ଗୀ ବନ୍ୟପ୍ରାଣୀ ରେଞ୍ଜର ଶ୍ରୀ ଦାସ ବିଶେଷତ୍ୱରୁ ଖବର ପାଇ ଅତର୍କିତ ଚଢ଼ାଉ କରି ୩ ନାବାଳକ ପକ୍ଷୀ ଶିକାରୀଙ୍କୁ ଗିରଫ କରିବା ସହିତ ସେମାନଙ୍କ ନିକଟରୁ ୭ଟି ମୃତ ବିଦେଶୀ ପକ୍ଷୀ ଜବତ କରିଛନ୍ତି । ଗିରଫ ୩ ପକ୍ଷୀ ଶିକାରୀ(ନାବାଳକ) ହେଲେ ଉତ୍କଳା ଗୋପୀନାଥପୁର ଗ୍ରାମର ହୁଲିଆ ପରିଡ଼ାଙ୍କ ପୁତ୍ର କବିରାଜ(୧୫), ଗୋବିନ୍ଦ ପରିଡ଼ାଙ୍କ ପୁତ୍ର ବିକାଶ(୧୪), ତେଜୁଲିଆପଡ଼ା ଗ୍ରାମର କେଦାର ପରିଡ଼ାଙ୍କ ପୁତ୍ର ପବିତ୍ର(୧୫) ବୋଲି ଜଣାପଡ଼ିଛି । ଏନେଇ ଟାଙ୍ଗୀ ଷ୍ଟାଲୁ ଲାଇଫ୍ ରେଞ୍ଜ କାର୍ଯ୍ୟାଳୟରେ ୧୧/୧୪ ଓ ୧୨/୧୪ରେ ୨ଟି ମାମଲା ରୁଜୁ ହୋଇଛି ବୋଲି ରେଞ୍ଜର ଶ୍ରୀ ଦାସ କହିଛନ୍ତି ।



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

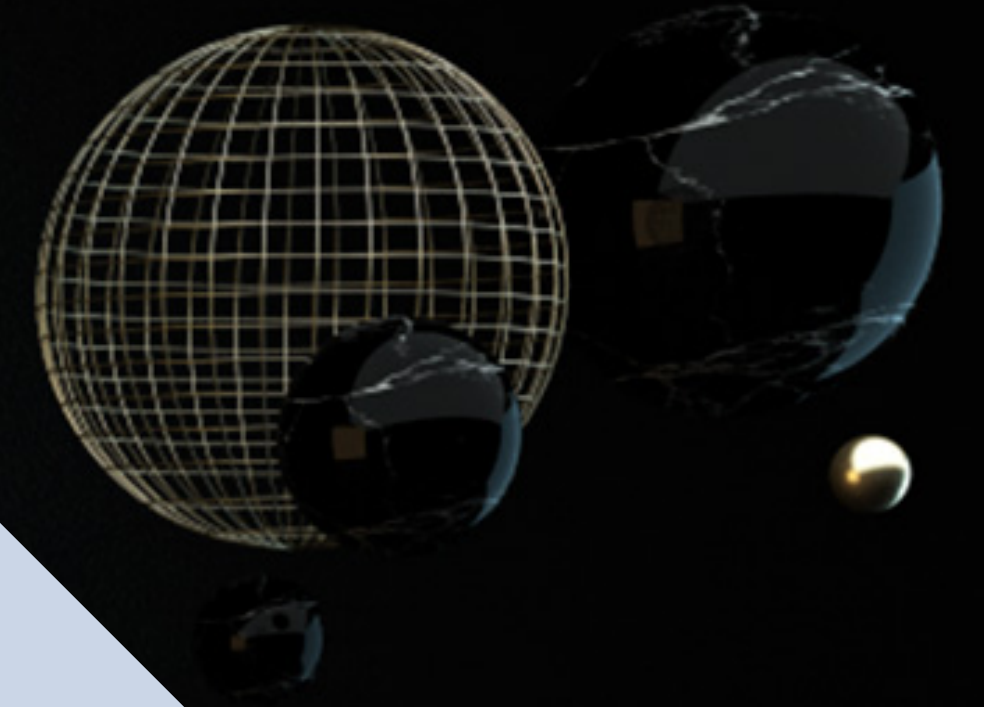
THE JOURNEY WENT THROUGH PHASES

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

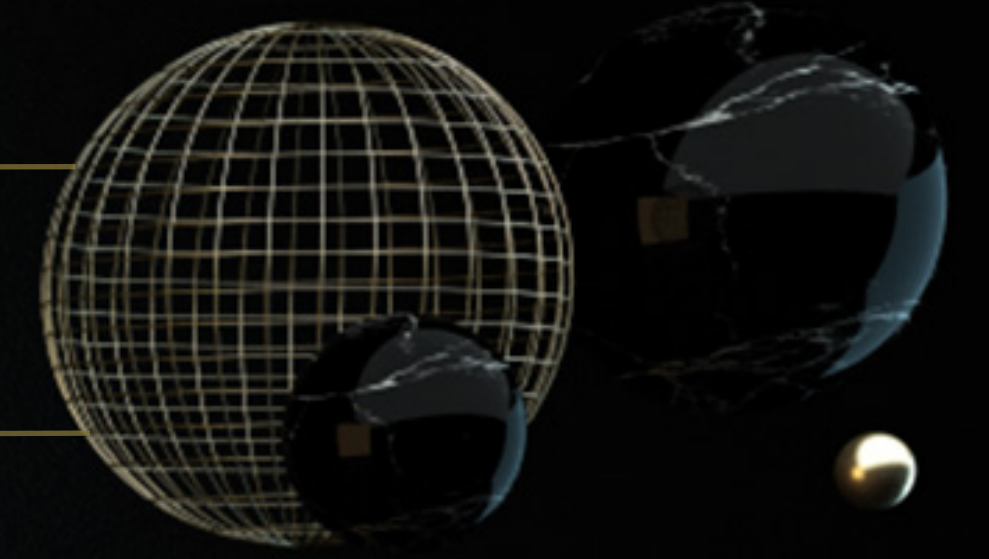
Transformation
(Human Relation,
Empathy,
Realization)

**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

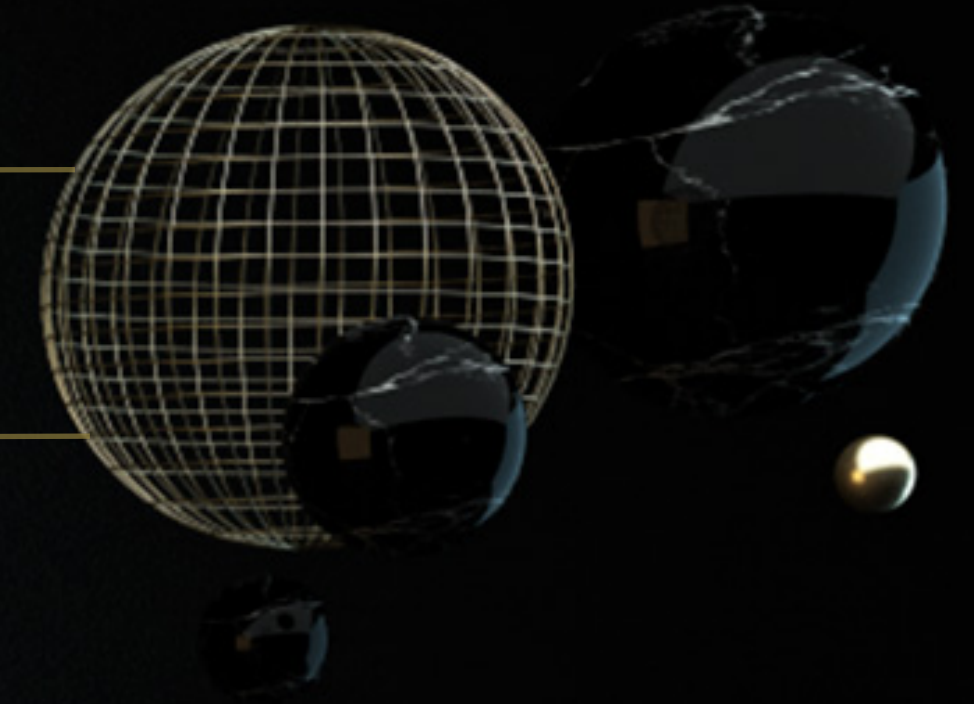
Led to creation of Mangalajodi Ecotourism Trust (MET) by RBS and IGS

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).



SUPPORTS LIVELIHOOD



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

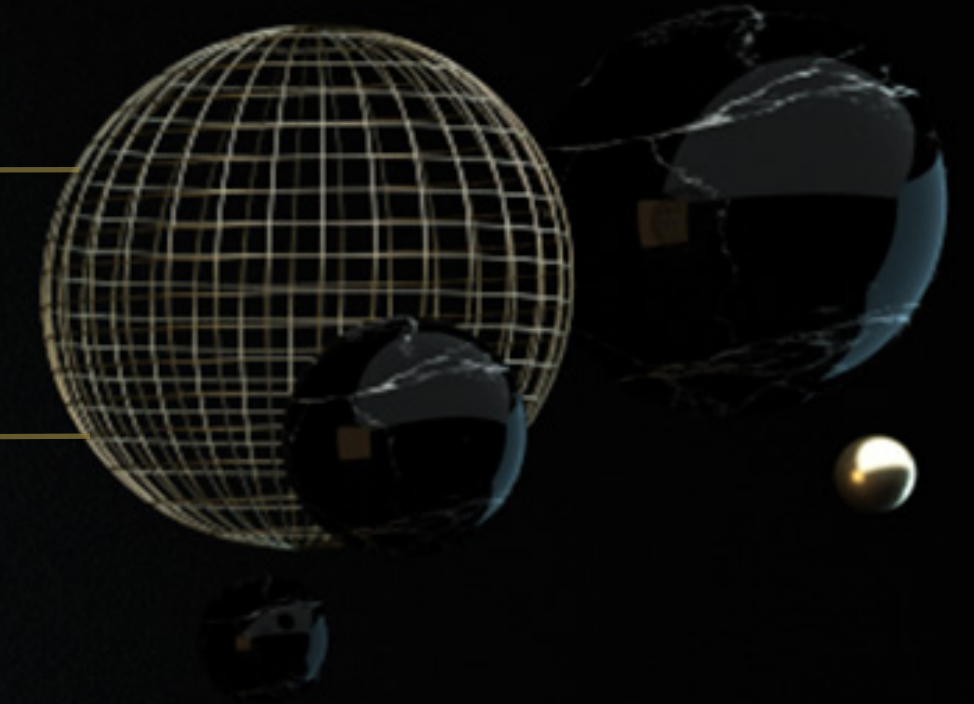
» Hospitality and tourist management trainings provided to its members

» 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



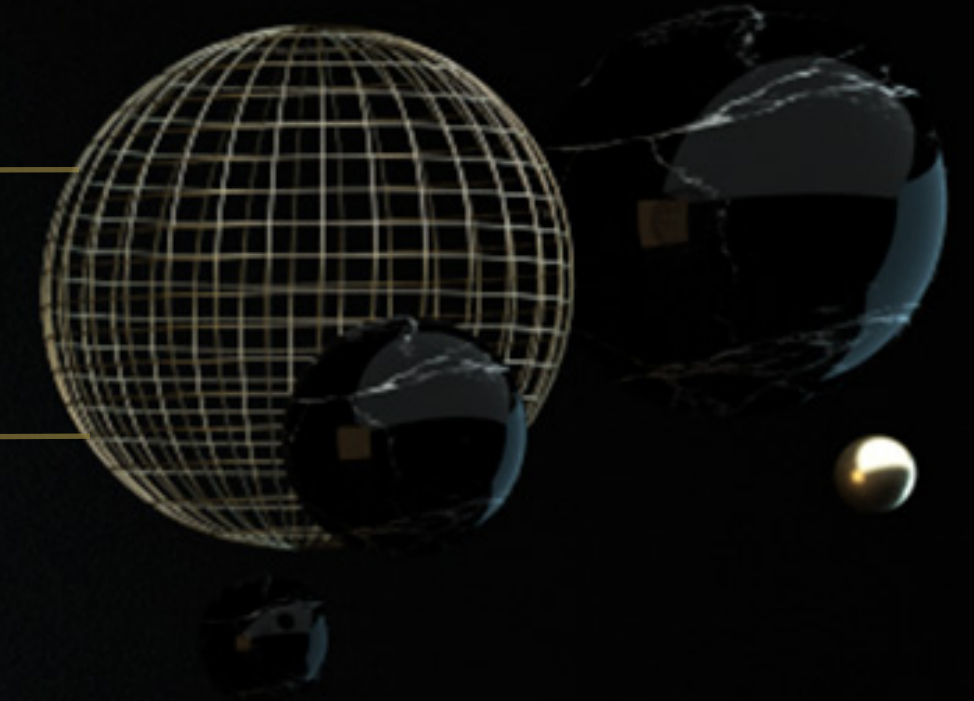
Significantly Contribute to achieving 8th, 13th, 15th Sustainable Development Goals of Decent Work and Economic Growth, Climate Action, and Life on Land



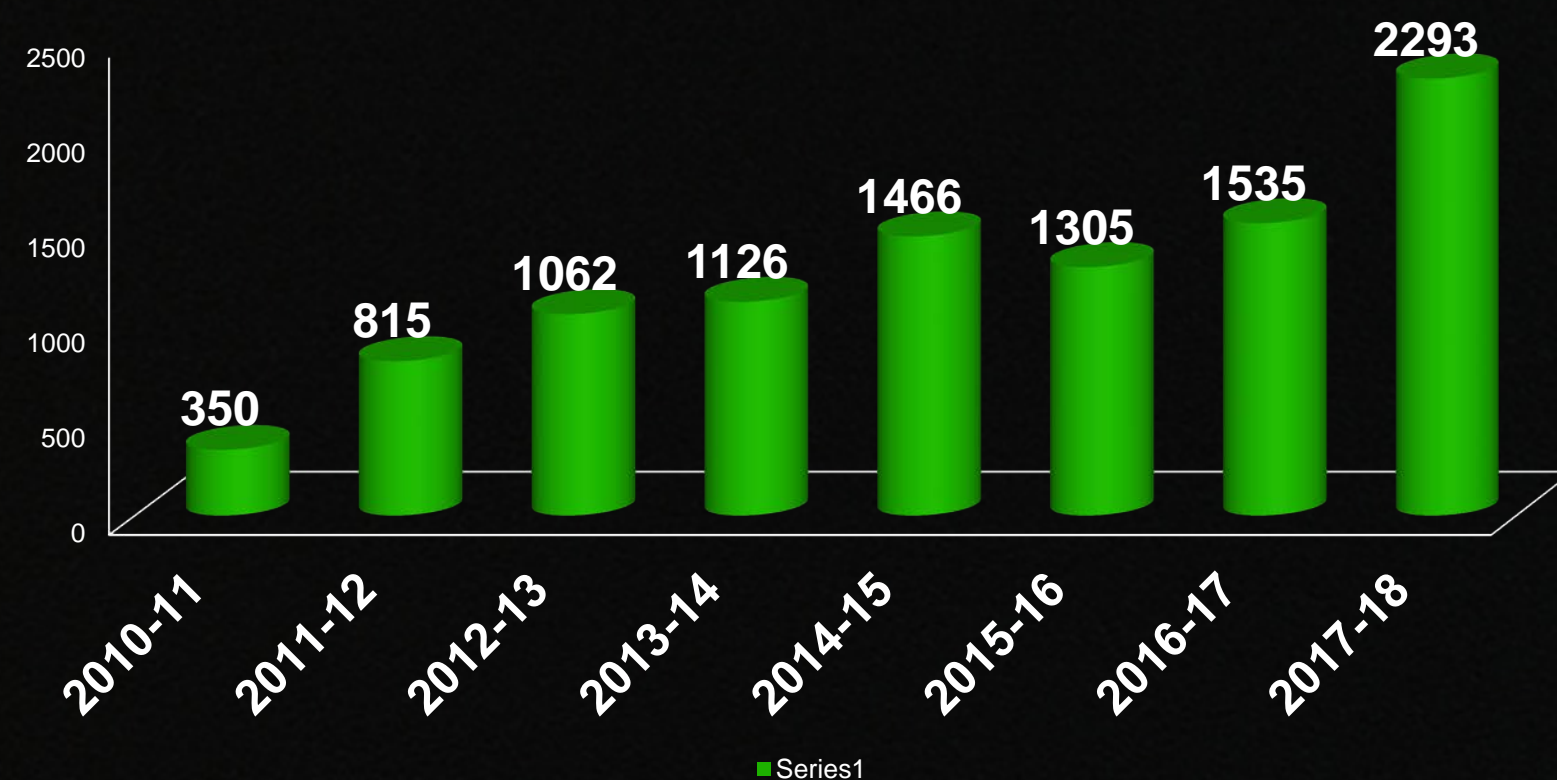
 **SUSTAINABLE DEVELOPMENT GOALS**



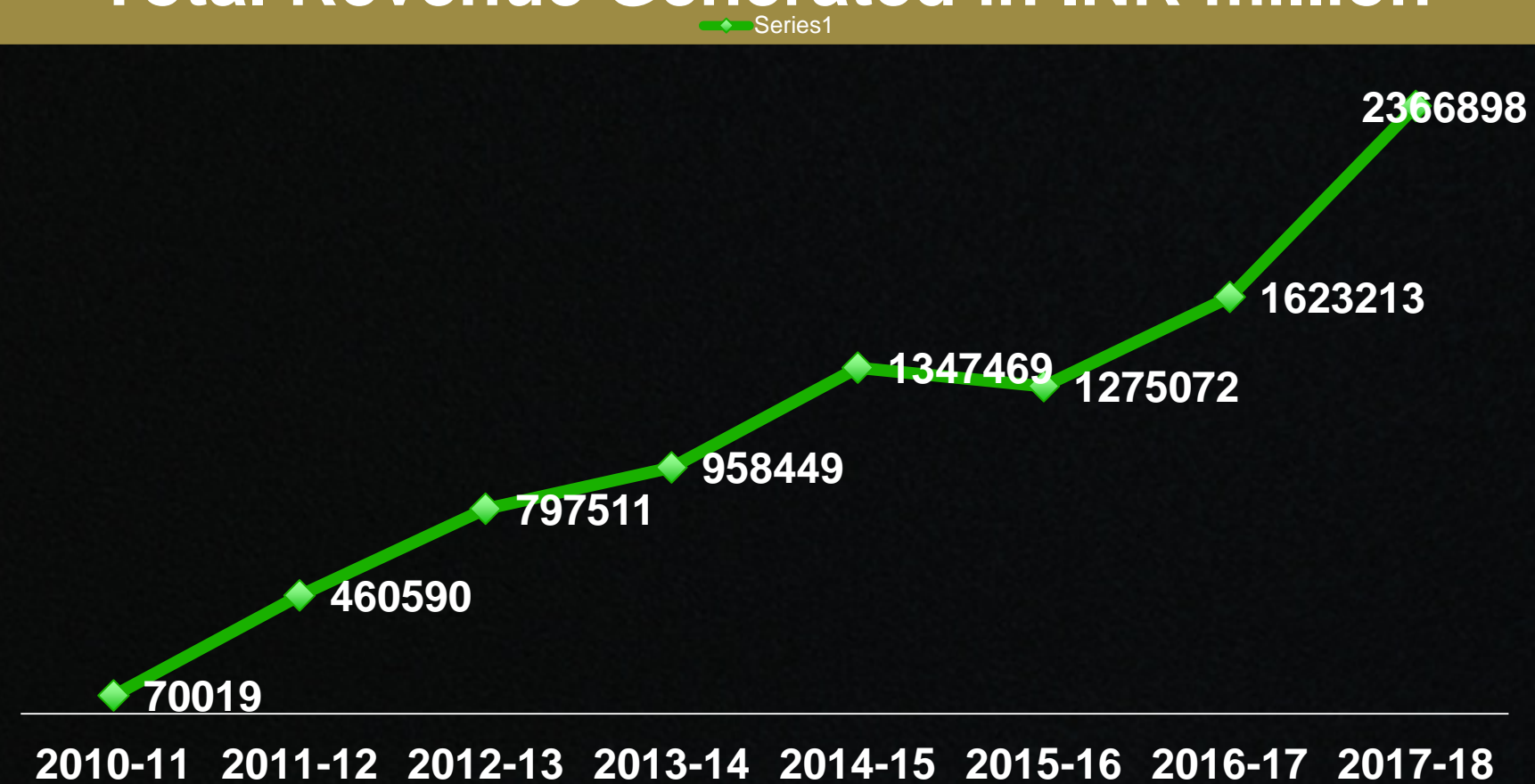
THE FACTS



No of Tourist Visited



Total Revenue Generated in INR million



INR 88.99 Lakhs inflow to village in 8 Years through MET and all together about INR 2 Crores from Tourism Services

Status of Bird Census Data

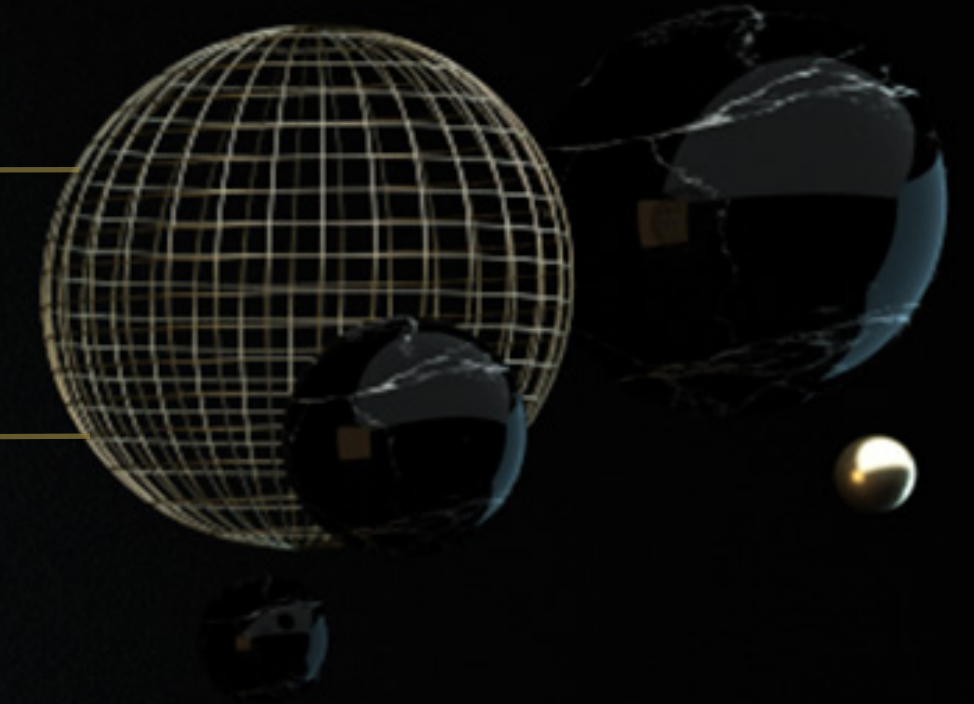
- 2017 – 2,94,415
- 2016 – 2,48,307
- 2015 – 1,62,756
- 2014 – 1,10,544
- 2013 – 2,10,482
- 2012 – 2,91,690
- 2011 – 2,03,805
- Species Count: Waterfowl – more than 167, and Resident birds – more than 100

Poaching Status Year after Year

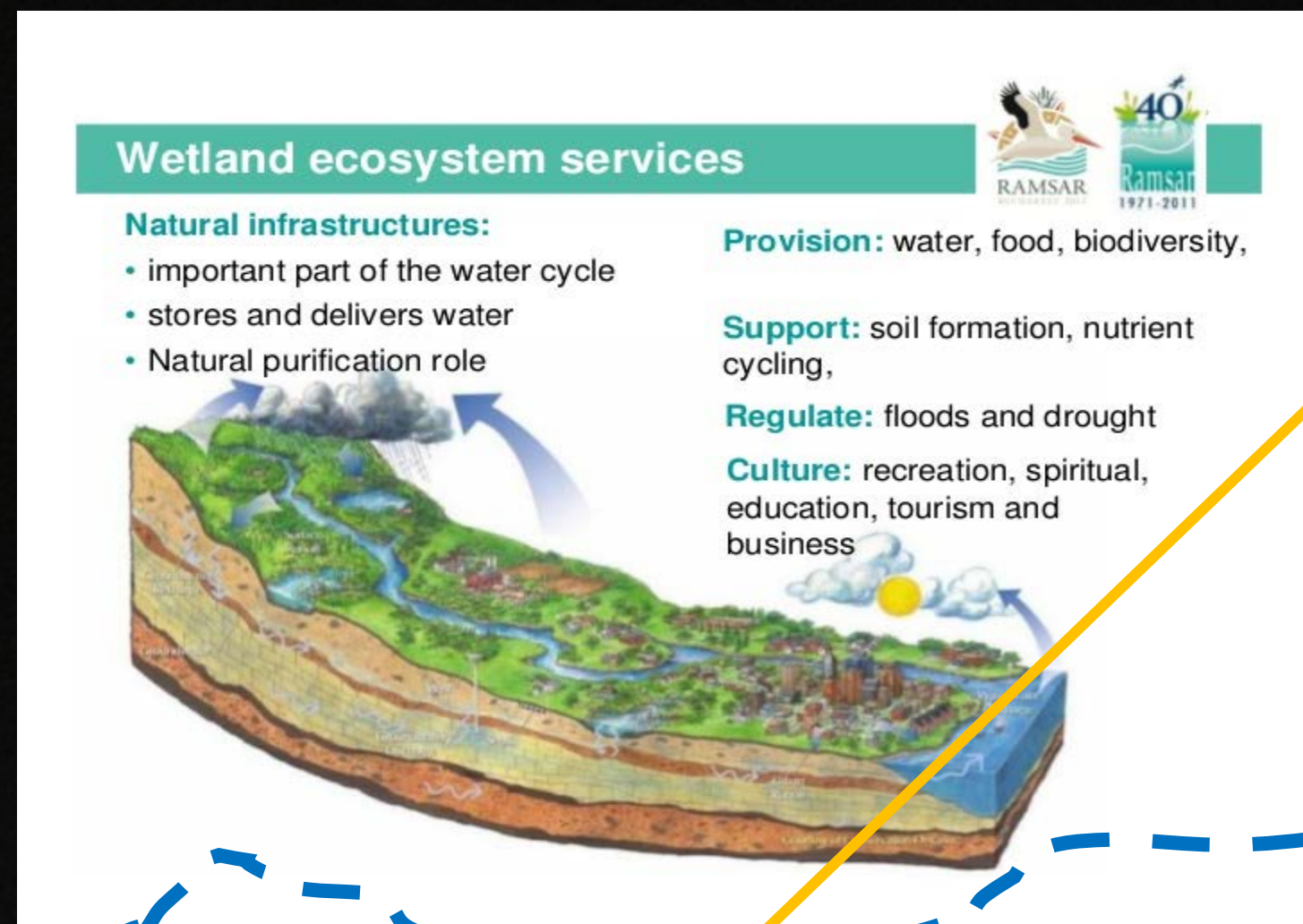
Sl. No.	Period	Incident at Tangi Range	Incident at Mangalajodi section
1.	2017-18	07	00
2.	2016-17	11	00
3.	2015-16	12	02
4.	2014-15	15	02
5.	2013-14	11	01
6.	2012-13	05	02
7.	2011-12	10	01
8.	2010-11	13	02



THE INNOVATION



MANGALAJODI ECOTOURISM TRUST



ECOTOURISM



People

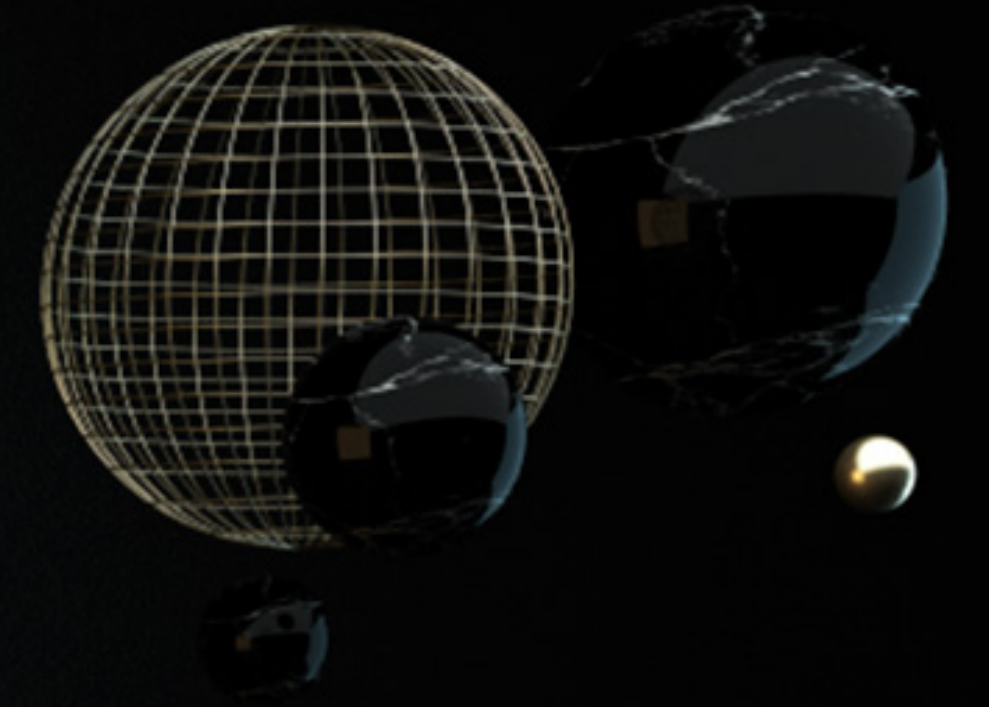
Community
Centric

POACHERS TO
PROTECTORS

LIVELIHOODS

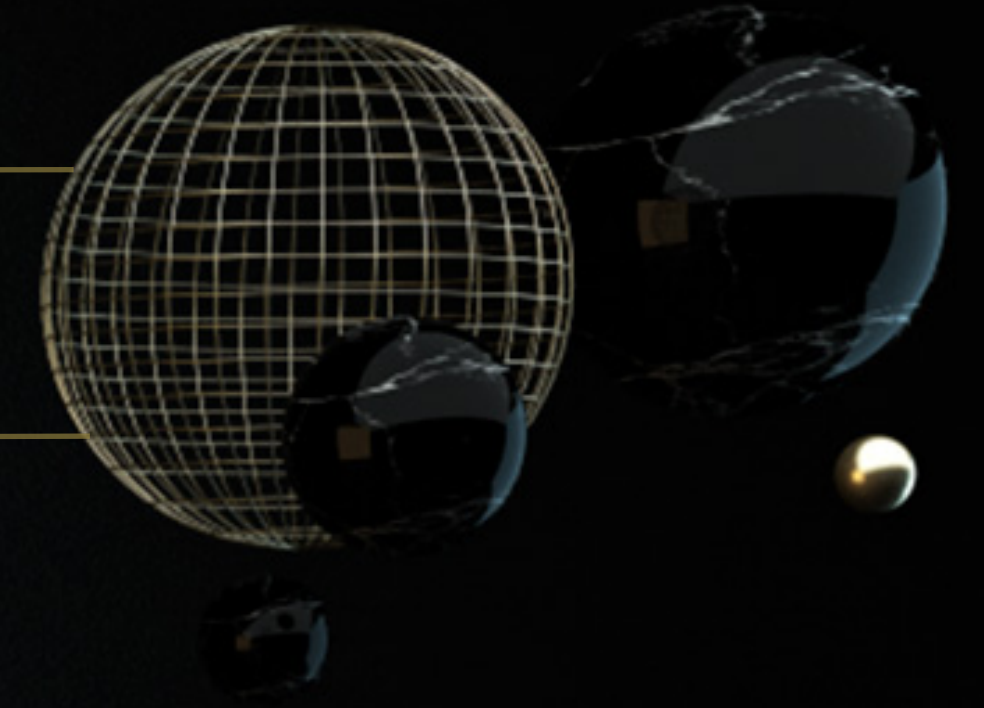
Using the profound knowledge of bird life and the recreational potential of the wetland into sustainable enterprise

KEY FOCUS



ENTERPRISE-ECONOMY-ENVIRONMENT

CO-EXISTENCE IS POSSIBLE



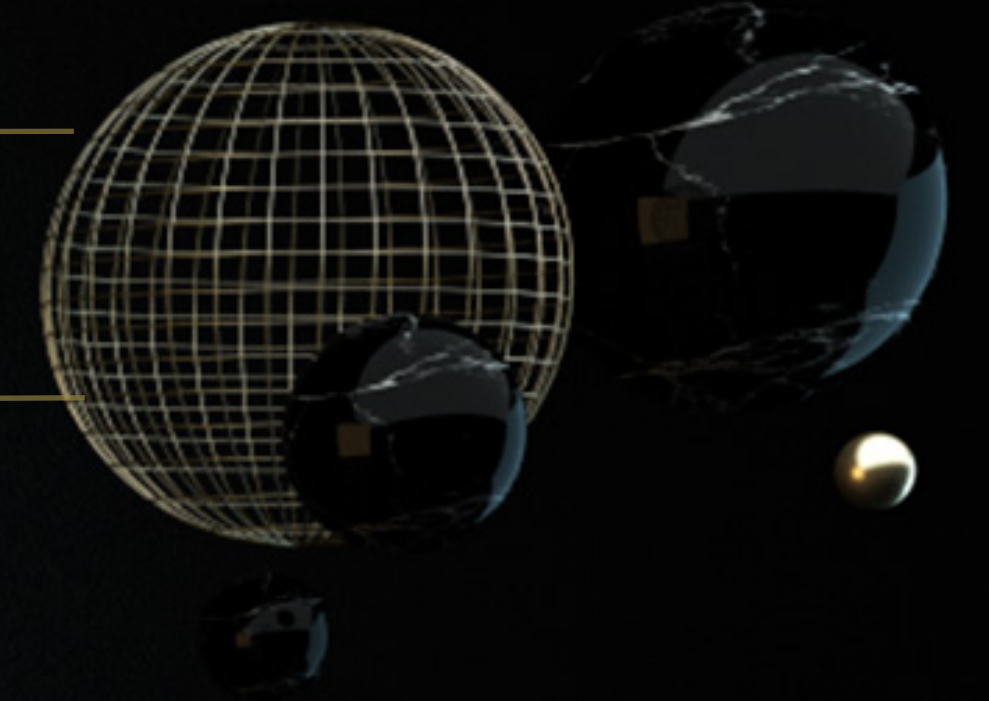
The Ecosystem Revived



The project outcome is sustainable livelihoods and a vibrant ecosystem

CO-EXISTENCE

The Community Benefitted



RECOGNITIONS



TOFT Wildlife Tourism Award
2010 – Runners Up



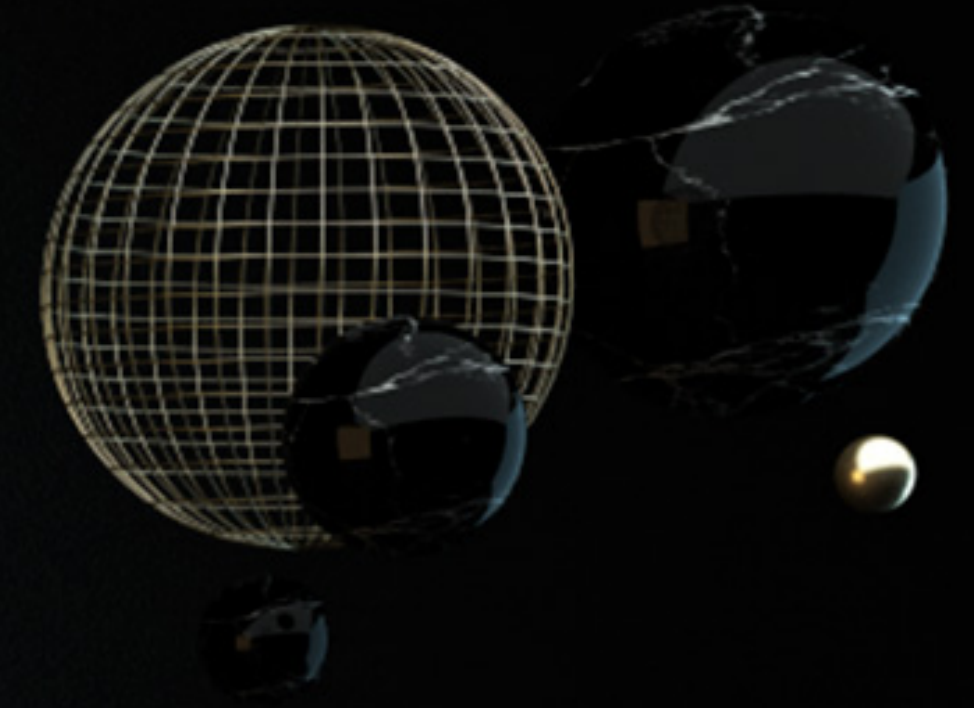
UNDP India Biodiversity Award 2014 –
Runners Up (Community Stewardship)



RBS Earth Hero Award 2012 –
Earth Guardian



UNWTO Awards 2018 – Innovation in Enterprises





We Care for People and Planet

