

District Skill Development Plan

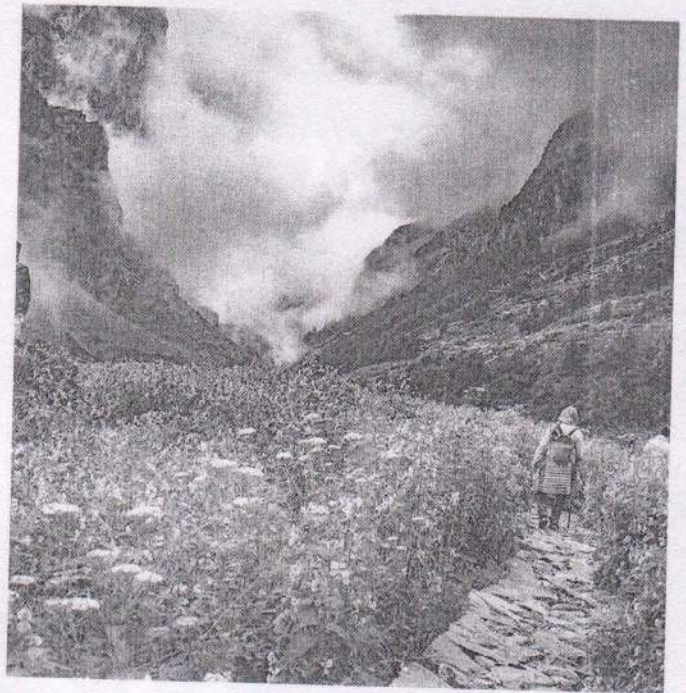
Chamoli, Uttarakhand



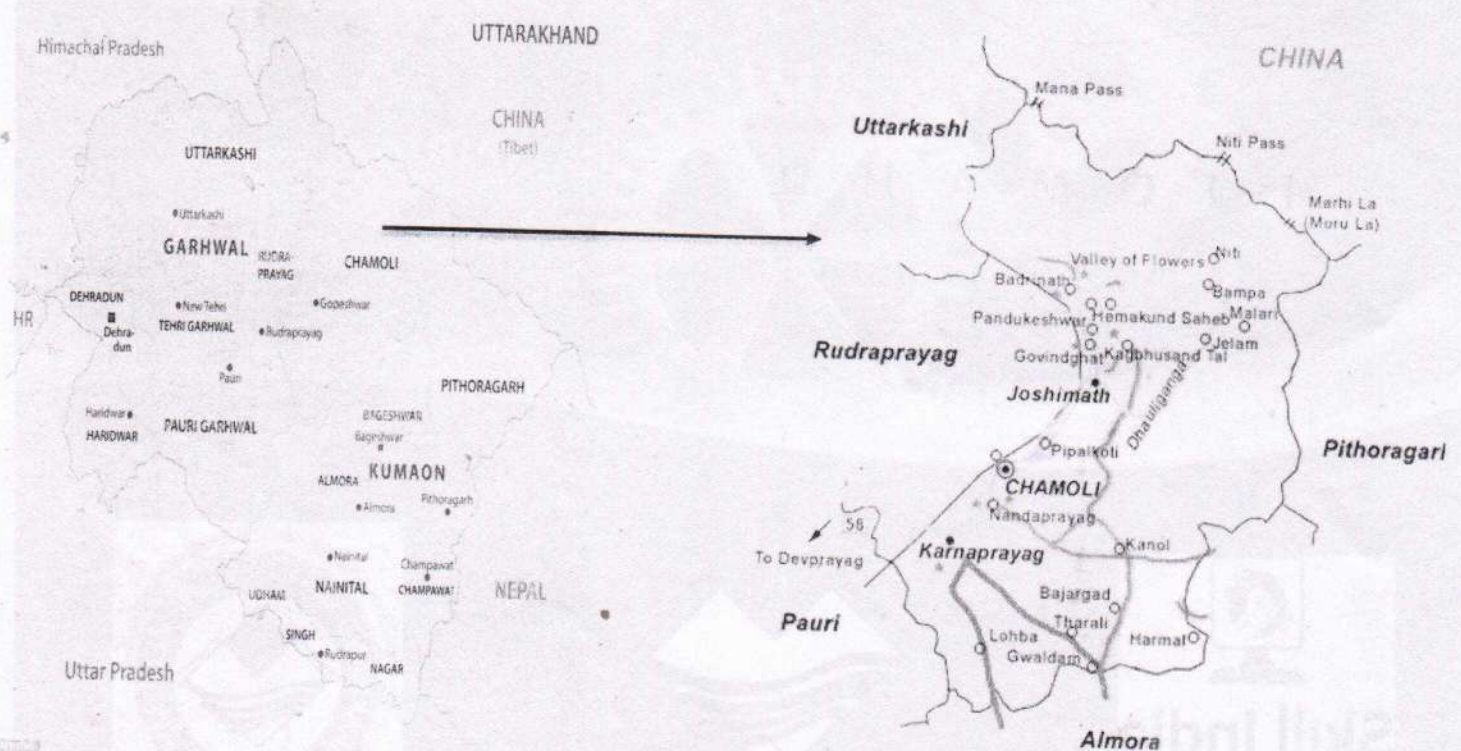
*Prepared by: Shailja Santore
Mahatma Gandhi National Fellow*

About the district

Chamoli district is a district of the Uttarakhand state of India. It is bounded by the Tibet region to the north and by the Uttarakhand districts of Pithoragarh and Bageshwar to the east, Almora to the south, Pauri Garhwal to the southwest, Rudrapur to the west, and Uttarkashi to the northwest. The administrative headquarters of Chamoli district is in Gopeshwar. Chamoli hosts a variety of destinations of pilgrim and tourist interest including Badrinath, Hemkund Sahib and Valley of Flowers. Chipko movement was first started in Chamoli. The word "Chamoli" is original Sanskrit Language word "Chandramoli" (Chandra (Moon) + Moli (Wears Moon on Head) which means Lord Shiva.



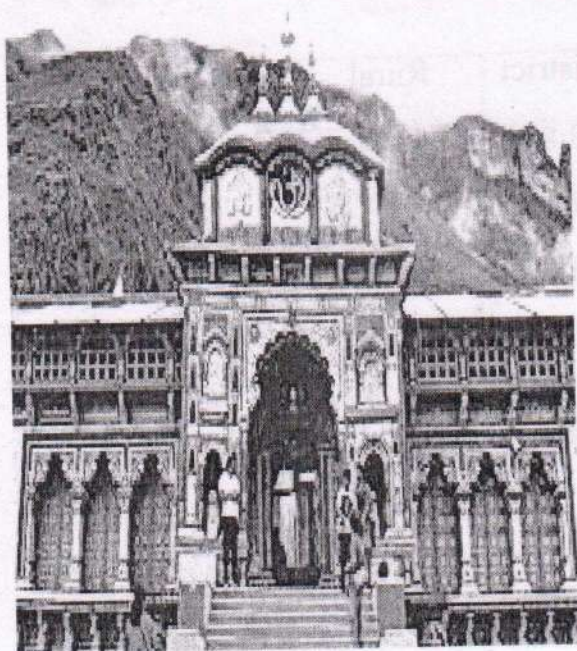
Valley of Flowers



map source: www.uttarakhand.gov.in - the official portal of Uttarakhand Govt

Demographic Profile

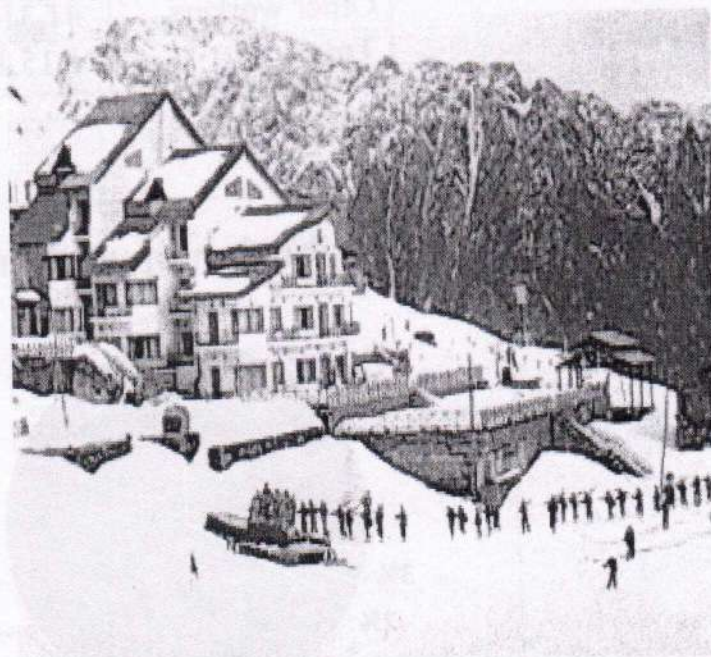
According to Census of 2011,



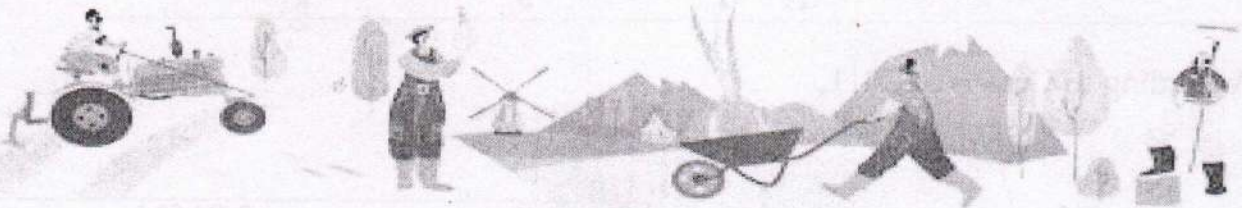
Badrinath Temple

Population	3,91,605
Males	1,93,991
Females	1,97,991
Decennial Growth Rate	5.74%
Sex Ratio	1019 per 1000 males
Child Sex Ratio	889 per 1000 boys
Density	49 per.sq.km

Literal population	2,80,556
Males	1,55,395
Females	1,25,161
Literacy Rate	82.65%
Male	93.4%
Female	72.32%



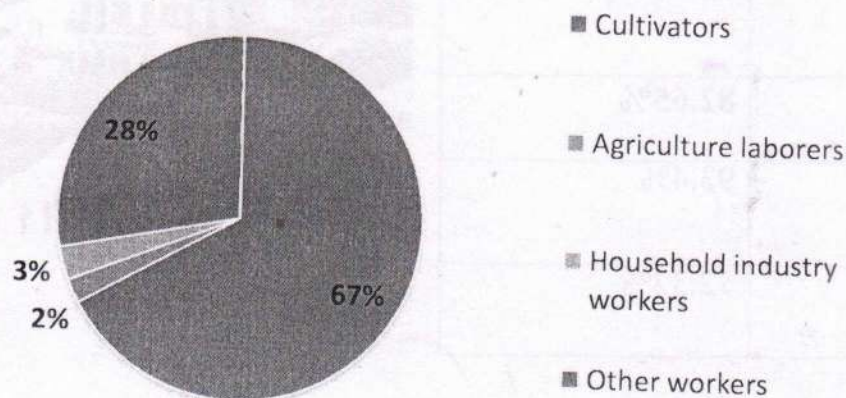
Auli



Labor workforce	District	Rural
Males	93,832	72,984
Females	87,108	79,663
Total	1,80,940	1,52,647

	Main workers	Marginal workers
Cultivators	69,612	51,545
Agriculture laborers	1,072	2,773
Household industry workers	3,115	2,269
Other workers	41,316	9,238
Total	1,15,115	65,825

Distribution of workers



Education Profile

There is 1366 Government and government aided schools and 180 private schools in the district.

Blocks	Government + Govt. Aided Schools	Private schools	Total students
DASHOLI	178	38	6964
DEWAL	111	7	2449
GAIRSAIN	209	28	6976
GHAT	126	12	4029
JOSHIMATH	136	18	3969
KARANPRAYAG	207	31	5461
NARAYANBAGAR	134	13	4467
POKHARI	151	14	2984
THARALI	114	19	6031
Total	1366	180	43330

Level	Gross Enrolment Rate(GER)	Dropout Rate
Primary	105.77	1.78
Upper Primary	103.56	1.45
Secondary	90.82	6.92
Higher secondary	80.17	6.82

- The gross enrolment rate at primary and upper primary level is very high.
- The dropout rate of the district is also very low.
- The district has good educational infrastructure which has resulted in its high literacy rate of 82.65%
- The education department is currently offering vocational courses in 14 schools across different sectors like tourism & hospitality, beauty and wellness, IT, agriculture, etc.

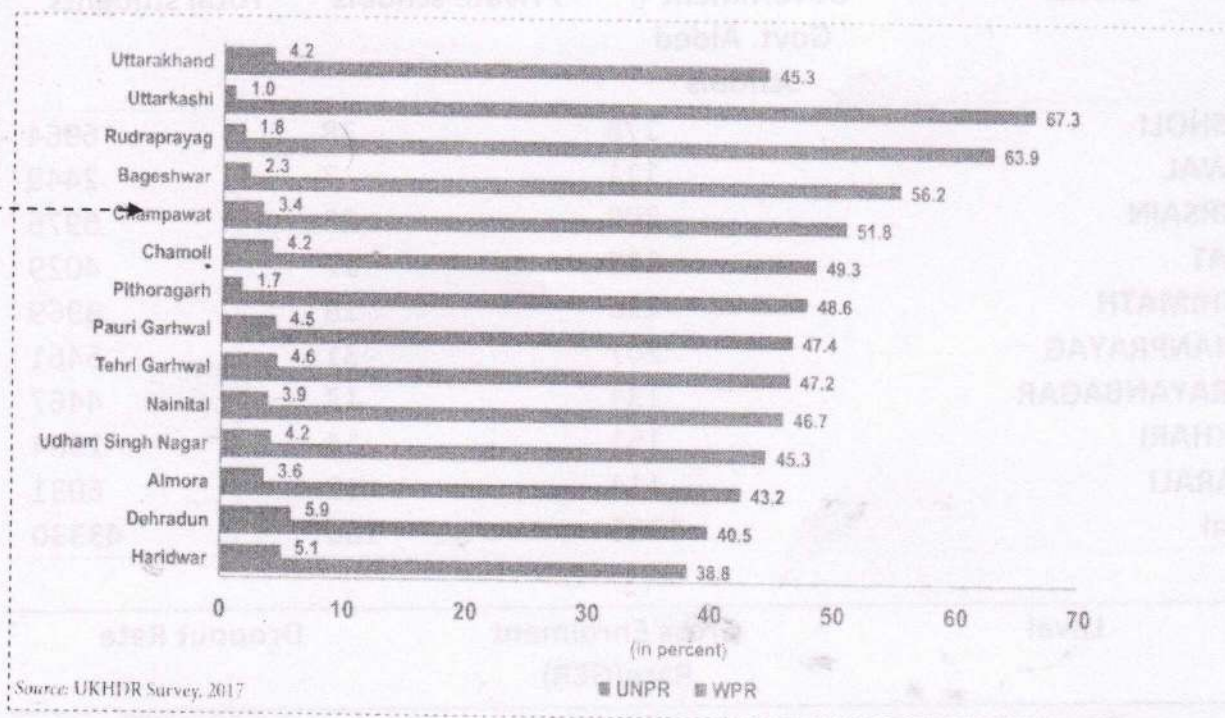
Higher education

	No.	No. of students
Degree/Post degree college	9	6823

Employment profile

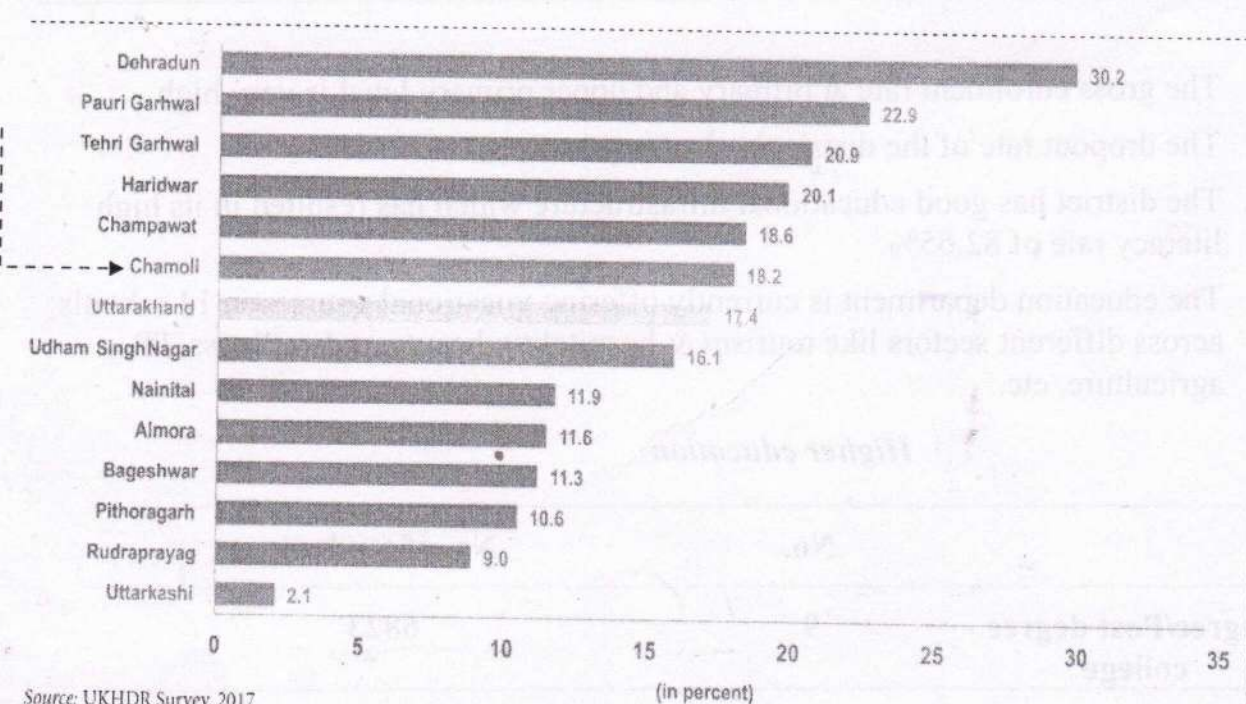
District-wise distribution of Work Participation rate (%) and Unemployment Rate (%)

The unemployment rate is 4.2%. The work participation rate is 49.3% which is more than state rate.



Youth unemployment rate (%) for educated youth (secondary and above)

The youth unemployment rate is 18.2% which is higher than state average.



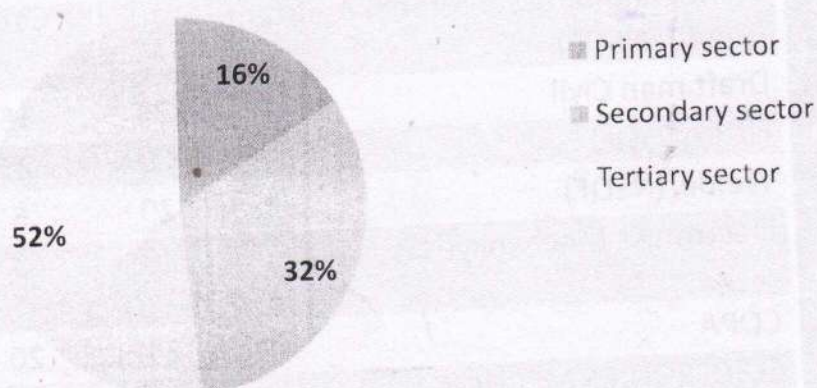
Economic profile

Primary sector including agriculture, horticulture, fisheries, etc and Tertiary sector mostly including tourism are main source of income for the district. As per the Gross District Domestic product (GDDP) data of 2017-18, the contribution of tertiary sector is highest at 52% of total GDDP of 623690 lakh Rupees.

The district saw a growth rate of 7.6% at current prices. In tertiary sector, trade, service, hotels and restaurants have the highest contribution in overall GDDP. As per the data of 2017-18, the district ranks 9th in terms of contribution to state's GDDP (out of 13 districts) at 2.8%.

GDDP Year wise	Primary sector(In Lakhs)	Secondary sector(In Lakhs)	Tertiary sector(In Lakhs)	Total (In Lakhs)
2011-12	93543	114361	145926	355948
2012-13	115384	127164	160624	403990
2013-14	125926	140647	196115	464770
2014-15	107665	151801	223903	486538
2015-16	84484	166358	250184	504592
2016-17	89178	180416	281951	555575
2017-18	98122	201804	320161	623690

GDDP for 2017-18



For year 2017-18	Chamoli	Uttarakhand	% of Uttarakhand	Ranking
Primary sector	98122	2168948	4.52%	10th
Secondary sector	201804	10003338	2.02%	9th
Tertiary sector	320161	7872999	4.07%	10th
Total	623690	22283604	2.80%	9th

Supply side of skilling

Industrial Training Institutes (ITIs)

Chamoli district has 7 ITIs. All the ITIs are operating under the guidelines of "National Council for Vocational Training (NCVT)". The NCVT is an advisory body, with the responsibilities of prescribing standards and curricula for crafts men training, advising the Government of India on the overall policy and programs, conducting All India Trade Tests and awarding National Trade Certificates (Ministry of Skill Development and Entrepreneurship, 2015).

Name of ITI	Trade	No. of seats	Total admitted trainees	Total SC & ST Trainees	Total female trainees
ITI Karnaprayag	Electronics Mechanic (NSQF)	24	24	5	1
	Mechanic (Motor Vehicle) (NSQF)	24	24	8	0
	Stenographer & Secretarial Assistant (Hindi) (NSQF)	20	19	4	4
ITI Gairsain	Draft man Civil	24	15	4	1
ITI Nandasain	Fitter(NSQF)	20	20	2	0
	Welder(NSQF)	20	6	1	0
ITI Narayanbagar	Electronics Mechanic (NSQF)	20	0	0	0
ITI Tapovan	COPA	24	20	5	12
	ELECTRONICS MECHINC	20	20	11	0

ITI Gopeshwar	ELECTRICIAN	20	20	7	0
	WIREMAN	20	20	10	0
	MMV(2020-22)	24	23	6	0
	Electrician (NSQF)	20	20	10	-
	Wireman (NSQF)	20	18	5	
	COPA (NSQF)	48	43	9	10
	Swing Technology (NSQF)	20	1	3	1
	Stenography Hindi (NSQF)	24	9	0	2
ITI Pokhari	Electrician	20	20	4	0
	Fitter	20	20	4	0

- The number of ITIs available in the district is sufficient as per district requirements. But there are trades in some ITIs which are inactive because of low enrollment.
- The ITIs are situated within a range of 20 km-70 km because of topography of the district resulting in low student intake as face problem in accommodation and transportation.
- The qualifications required for most trades is 12th pass and above the age of 18 years
- The infrastructure is equipped with computer labs and other essential facilities
- Most students come from lower middle class/backward families and pursue these courses as a means of livelihood. Some students also pursue these courses to attain additional skills and certifications.

Polytechnic College

The district has 6 Polytechnic colleges offering various courses in engineering.

Polytechnic	Course	No. of seats	Total admitted seats	SC&ST students	Total female students
Gauchar	Civil Engineering I Year	40	40	9	13
	Civil Engineering II Year	50	49	13	11
	Civil Engineering III Year	50	43	12	12
	Electronics Engineering I Year	30	20	5	2
	Electronics Engineering II Year	40	30	5	3
	Electronics Engineering III Year	40	22	4	3
	Information Technology I Year	30	22	4	7
	Information Technology II	36	28	7	5

	Year				
	Information Technology III Year	36	24	3	8
	Pharmacy I Year	40	36	11	22
	Pharmacy II Year	40	36	13	24
Joshimath	Electrical Engineering I Year	32	13	2	0
	Electrical Engineering II Year	42	10	4	0
	Electrical Engineering III Year	26	5	2	0
Kulsari	Civil Engineering I Year	32	27	7	4
	Civil Engineering II Year	42	33	10	6
	Civil Engineering III Year	26	23	4	6
Gopeshwar	IT	30	16	4	6
Pokhari	Civil Engineering	32	25	8	4
	Mechanical	32	18	3	1
	Electrical	32	18	2	0
Gairsain	Electrical Engineering I Year	30	9	0	1
	Electrical Engineering II Year	40	2	1	0
	Electrical Engineering III Year	25	13	4	1

- Polytechnic Joshimath offers diploma in Electrical engineering and has no female students. Similarly other polytechnic have very low ratio of female students.

	Total no. of seats	admitted seats	Filled seats
Gauchar	432	350	81.02%
Joshimath	100	28	28.00%
Kulsari	100	83	83.00%
Gopeshwar	30	16	53.33%
Pokhari	96	61	63.54%
Gairsain	95	24	25.26%

- Polytechnic Joshimath and Gairsain have low percentage of seats filled which is 28% and 25.26% respectively
- Polytechnic Gauchar and Kulsari have more than 80% filled seats.

Rural Self Employment Training Institute (RSETI)

RSETIs are Rural Self Employment Training Institutes, an initiative of Ministry of Rural Development (MoRD) to have dedicated infrastructure in each district of the country to impart training and skill up gradation of rural youth geared towards entrepreneurship development. RSETIs are managed by banks with active co-operation from the Government of India and State Government. The district has 1 RSETI in Gopeshwar town which is being run by State Bank of India. The centre lacks infrastructure and construction of new building is under progress. The RSETI offers Entrepreneurship Development Programs (EDP) across agriculture, process, product, etc. The courses are usually of short duration.

Year	Enrolled	Trained	Self Employed
2018-19	507	492	476
2019-20	461	444	398
2020-21	546	525	268

The number of trainees who were self-employed was 49.1% during the year 2020-21 because of the Covid pandemic.

Jan Shikshan Sansthan (JSS)

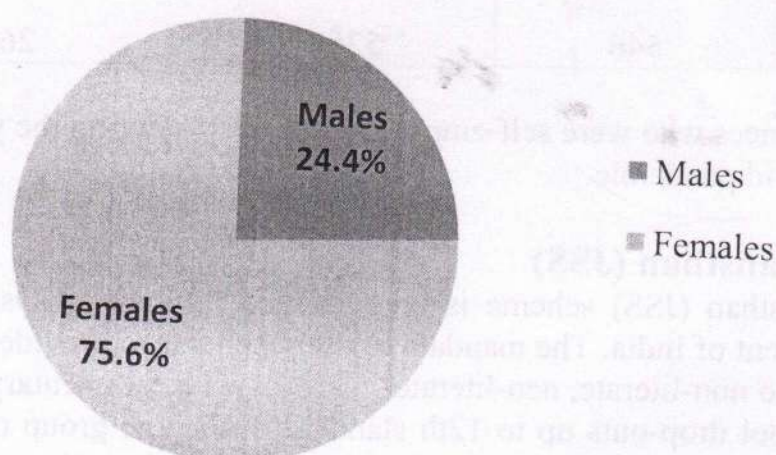
Jan Shikshan Sansthan (JSS) scheme is implemented through NGOs with 100% grants from the Government of India. The mandate of the scheme is to provide vocational skills in non-formal mode to non-literate, neo-literates, persons with rudimentary level of education up to 8th and school drop-outs up to 12th standard in the age group of 15-45 years. The priority groups are women, SC, ST, minorities and other backward sections of the society. The JSS centre is located in Gopeshwar town. They don't have physical infrastructure in the villages, instead they select a village to run a program and then search for a master trainer who therefore trains others in their homes or public spaces.

Jan Shikshan Sansthan (MSDE) yearly beneficiary details 2021-22

S.no	Name of trade	No of batches	No of beneficiary (enrolled)	No of Male	No of Female
1.	computer	5	100	55	45
2.	electrical	10	200	175	25
3.	knitting	12	240	0	240
4.	tailoring	12	240	7	233

5.	Fruit processing	10	200	80	120
6.	Agarbatti making	4	80	30	50
7.	Carpets	12	240	20	220
8.	Beautician	12	240	0	240
9.	Embroidery work	5	100	0	100
10.	Mushroom farming	4	80	40	40
11.	Health care	4	80	32	48
Total		90	1800	439	1361

No.of beneficiaries



- The organization conducted 11 trades across different sector and had 90 batches.
- The female beneficiaries' participation rate is higher than males at 75.6%.

Prandhan Mantri Kaushal Kendra (PMKK)

PMKK centre is located in Karnaprayag town. The PMKK centre runs PMKVY (Prandhan Mantri Kaushal Vikas Yojana) scheme which is central government scheme. The centre is managed by Sewa International organization. The centre is fully equipped with classrooms, practical labs, computer labs, washrooms, etc. The centre is currently running Food processing, Data Entry operator, sewing, organic farming and GDA courses. The centre is currently facing challenge of mobilization as there is less awareness about the program. The latest data available is of year 2020-21.

YEAR	SECTOR	JOB ROLE	ENROLLED	TRAINED	ASSESSED	CERTIFIED	PLACED
2019-20	Tourism & Hospitality	Food & Beverage Service Steward	90	90	89	84	21
		MultiCuisine Cook	30	30	30	29	0
2020-21	Apparel	Sewing Machine Operator	60	60	60	59	46
	Tourism & Hospitality	Food & Beverage Service Steward	60	60	60	40	39
		MultiCuisine Cook	59	59	59	54	38

- There was 77% placement in Sewing machine operator job role, 65% in Food and beverage steward and 64% in Multi Cuisine cook, therefore having a average of 69% placement rate.

UKWDP Centers

Anuja Eserv Pvt Ltd

Uttarakhand Workforce Development Project is one of the initiatives of UKSDM (Uttarakhand Skill Development Mission). The objectives of UKWDP are to improve quality and relevance of training and improve the delivery of labor-market relevant training. The UKWDP centre is located in Karnaprayag and has been newly established in January, 2022. The Training partner name is Anuja Eserv Pvt. Ltd. They are currently running course on Food Delivery Associate which comes under Tourism and Hospitality Skill Council. The centre has tied up with companies for placement offering average salary of Rs10, 000 per month. The centre is fully equipped with 2 classrooms and 2 computer labs. The duration of the course is 240 hours.

Trade name	No. of seats	Total admitted seats	SC & ST students	Total female students
FOOD DELIVERY ASSOCIATE	300	210	57	107

Ascent Academy of training and development

The centre is located in Gairsain. They are currently running course on Multi-skill technician (food processing).

Job role	Enrolled	Trained	Placed
Multi skill technician (Food processing)	240	Ongoing	Ongoing

Empower Society

The centre is located in Tharali block of the district and working under state scheme. They offer course of Bamboo basket maker under Handlooms and crafts sector.

Job role	Enrolled	Trained	Placed
Bamboo Basket maker	240	Ongoing	Ongoing

DDU-GKY

The Ministry of Rural Development (MoRD) announced the Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY), on 25th September 2014. DDU-GKY is a part of the National Rural Livelihood Mission (NRLM), tasked with the dual objectives of adding diversity to the incomes of rural poor families and cater to the career aspirations of rural youth. DDU-GKY is uniquely focused on rural youth between the ages of 15 and 35 years from poor families.

There is one DDU-GKY centre in the district- Shree Ganesh Buildtech Construction Pvt Ltd. The centre offered 2 courses and had 50% placement with an average salary of Rs 8000.

Trade name	Duration	No. of seats	Total admitted seats	SC&ST students	Total female students
POWER SECTOR	3 Months	100	97	80	36
TELECOM	3 Months	80	78	56	28

DEMAND SIDE OF SKILLING

Additional Requirement for skilling

S.no	Occupation	People Working (Approx)	People needing skilling	Skilling initiatives
1.	Industries (PMEGP & MSY)	734	1468	The District Industrial Centre offers training in carpet and shawl weaving and ringal crafts.
2.	Horticulture	-	400	The Horticulture Department offered training for 189 days to 3276 beneficiaries under "Param Paragat Vikas Yojana". They also conducted 7 day training for Food processing and bee keeping to 348 and 75 beneficiaries respectively.
3.	Agriculture	46000	8000	The agriculture department conducted inter-state, within-state and district exposure visits and trainings to farmers affecting 1992 beneficiaries during the year 2021-22. Trainings are also conducted according to different central schemes.
4.	Tourism	1500	-	The tourism department conducted home stay training for home stay owners having 47 beneficiaries. Under Deen Dayal Upadhyaya Grah Awas Yojana, financial support is being provided for upliftment of home stays.

5.	Fisheries	207	85	The fisheries department conducted short trainings of 1-2 days on fish farming during the year 2021-22 having 196 beneficiaries.
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Potential Job Roles (next 3-5 years)

S.no	Sector	Job Role	Rationale
1.	Post Harvest Management	Agri input seller	As the demand in Organic Products is increasing in the markets , there will also be increase in Agri based bio and by products and its research and development sector
2.	Food processing	Agri output seller	
		Machine operator, samples, testers	
3.	Cold storage and warehousing	Packaging & packagers	
4.	Animal Husbandry, sericulture	1. Farm machinery 2. Logistics 3. Research & development	
5.	Fish Farming	Fish farmer	Chamoli district has very suitable atmosphere for trout fish farming
6.	Fish Kiosk/ restaurant	1. Chef 2. Waiter 3. Manager 4. Row fish supplier	The biggest challenge for fish farmers is marketing of fish so a fish kiosk/restaurant will be a good source of employment and a fish buy and sell point.
7.	Logistics	Delivery associate Assemblers, managers	Increase in awareness of e-commerce and digital marketing will create demand for more personnel in logistics
8.	Horticulture	Trained processor Floriculturists Mushroom Grower Apple farmers	Horticulture is one of main source of livelihood in the district. The natural products and their value addition

		Rose oil/Rosewater producer	(apple jam, essential oils from flowers) will have high demand
		apple Jam & jelly producer	
9.	Textiles and Handloom	Loom Supervisor	Increase in trend of natural , authentic and sustainable products and emotions related to handicrafts
		Carpet weaver	
		Handloom weaver	
10.	Handicrafts	Ringal craftsmen	Handicrafts have high demand as souvenirs by tourists and decorative items for restaurants and homestays
		Lantana & Pirul craftsman	
11.	Apparel	Tailor & embroidery	High local demand for tailors in the district
12.	Hotels/Homestays/restaurants	Food production/kitchen	Tourism is one of the important sectors in Chamoli and accounts for more than 50% to GDDP. There was inflow of more than 25Lakh tourists in year 2019-20. There is estimated inflow of 67 million tourists in Uttarakhand by 2026
		Office manager	
		Material manager	
		Housekeeper	
		Receptionist	
		Cook	
13.	Tourism	Taxi driver	Tourists visiting Badrinath Temple were 12, 42,546 in years 2019-20. Most people travel through taxi. Various treks, tourists spots and natural beauty attract different kind of travelers
		Tour guides	
		Travel agent	
		Adventurous sports guide	
14.	Green Jobs	Solar installer	Increase in use of renewable resources because of increasing threat of climate change
		Waste recycling technician	
15.	Others	General Duty Assistant	Jobs which are high in demand and will have high demand in future also
		Data Entry Operator	
		Electrician	

SWOT Analysis



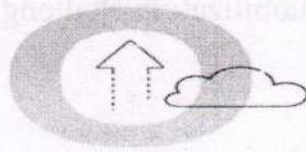
STRENGTHS

- The district has natural beauty and rich flora and fauna. It is perched at an elevation of 1300 meters above sea level and is bedecked on the holy banks of river Alaknanda. It offers a promising view of nature, woods, the rumbling creeks and the alpine hills.
- The district has high literacy rate of 82.65% which is higher than state Uttarakhand which is 78.82%. Literal and educated people can be efficiently skilled. The need for skilling has become very important in this competitive time.
- The district has historical and mythological importance which attracts many pilgrims. It was known as Kedar-Khand in the past which is said to be abode of gods in puranas. It is said that Ramayana and Mahabharat were scripted here. According to Aadi-Puran, Ved Vyasa scripted the story of Mahabharat in Vyas Gufa near Badrinath. Pandukeshwar, a small village in this district is regarded as Tapsthali of King Pandu.
- The local community has been conserving their culture and traditions, which is visible in their daily lifestyle. They have been able to preserve their culture, folklore, folksongs and folk dances. Many fairs and festivals are held which observe mass participation and religious devotion.



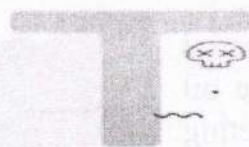
WEAKNESSES

- The district being a hilly region is not easily accessible. The district is accessible only by road. The nearest railway station is situated at 202 kms at Rishikesh. Jolly Grant Airport, Dehradun is the nearest Airport to Chamoli situated at a distance of 222kms. The buses available are less frequent and journey takes long time because of hilly area.
- The tourism is seasonal in nature since heavy snow during winters hinders many tourism activities and livelihood of locals. Tourism is also affected by extreme weather condition during rainy season during which district is prone to accidents.
- There is lack of infrastructure and other public amenities in the district. The quality of infrastructure is also poor which affects the tourism.
- There is high migration in the district. Most of the male youth has migrated to different districts and states for employment, better education and other facilities. The number of ghost villages in the district has increased in the past decade.
- The government departments are heavily understaffed often leading to inefficiency in tasks and allowing very less scope for innovative projects.



OPPORTUNITIES

- The district sees huge inflow of pilgrims every year coming to visit Badrinath temple and other tourist spots. As per the report of 2019-20, there were 27, 48,340 tourists in the district. The tourism sector has huge opportunities for growth.
- The travel trend for young generation has changed as more people are interested in adventurous sports and off beat experiences. They are looking for more meaningful and memorable travel experience. This young crowd can be tapped.
- The government has launched 'Deen Dayal Upadhyaya Griha Vikas Yojana' to support rural community to establish and operate home stays facilities along with food facilities to nation and international tourists. The policy provides financial assistance to the owners who are local residents.
- The demand for natural products has increased after Covid-19 since the consumers have become more conscious which offers huge opportunity for the district to upscale its production of natural products.
- The railways in under construction and is expected to be completed by 2024 which will improve transportation facilities increasing inflow of tourisms and easing the logistics operation.



THREATS

- The district is prone to natural disasters like landslides, floods, etc. Because of recent development, construction of roads and ongoing construction of railways, more calamities are expected to occur in the future which will huge affect on property, people and their livelihood.
- Although district has unparalleled natural beauty, it still lacks in many services because of which high competition in tourism is a threat to the tourism sector of district. Many other destinations across the state and country are rapidly growing their tourism services.
- The economic condition of the people is poor. The per capita income is Rs 90173 which is less than the state. The poor economic conditions prohibit taking risks of starting their own enterprises and opt for more secured employment.

- According to conversations with training partners, mobilization and awareness about the skilling initiatives is the most prominent challenge. The topography of the district with its scattered towns and villages make mobilization challenging.

Potential livelihood sources and requirement of skilling

Border Area

The district shares border with China. The government has been working on developing border regions through Border Area Development Program (BADP). The border regions come under Joshimath block. The length of the border is 132 Km. Mana, Niti and Dronagiri villages are the first villages situated near the border. There are around 27 villages situated at a distance of 10km from the last village (Mana) having a total population of 12,235. Under the BADP scheme, government has been developing the housing, sanitation and other facilities. The animal husbandry department has provided "Angora" breed of goat and other interventions like creating platform for wool rearing. The agriculture department has created nurseries of apples. The Department of Industries has been providing trainings for shawl weaving and designing. The apples produced in these areas are of very good quality and are also being processed into jams and jelly.

Rose and Lavender Oil

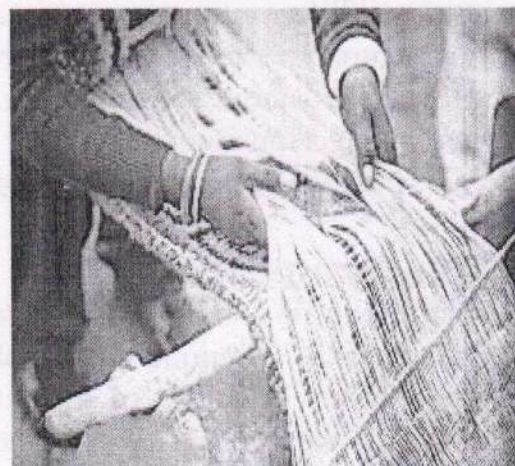
Currently rose is cultivated in the area and processed into rose oil which has a very high demand. Rose oil production and sale can be increased through marketing. The district also has potential for Lavender cultivation. The lavender cultivation is being done in Jammu & Kashmir and government has launched many schemes to support it. The climate and topography of the district is quite similar to Jammu and Kashmir. Lavender has very high demand and profitability. It is used in various cosmetic products, incenses, candles, etc. Essential oil made from lavender has very high demand in the market. Lavender oil can benefit the skin in numerous ways. It has the ability to lessen acne, help even skin tone, and reduce wrinkles. It can even be used to treat other things, such as improving hair health and digestion. It also acts as insect repellent. The cultivation of lavender plant requires less time for growth. Under optimal conditions, one can obtain a yield of 15Kg per hectare with an oil content ranging from 1.2% to 1.5%. Lavender cultivation has uplifted many people in J&K and has increased their income. Women who are not allowed to work away from villages can also cultivate lavender around their homes.



Lavender cultivation has been highly promoted because of climate change and its effects on agriculture. Lavender, a drought-resistant crop, can be grown on poor soil and requires lots of sun but little water.

Pashmina Wool

The state of Uttarakhand is endowed with a mix variety of livestock. As per 2012(19th livestock census) the State has 2.01 million cattle, 0.99 million buffaloes, 1.37 million goats and 0.37 million sheep. About 75% of the people in Uttarakhand are poor, whereas 21% are middle class and 4% are rich. Around 94% of the goat population and 85% of the sheep population are with the poor. Goats and sheep serve as a livelihood option for the poor population in the state. In the district Chamoli, major proportion of Sheep and Goat population is located in block



Joshimath. Local herders who keep sheep are slowly giving up this business, and migrating to cities mainly due to limited social life, restricted forest grazing and low income per animal. Pashmina wool is one of the finest natural fibers and is famous for its warmth, lightness and better ability to absorb dyes and moisture. Pashmina fiber is produced by Changra or Changthangi breed of goat. Joshimath at a height of 6150 feet has perfectly suitable climate and topography. There is existing rearing knowledge among the communities. There is high demand for good quality wool.

Tourism

Horticulture and tourism are the main source of income in the district. As per the recent data available on District Domestic Product of 2017-18, tertiary sector contributed around 52% to the District Domestic Product. The tourism industry accounts for 22.2% in the district. As per the District at a glance report 2020-21, more than 27 Lakh tourists visited the district.

Eco-tourism and Rural tourism

Ecotourism is a form of tourism involving responsible travel (using sustainable transport) to natural areas, conserving the environment, and improving the well-being of the local people. Ecotourism focuses on socially responsible travel, personal growth, and environmental sustainability. Ecotourism typically involves travel to destinations where flora, fauna, and cultural heritage are the primary attractions. Ecotourism is intended to offer tourists an insight into the impact of human beings on the environment and to foster a greater appreciation of our natural habitats. Ecotourism aims at minimal environmental impact on the areas visited. Besides fostering respect towards the natural environment, ecotourism also helps in creating socio-economic benefits for the communities of the area visited. With its pristine and picturesque environment and

innumerable religious shrines, Uttarakhand is also known as abode of Gods. Snow clad mountains, panoramic alpine meadows, mighty Himalayan criss-crossed valleys, life giving perennial rivers stippled with lush green forests and high biodiversity are amongst the many attractions which initiate inspiration to the soul and make Uttarakhand a spiritual destination of the world. The district has potential to develop as a top tourist destination for nature, wildlife, religious, spiritual and herbal tourism. With the development of infrastructures in rural India, the promotion of rural tourism has been really encouraging. One can learn about the rural life, art, culture, and heritage that pervade that particular region. Village tourism in the rural regions not only showcases the unique and treasured heritage but also improves the economy of the region.

Adventurous Sports

Among the thrill-seekers, Uttarakhand stands right at the top of adventure destinations in India. Owing to its unique topographical variety and natural abundance, deep gorges, and gurgling rivers, a range of adventure sports in Uttarakhand offers myriad adrenaline pumping to the seekers of extreme sports. In Uttarakhand, you can try your hands at a number of adventure sports activities like paragliding, skiing, white-water rafting, mountaineering, trekking, etc. In recent times, bungee jumping, zip flying, and cable car rides have become the new rage among adventure enthusiasts. The district is also famous for the best adventure tours, which includes trekking in the mountains to places such as Devaria-Taal, Bedni-Bugyal, Auli-Bugyal, Gurson-Bugyal and Roopkund. Joshimath offers a variety of treks, including trekking at the Nanda Devi National Park, the pretty Valley of Flowers and The Govindghat. The Chandrashila Peak is a breathtaking camping spot. Joshimath is host to Asia's highest cable car ropeway. The ropeway at Auli has a Ski lift and Chairlift too. Auli is a renowned Skiing spot in India. Adventurous sports like mountain biking, zipline, rock climbing and paragliding can be introduced in the district. The existing sports in the district can be made more organized. Their marketing is also very important which includes forming linkages with travel agents, social media marketing and targeting the youth.

Astro Tourism

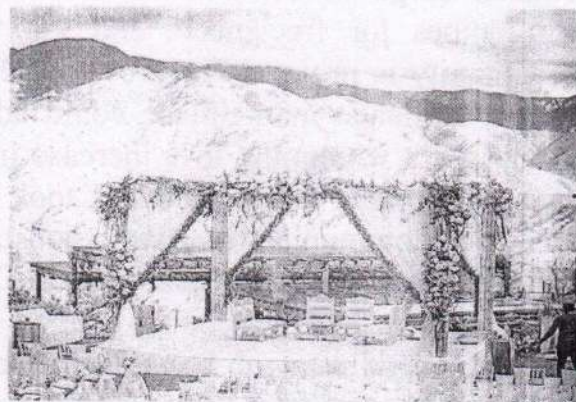
Astrotourism is any kind of tourism that involves the night sky or visiting facilities related to astronomy like observatories, and combining that with a broader sense of ecotourism where interaction with nature is what the visitor experience is about. In India, there are efforts to tap into the growing potential of astro tourism. Wildlife safaris, nature walks, treks and water activities have been happening for a while now, but exploring the skies is still a very nascent hobby. This is primarily because of a lack of opportunities. There are easily over 5 million potential astro tourists from India alone. Plans are afoot to turn Benital village, located around 2,600 metres above sea level in the Chamoli district of Uttarakhand, into an astro village. The Chamoli district administration and Gurgaon-based startup Starscapes



conducted a two-day 'astro party' in Benital in December 2021, with about 50 visitors. Many destinations can be developed for astro tourism and a mobile stargazing observatory can be set up. The mobile observatory offers a holistic astronomical experience, with a variety of activities both during the day and at night, ranging from stargazing safaris to astrophotography and sun observation. A trained astronomy expert will guide the visitors on their stargazing journey. Festivals can be organized according to occurrence of eclipse, etc.

Destination Wedding

Destination wedding trend has been on a rise for past years. More people are switching for destination wedding for creating a lifetime memorable experience. People opt for different locations usually preferring beaches, palaces, etc. Jaipur, Udaipur, Goa are some of the famous wedding destinations. The Chamoli district having beautiful landscapes and abundant flora and fauna and having great spiritual importance can become one of the best wedding destinations in the country.



The infrastructural development is very important to make sure all facilities are available. The training of the hotel owner, staff is required for proper management and planning. Marketing of district as a wedding destination is most important. This can lead to increase in income of hotel owners. Identification of spots should be done such that beautiful landscapes are backdrops for the wedding. The emergence of the district as a wedding destination will create and increase the demand of hotel staff, chef, manager, photographer, decorators, caterers, drivers, etc. The district has great potential and can become an offbeat location for a "wedding in the mountains".

Lantana and Pirul crafts and furniture

Lantana is a small, evergreen broadleaf shrub that has woody stems. The plant is invasive in nature, competes with native plants and act as a shelters for wild animals. The district has abundant lantana which is spreading rapidly. The plant can be converted into crafts and furniture which are durable and have low cost since raw material is available for free. Pirul also known as pine needles is a species that is found mostly in hilly regions. Pirul leaves are one of important cause of forest fire in the district. They are available in abundance having no value. They can be converted into small crafts items like baskets, pen stands, etc. A craft centre can be established where trainings can be conducted and products can be made. This initiative can be done alongside the existing Ringal products and combined marketing efforts through selling them during Char Dham Yatra season and online marketing.



Skilling of youth

Freelancing

Freelancing is using your skills, education, and experience to work with multiple clients and take on various assignments without committing to a single employer. A freelancer or freelance worker is a self-employed person who earns money by providing services to multiple clients. Most freelance jobs are available in the skills, service, and creative sectors, such as copywriting, programming, engineering, and marketing. Freelancing provides flexibility. A freelancer can work from home. Many countries began to witness a sudden surge in demand for freelancers. India saw the second-most surge after the Philippines for freelancers and gig workers. According to reports, India's freelance community is projected to grow to \$20-30 billion by 2025. It is also forecasted that the online freelance marketplace could add \$2.7 trillion to the global GDP by 2025. India witnessed a whopping 46% increase in new freelancers from Q1 to Q2 in 2020 as many laid-off workers and employees took to freelancing to generate higher income. India's freelance community recorded a substantial rise of 42% in its average hourly rates from \$21/hour in 2020 to \$26/hour in 2022. Due to rapid technological transformation, the global gig economy is experiencing a huge demand for tech freelancers, with the IT industry adding several new job roles. Countries like India, the Philippines, Pakistan and Ukraine with low domestic job opportunities are witnessing a surge in freelancers. Better work-life balance, higher flexibility, lucrative earnings and better-skilled opportunities are paving the way for many professionals into the freelance community. The freelance community in India can empower vulnerable groups like women, differently-abled, or those living in rural or remote areas to find suitable opportunities. Offering trainings to develop skills required for freelancing can solve the challenge of migration in the district. The youth of district migrates to other districts and states for employment and education.

Growth plan for fisheries sector

The fisheries sector is one of the important sectors in the district which is growing rapidly. Fish and fish based products have also been selected as "One District One Product" (ODOP) for the district. Production for the year 2021-22 was 408.4 quintal. There are 8 societies registered with around 9-11 members. Among these societies, 5 have been working very actively. As per the recent data, Carp farming had 330 beneficiaries and Himalayan Trout had 42 beneficiaries. The farmers face challenges in marketing. The production in the district has increased rapidly but there is not enough market present for selling the goods. They also face challenge of small shelf life of fish and its transportation. Fish being a perishable food product has a very low shelf life and thus extra care has to be taken during transportation of fish. Transportation of fish requires ice box. Ice and thermacol boxes are not usually readily available in the district. The actions which can be taken to overcome the challenges include installing an ice plant, cold storages, vacuum packaging and insulated vans. These activities will help in increasing the shelf life of fish and will also improve transportation will be therefore increase their reach to other districts and states. To overcome the challenge of marketing, fish kiosks should be set up near

major tourist spots under a brand name which will sell fish and fish related products. The kiosks will bridge gap between sellers and buyers and will also attract tourists. Training in fish value added products will be given and their progress will be monitored to ensure good quality and taste.

Action Plan

S.no	Interventions	Overview of initiatives
1	Adventurous sports . (Paragliding, zip lining, etc)	<p>The district offers adventure tours like trekking. New sports can be established in the district to attract tourists. Also existing sports can be made more organized.</p> <p>Training : Training will be provided to the interested candidates selected by the administration for becoming professional trekkers, guides, etc. Government will establish the required infrastructure for the same.</p> <p>Marketing : The information about the sports and guides will be available on official tourism website of Uttarakhand and Chamoli. The guides will also be provided training and awareness about digital marketing . The sports guide will be linked to travel agents and homestays and hotels to attract tourist and spread information.</p>
2	Growth of local products	<p>The district produces various local products which are natural and unique to the district .</p> <p>Standardization: The products produced in the district have to uphold a certain standard for quality, delivery or appearance in market. Consistency plays a major role in gaining customer loyalty. The district often faces this challenge. A committee at district level consisting of members of NRLM and other departments should set the standards for all the products produced in the district. The committee should contain information of all producers. Orientation training about the standard of products should be provided to producers. The product samples should be</p>

		<p>monitored and evaluated monthly to check the quality. Interventions should be taken if products differs from the standard set.</p> <p>Marketing:</p> <p>Branding – Branding is very important as markets have become more staurated and competitive.It helps enhance customer relationship. Producers will be given information about importance of brand, creating identity(logo, tagline) and packaging to make their product unique and attractive. The producers will be linked with suppliers for packaging and designers for logo making</p> <p>Market Linkages – Linkages to local markets, other districts and other states is really important to enhance profitability. Trade fairs, major tourist spots are important market linkages. Homestays can also be linked to attract tourists with local products.</p> <p>Digital marketing – The producers can sell products through amazon , flipkart, indiamart ,etc. They can create their own website for selling the products and can advise them through social media channels like facebook , instagram and google ads marketing.</p>
	Rajma, pulses, cereals, etc	The produce can be sold through supplying to existing national brands like Tata Sampann, Organic Tattava, etc. (it will avoid hassle of brand creation and ensure stability). They can also be sold through Hilans brand or through their own brand. Having multiple options will create a competitive market and encourage standardization.
	Tea	The produce can be sold through supplying to existing national brands like Red label, lipton, Tea Box, organic India ,etc. They can also be sold through Hilans brand or through their own brand.
	Woolen products-shawls , carpets,etc	Bhotia community in the district is mostly involved in handlooms and make shawls , carpets, etc. They are mostly sold through Emporium and shops at Kedarnath and Badrinath. The products are often costly and

		are not competitive in the market. The target audience for these products is High income individuals and foreigners. Export of these products should be more focused on and should be marketed in places frequently visited by foreigners in India. Digital marketing involving online presence representing the story of communities and their culture should be considered.
	Kutki (and other medicinal and ayurvedic herbs)	The market for forest produce and other medicinal helps is very disorganized and unregulated. The communities collecting kutki can be linked with pharmacy companies. They can be sold under a brand specifying details of the product and its benefits. Currently these products are being sold openly in the market with seller giving information which might create doubt in mind of customers.
3	Linking Tourism with local products (Garhwali dishes, etc)	Garhwali dishes which are unique to the state can be seen sold in tourist destinations like Rishikesh. The district should also focus on attracting tourists with dishes made from local produce which are important part of the culture and also invent new dishes using the local produce (eg. mandua momos, etc). The initiative will boost tourism along with increasing profitability of the producers in the district. Tata strive skilling Centre can provide short term training to Homestays, restaurants cooks , SHG women, etc in Garhwali dishes. Specific kiosks or restaurants can be encouraged to be opened selling garhwali dishes, fruits and snacks.
4	Stone Blocks manufacturing	In the district, blocks from stones are made and used for construction and building as they are more durable and readily available in the district. It can become a great substitute for mud bricks which are usually transported from other districts therefore increasing cost of construction. The process should be formalized with government having ownership and third party supplier.

5	Fisheries (Himalayan Trout)	Himalayan trout and carp is mostly farmed in the district. Most farmers face challenge of marketing. They can be linked with supermarkets like Big Bazaar, Modern Bazaar in metro cities; seafood delivery companies like Licious, Freshtoeat, etc and other smaller markets. A website with their brand can be sold to take bulk orders. Fish kiosks in the major tourist spots and establishments in the district can be established selling fish and fish based products.
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