



Discovering Rural Goa

Introduction

Rural living today is a lot more than farming. It's about a creative, nature-based and more self-sufficient lifestyle that combines heritage, health, culture, nature, resource, and Social stability. Our present growth is an obsessed, global, capitalistic economic "story" where 5-percent of the world's people uses 25-percent of its resources, produces 40-percent of the waste and, interestingly on the social side, houses 25-percent of the prison population.

There is no easy or quick fix to the problems related to rural empowerment. The real solution lies in a holistic approach that deals with all the major interrelated issues of economic welfare, social justice, education, health, and traditions, spirituality and harmony of the individual with the nature and its resources.

Goa an acclaimed tourist destination of international fame, also known as the 'Pearl of the Orient'. The name Goa is derived from the Konkani word 'Goyan', which means a patch of tall grass. A tiny emerald land, with its breathtakingly natural scenic beauty, warmly sitting between the Western Ghats and the Arabian Sea, stretches up till the highest mountain peak at Sonsogor (3,827 feet) in the Sahyadri range, with ever flowing rivers like the Tiracol, Chapora, Mandovi, Zuari, Sal and Talpona flowing westward into the Arabian Sea.

It cuts, its picturesque beauty from its topography of being locked by land, sea and mountains, endowing it with the pristine beauty of the landscapes of the interior villages, the swaying palms, lush green paddy fields, the evergreen mystical hills and groves, lovely lakes, and the coconut trees fringing in the golden sun-drenched beaches, all make it a fairytale land for the tourist, who today is "The God" of the Goan Economy.

These varied habitats have been supporting a variety of animal and plant species ranging from the Leopards, Elephants, Gaur Or Indian Bison, Black Buck Cheetal, Wild Boar, Mongoose and a variety of Deers and Antelopes, besides a variety of birds, including the Great Indian Bustard the Spot bill Pelican, the Lesser Florican and the near extinct Jerdon's Courser.

In addition to the above faunal species, the forests supports plant species consisting of species like Teak, Rosewood, and the endemic Red Sanders and Cycas beddomeii, etc., Rural Goa has abundance of Bamboo/ Canes plantations, Tree grove, Ornamental and Medicinal Plants sectors. Rock Pool, Aquatic farms, streams etc

What is Eco Tourism project?

The project plans to encourage the rural community to hold on to their track of land, cultivate it into a "Spice Garden" / " Old Mac Donalds Farm" / " A Lush Flowery Meadow"/ A Farm House / An Orchard / Botanical Garden/Herbal Educational Farm/ Healing Centre etc. The focus is to provide a haven for those seeking a tranquil place to help rebalance mind and body without causing any harm to the natural habitat around them i.e. a retreat home for those desperate to escape the everyday rigors of modern life.

The project aims to take all the amenities from the existing environment. The ethos of the Rural spas is to connect the stressed body and mind with the environment . The organic cuisine which will be fresh local veggies cooked in the local style plans to provide a feel at home feeling. Combined with the adventures activities like yoga, hill climbing, hiking, swimming in the natural spring or river, Bird watching, Trekking, Nature trails, boating and more importantly mere watching of the scenic beauty of the Hills, Valleys, Meadows, Water bodies aims at giving the tourist a total package for their holiday mood.

The project thus aims to wed the excitement of the eco tourist with the nature loving opportunities like eating organic in the open fields, learn organic recipes, till the land or help prepare the soil or plant new seeds – leave your mark in the communities natural habitat.

Eco-tourism also preaches the understanding and respecting various cultures and customs of people living in the area. The village artisans, will impart arts and crafts classes, teach the visitors the folk songs, dances or get involved in the village cultural activities. If the retreat is getting too much, seek out one of the many hammocks around the grounds and take in to the tranquil of nature. The next time your organization wants to have a brainstorming meeting, or a workshop or launch or any other event, do give it the touch of nature therapy for its, long lasting, rejuvenating effect. While your mind will relax in the cozy comfort of nature, recharging your cells with the energy to go on a warriors foot, our SHG's would cater to your taste buds, giving you fresh seasonal and local, organic food.

Public Private Partnership Model

This project would play a leading role in economic sustainability of the rural community as the project, can be tailored to corporate requirements which will render services as also be a CSR activity. The services rendered services like hosting the corporate seminars, meetings, get together, celebrations etc. This will ensure long-term rural sustainable livelihood. Secondly the projects will benefit the economy of the rural areas as the village will seek all the needed infrastructure from within the village, creating employment for the rural farmers, SHGs , artisans.

These isolated untapped villages if are adopted under CSR activities, would prove to be a win-win situation as the projects seeks to plough for the local economy, while conserving nature, contributing to the growth and wellbeing of the organisation and the Eco tourist, all through the year virtually with no lean phase.

The project Pachvo Pachvo Gaon is an enthusiastic effort of every individual, institute, corporate, business groups within the travel and hospitality trade, and community to live in harmony with nature, so as to ensure both rural sustainability and endure that communities benefit from tourist interaction.

The approach was based on strategic and participatory approach, capacity building, networking and partnership building, based on the principles of social inclusion which help to enhance income while restore environment. When villagers realize that they are indeed the beneficiaries of projects, they begin to trust and have confidence in those providing the services. This then opens up the opportunity to educate people, towards skill up gradation and capacity building.