

VIBRANT VILLAGES PROGRAM



INTRODUCTION

Vibrant Villages Program: Bridging Borders, Igniting Cultures, and Crafting Memories for a Transcendent Tourism Experience!

Embark on a transformative journey with the Vibrant Villages Program, as we unveil a strategic initiative to develop key border villages, crafting an immersive and prioritized experience of destinations.

Benefits of the Program



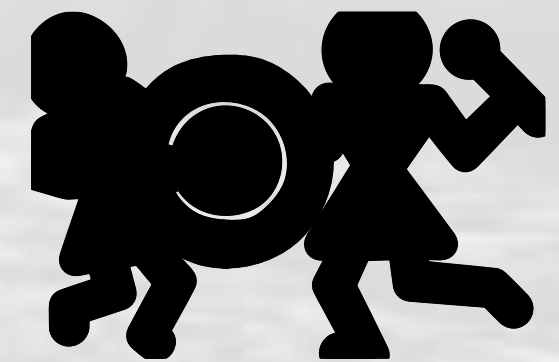
Boosted
Rural Economy



Increased
Border Security



Improved
Living Standards



Preservation
of Cultural Heritage.

CONNECTING CULTURES, STRENGTHENING BORDERS:

HOW VIBRANT VILLAGES CAN ENHANCE BORDER TOURISM IN ARUNACHAL PRADESH

1. Unveiling Hidden Gems

These villages offer diverse experiences, from vibrant festivals like "**Reh**" in **Achesu** to trekking Nyeli Peak in Alinye. Catering to adventure seekers, eco-tourists, and cultural enthusiasts, they extend beyond the usual tourist circuit.

2. Building Bridges, Not Walls

These villages bridge divides, offering immersive homestays in Mipi HQ or Dirang. Tourists become ambassadors, sharing positive stories about the warmth and hospitality of Idu Mishmi or Monpa tribes.

3. Empowering Local Communities

Responsible tourism empowers locals through skill development and job creation in Vibrant Villages. Training in hospitality and handicrafts ensures equitable benefits and boosts infrastructure, enhancing the tourist experience.

4. Securing the Frontier

Thriving border communities boost local pride and vigilance. Well-managed tourism contributes to intelligence gathering, and enhancing border defense.

5. Preserving Pristine Landscapes

Sustainable tourism in Vibrant Villages preserves the Himalayan ecosystem through responsible waste management and community-based conservation, attracting tourists with its natural beauty.

STRATEGIC FOCUS, BIG IMPACT



Infrastructure Development:

Tourism funds drive local infrastructure development, attracting private investment and benefiting residents and tourists alike.



Sustainable Livelihood Opportunities:

Sustainable tourism creates jobs, supports local industries, and ensures long-term benefits through eco-friendly practices.



Social Entrepreneurship:

Social entrepreneurship thrives, boosting local businesses and initiatives through collaborative efforts.



Youth & Women Empowerment:

Youth and women find empowerment through skill-building, leadership opportunities, and diverse roles in community development.



Skill Development:

Skill development flourishes as tourism programs offer training, workshops enhance the local workforce, and collaborations with educational institutions support ongoing growth.



The Vibrant Villages Program focuses on holistic development, seamlessly blending cultural preservation, sustainable tourism, and economic empowerment.

By strategically nurturing 662 priority destinations across 5 states/UTs along the border, we aim to create vibrant, self-sustaining communities that beckon travelers with unique experiences and authentic charm.

VIBRANT VILLAGES PROGRAM

- The Northern Border Development Scheme, a Centrally sponsored initiative outlined in the Union Budget 2022-23 (extended to 2025-26), aims to enhance the quality of life in identified border villages.
- Encompassing regions in **Himachal Pradesh, Uttarakhand, Arunachal Pradesh, Sikkim, and Ladakh**, the scheme targets 2,963 villages, with an initial focus on 663 villages in the first phase.
- With careful consideration and secondary data study we have shortlisted **Arunachal Pradesh** for further research w.r.t tourism potential.



ARUNACHAL PRADESH

"Land of dawn-lit mountains" with breathtaking scenery and cultural diversity.

Untapped tourism

stunning landscapes

rich culture

Cultural tourism

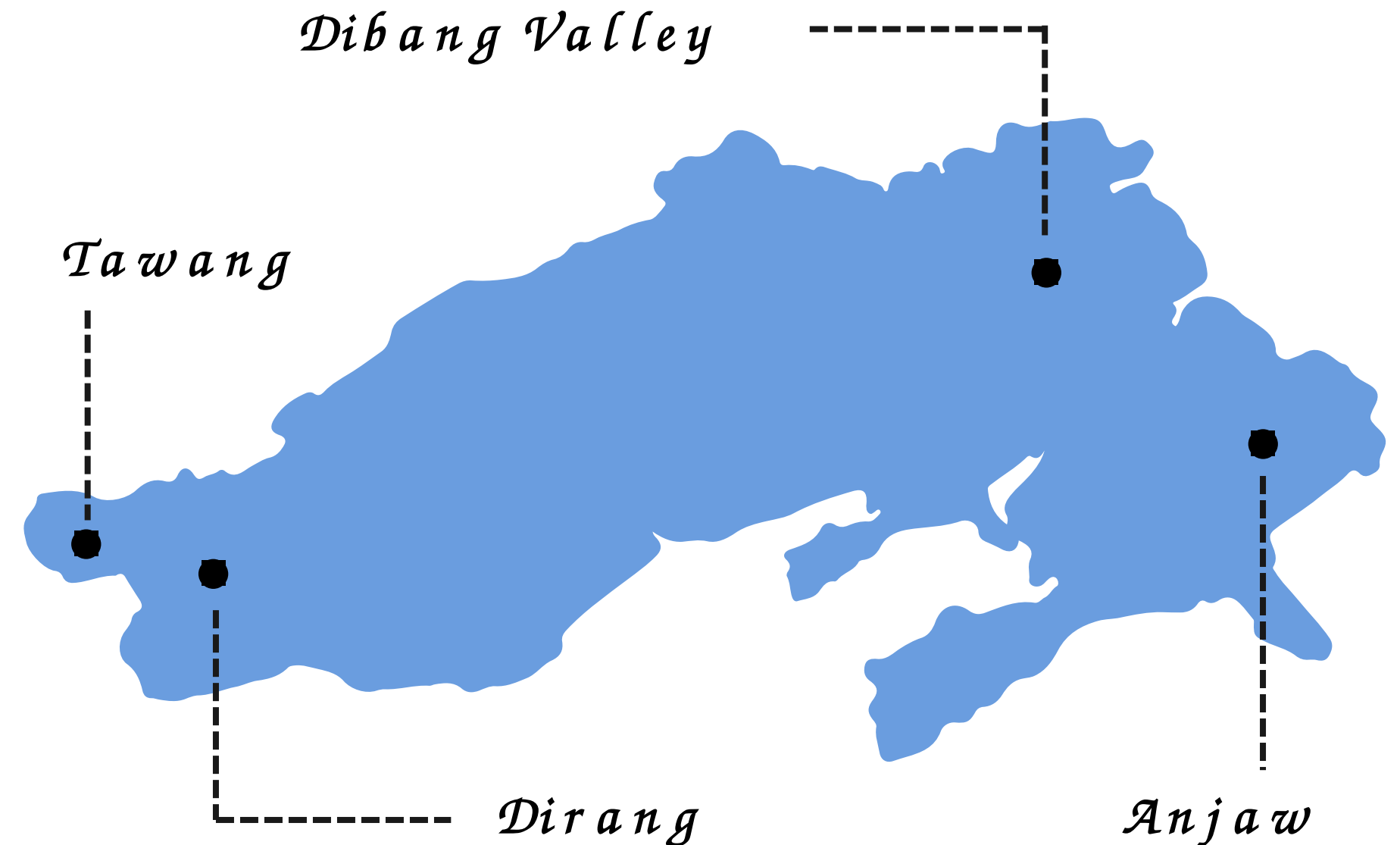
Diversity



ARUNACHAL PRADESH

"Land of dawn-lit mountains" with breathtaking scenery and cultural diversity.

After a review of 4 districts (Anini, Anjaw, West Kameng, and Tawang), 148 villages. We shortlisted 11 villages for the prospects of tourism potential and development.



ANINI DISTRICT-ARUNACHAL PRADESH

‘Where the road leads to the serene highlands, its name echoing the ancient Idu word 'in,' a tribute to the supreme deity’

- Anini, a quaint town nestled in the heart of Dibang Valley, Arunachal Pradesh, India, was once the esteemed seat of the undivided Dibang Valley district.
- Embraced by the breathtaking landscapes, Anini stands as the residence of the **Idu Mishmi tribal community**.
- Serving as the administrative hub for six circles, the town leans on Roing for its commercial needs.
- The villages selected in Anini District are the following:
 - **Achesu**
 - **Alinye**
 - **Mipi HQ**



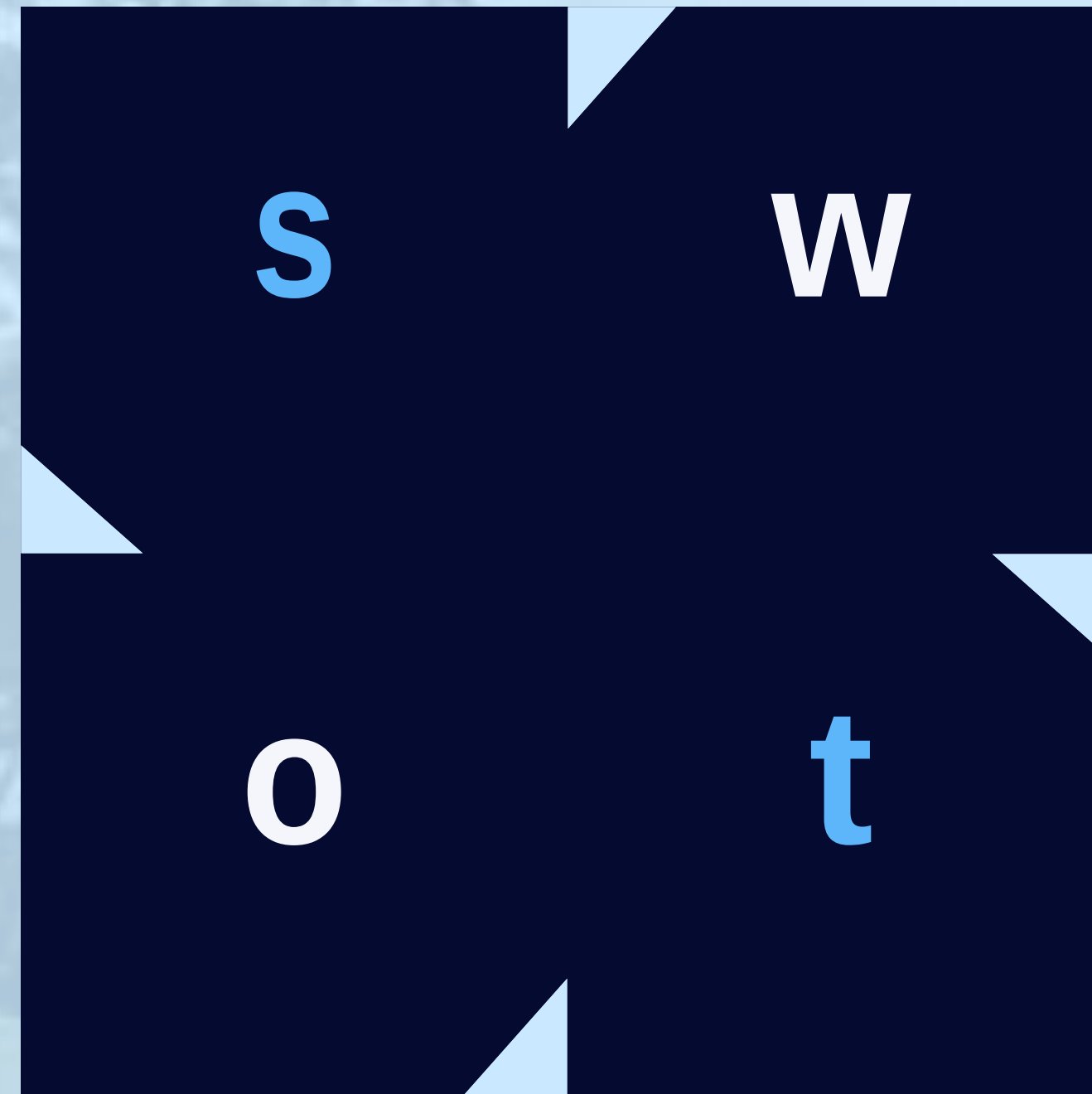
VILLAGE – ACHESU

STRENGTHS

- **Reh festival:** ends winter with music, dance, and games (**1st week of Feb**)
- Artisans: craft basketry, textiles, and wood carvings
- Idu Mishmi houses: on stilts with bamboo weaving
- Sipu River: for kayaking, rafting, and fishing
- Adventure: Trek Kangte and Gorichen Peak

OPPORTUNITY

- Limited skilled workforce thereby increasing prospects of training for skill enhancement.
- Growing adventure tourism market.
- Eco-tourism potential.
- Community involvement



WEAKNESSES

- Limited documentation and promotion of Idu Mishmi Culture.
- Remote location
- Limited Infrastructure

THREATS

- Unsustainable tourism practices
- Uncontrolled tourism development

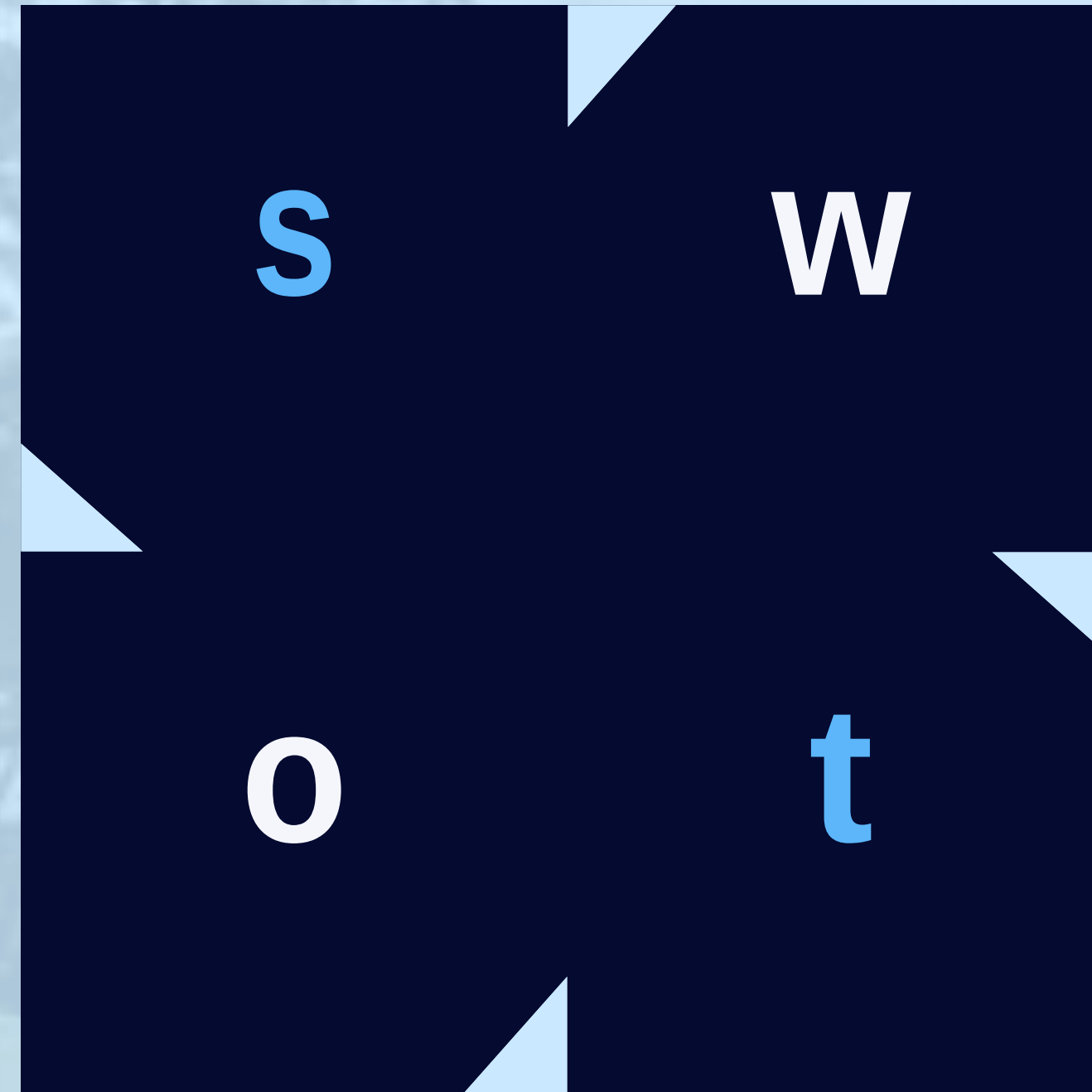
VILLAGE - ALINYE

STRENGTHS

- Breathtaking scenery
- Artisans: craft woolen textiles, thangkas, and wooden masks
- **Tawang Torgya Festival** celebrated during the month of **January**
- Monpa tribe: unique traditions, festivals, and handicrafts
- Crystal-clear Tawang River: kayaking, rafting, fishing
- Trek Nyeli Peak

OPPORTUNITY

- Skill training opportunities due to limited workforce.
- Growing adventure tourism and eco-tourism potential.
- Focus on community involvement and capacity building.



WEAKNESSES

- Limited documentation and promotion of Idu Mishmi Culture.
- Remote location
- Limited Infrastructure and accommodation options.
- Limited internet connectivity.

THREATS

- Unsustainable tourism practices
- Uncontrolled tourism development
- Limited Resources
- Climate Change

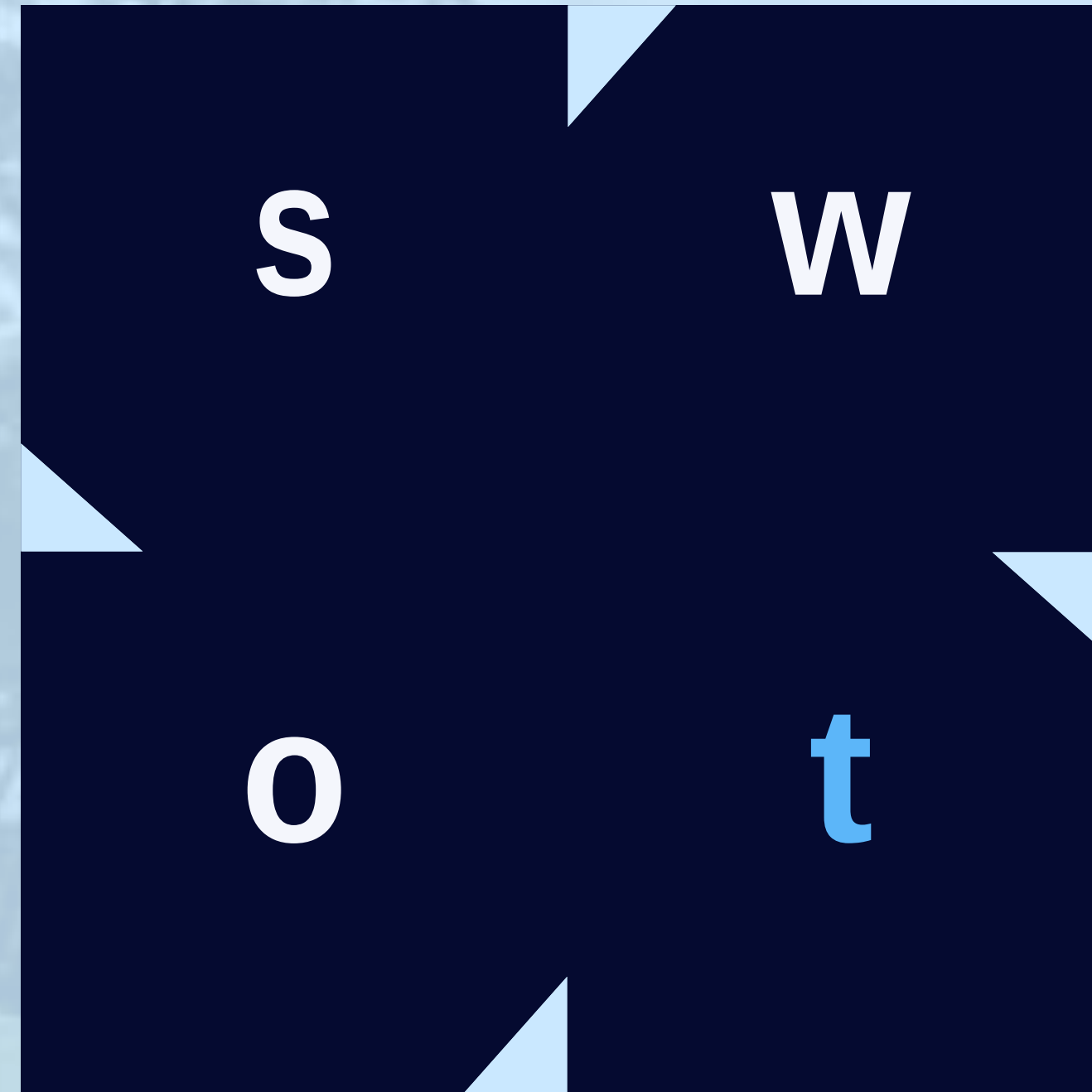
VILLAGE – MIPI HQ

STRENGTHS

- Scenic Dri and Mathun river valley, 7 lakes trek circuit
- Artisans craft woolen textiles, thangkas, and wooden masks
- **Reh Festival – 1st week of February**
- Idu Mishmi tribe: authentic cultural experiences, homestays, and community interactions
- Pristine Siang River: ideal for kayaking, rafting, and fishing
- Snow-capped Geling Peak trek.

OPPORTUNITIES

- Growing adventure tourism market.
- Eco-tourism potential.
- Community involvement and Capacity Building



WEAKNESSES

- Lack of Promotion and Marketing
- Remote location
- Limited skilled workforce.
- Limited internet connectivity.

THREATS

- Unsustainable tourism practices
- Uncontrolled tourism development
- Limited Resources
- Climate Change

ANJAW DISTRICT- ARUNACHAL PRADESH

- Nestled in the heart of Arunachal Pradesh, Anjaw stands as an offbeat gem, captivating nature lovers with its pristine beauty.
- The district boasts stunning landscapes adorned with lush greenery, cascading waterfalls, meandering rivers, and enchanting pine forests.
- Anjaw offers a serene retreat, situated at an elevation of 1296 meters above sea level and located a mere 20 kilometers from the border with China.
- The gentle murmur of the Lohit River, a tributary of the Brahmaputra, further enhances the tranquility of this picturesque destination.
- Village selected from Anjaw district is **Dong**.



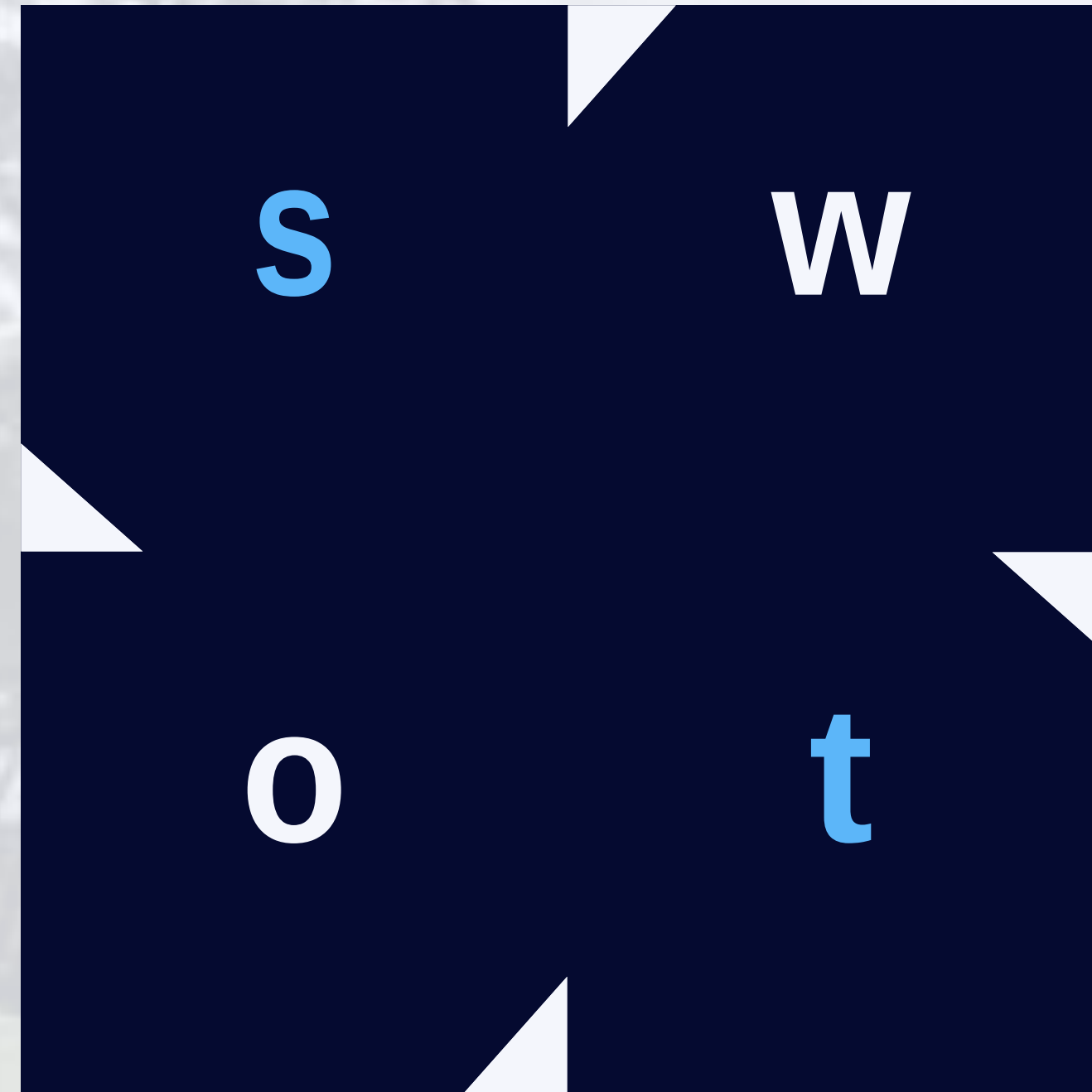
VILLAGE - DONG

STRENGTHS

- Stunning natural beauty,
- **Kaho Mopin Festival** (harvest; celebrated in April) and **Mopin Solung** (ancestor worship; September)
- Home to the **Meyor tribe**, for authentic cultural experiences through homestays and community interactions.
- Crystal **clear Tuting River** is perfect for kayaking, rafting, and fishing.

OPPORTUNITIES

- Growing adventure tourism market.
- Eco-tourism potential.
- Community involvement and Capacity Building



WEAKNESSES

- Lack of Promotion and Marketing
- Remote location
- Limited skilled workforce.
- Limited internet connectivity.

THREATS

- Unsustainable tourism practices
- Uncontrolled tourism development
- Limited Resources
- Climate Change

KHELLONG - WEST KAMENG DISTRICT- ARUNACHAL PRADESH

- This quaint village, enveloped by the Eastern Himalayas, offers a tranquil escape with its verdant valleys, crystalline streams, and panoramic mountain views.
- Khellong epitomizes the cultural richness of the region, providing a glimpse into the traditional way of life preserved by its residents.
- As the whispers of nature and the echoes of local folklore blend seamlessly, Khellong stands as a testament to the beauty and cultural heritage that define the enchanting West Kameng district.
- The village selected from this district is **Khellong**



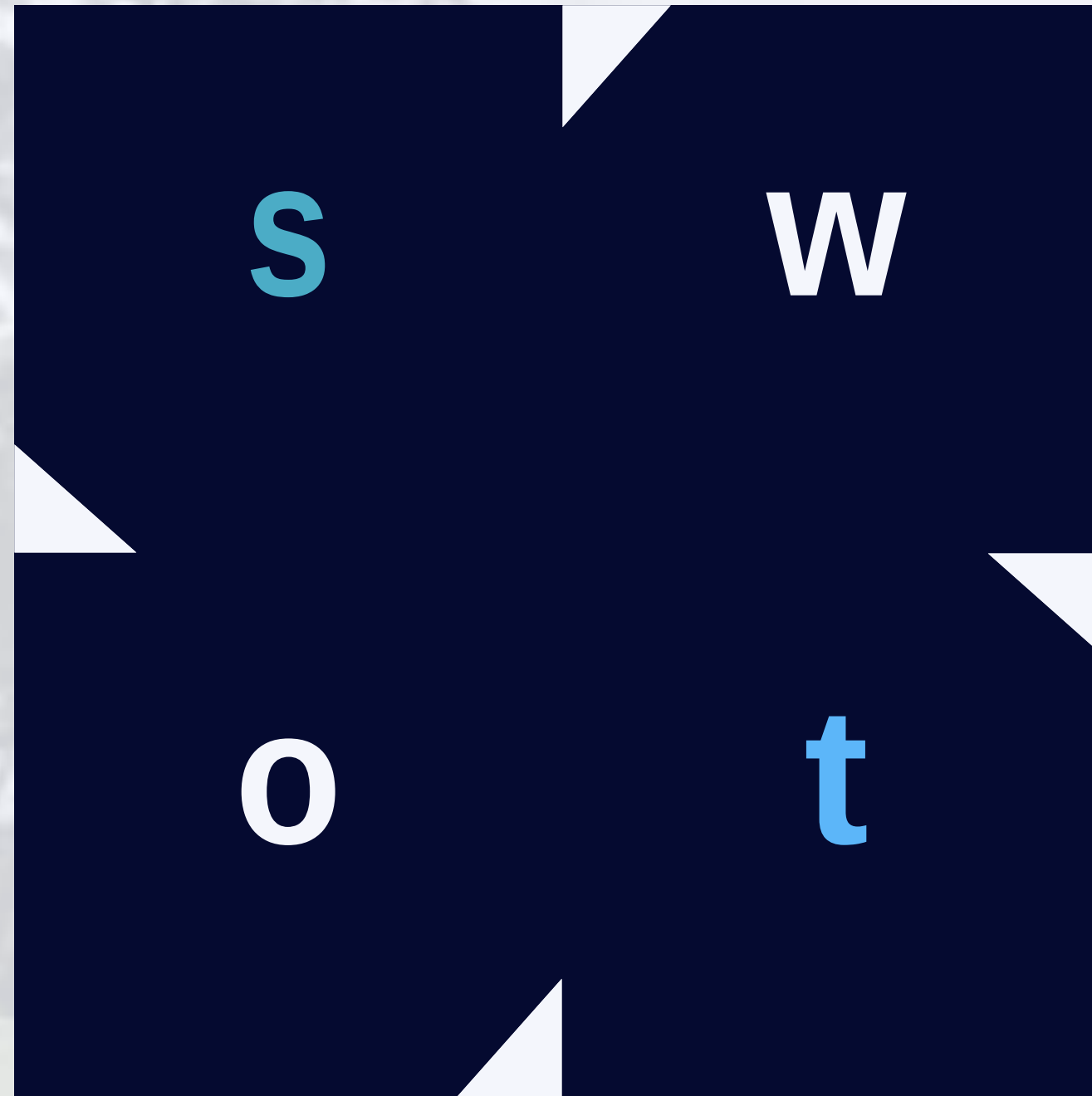
VILLAGE- KHELLONG

STRENGTHS

- Natural beauty and tourism potential
- Unique culture and traditions
- Strong community spirit
- Rich biodiversity
- Potential for hydroelectric power generation

OPPORTUNITIES

- Government development programs
- Ecotourism initiatives
- Education and skills development programs
- Sustainable agriculture practices
- Renewable energy development



WEAKNESSES

- Remote location and lack of infrastructure
- Limited access to education and healthcare
- Poverty and unemployment
- Vulnerability to natural disasters
- Limited agricultural land

THREATS

- Climate change
- Deforestation
- Infrastructure development projects
- Loss of traditional culture
- Out-migration of young people

TAWANG

- Nestled in the picturesque landscapes of Arunachal Pradesh, Tawang district stands as a testament to the exquisite beauty of the northeastern Himalayas.
- Revered for its breathtaking natural wonders, the district boasts snow-capped peaks, tranquil lakes like Sela Lake, and the meandering Tawang Chu River, creating a mesmerizing canvas for nature enthusiasts.
- At the heart of Tawang lies the iconic Tawang Monastery, an ancient spiritual sanctuary founded in the 17th century by the Monpa people.
- The villages chosen for the district are the following:
 - Gyangon Ani Gompa
 - Jang Do
 - Khinmey Gonpa
 - Lebrang
 - Singsor Ani Gonpa
 - Tawang Gonpa



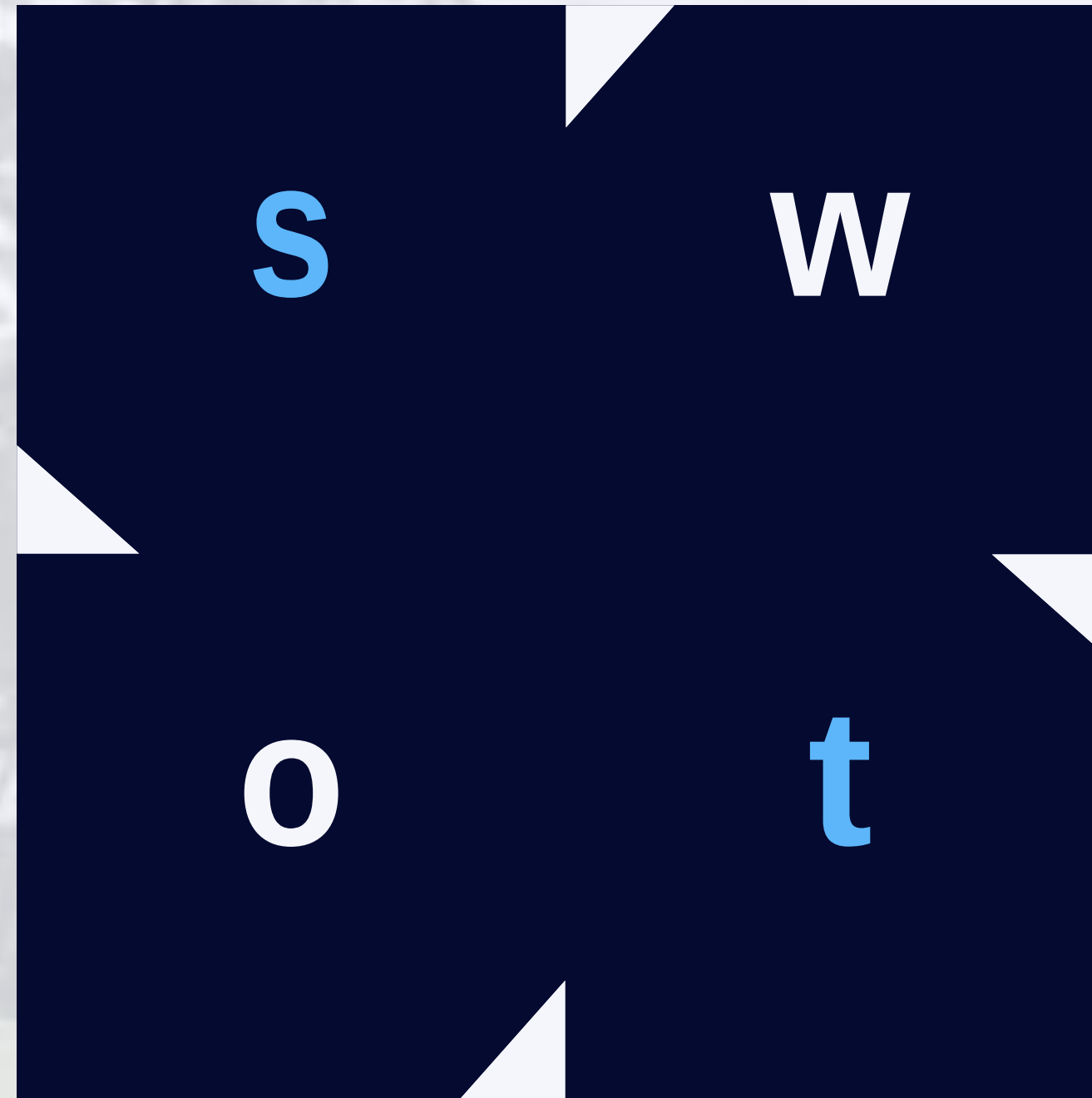
VILLAGE - GYANGONG ANI GOMPA

STRENGTHS

- Unique Heritage with a **Female-only monastery**
- Serene location and Tibetan architecture
- **Losar (February) and Chokhor Duchen festival (July)**
- Spiritual activities and teachings

OPPORTUNITIES

- Spirituality and retreat programs
- Promotion of cultural exchange
- Community involvement and Capacity Building



WEAKNESSES

- Limited public transportation options
- Remote location, restricted information, and promotion
- Language barrier due to limited English proficiency
- Balancing tourist influx

THREATS

- Unsustainable tourism practices
- Uncontrolled tourism development
- Loss of cultural authenticity
- Climate Change

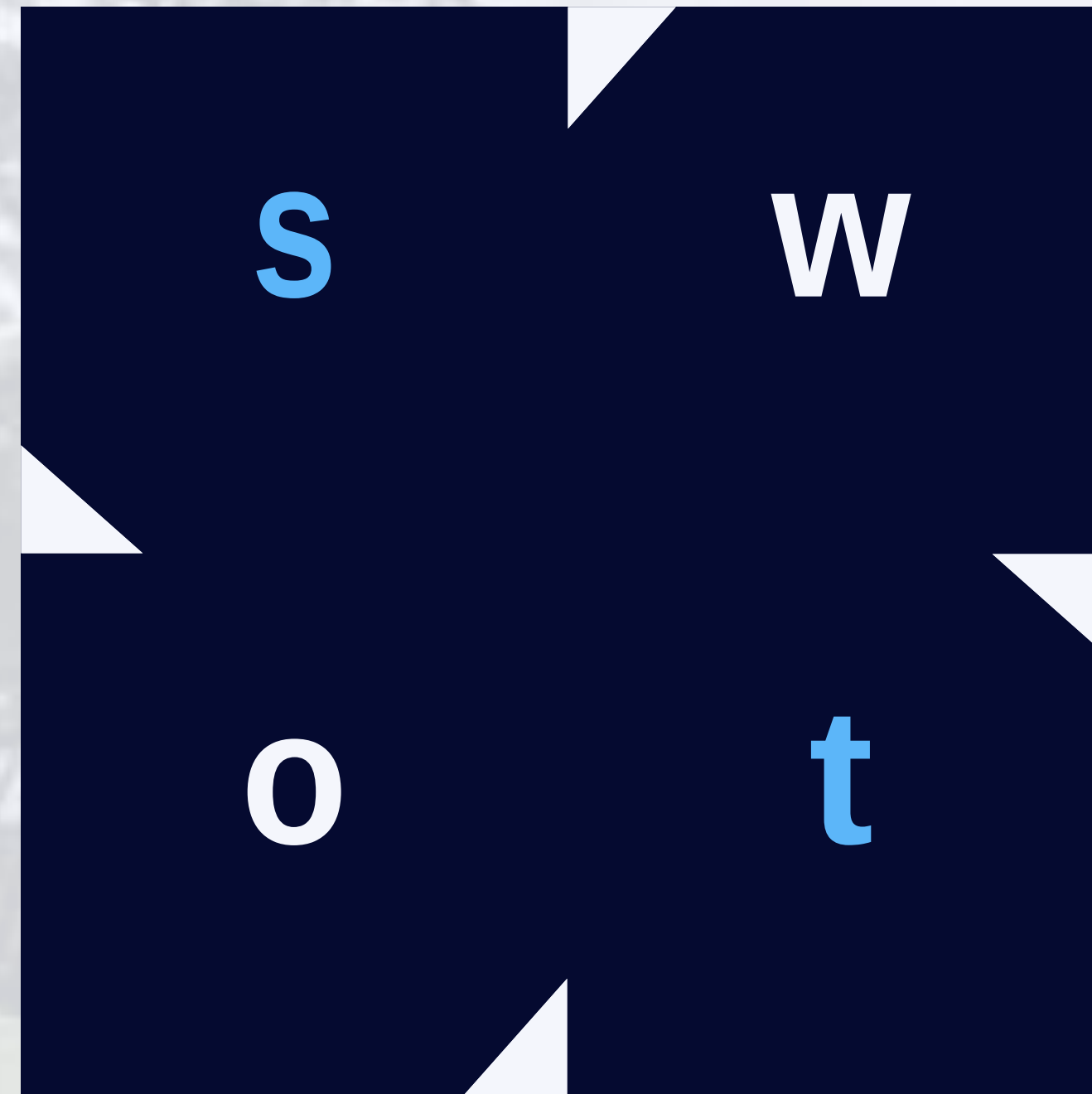
VILLAGE - JANG DO

STRENGTHS

- **Losar Festival (February)**
- The Monpa tribe's unique traditions, vibrant festivals, and historical significance (role in the Sino-Indian War) offer authentic cultural experiences for visitors.
- **Jaswant Garh War Memorial.**
- **Cascading Nuranang Waterfall**
- Adventure activities

OPPORTUNITIES

- Limited skilled workforce thereby increasing prospects of training for skill enhancement.
- Develop adventure tourism offerings.
- Eco-tourism potential.
- Community-based tourism initiatives



WEAKNESSES

- Accessibility
- Remote location
- The village lacks developed infrastructure, including proper roads, sanitation facilities, and high-quality accommodation options.
- Lack of promotion and marketing

THREATS

- Unsustainable tourism practices
- Uncontrolled tourism development
- Limited resources

VILLAGE - KHINMEY GONPA

STRENGTHS

- **Nyingma Buddhist monastery was founded in 1440.**
- Tibetan Buddhist traditions and history
- **Urgelling Gompa.**
- Clear Tuting River
- Adventure activities

OPPORTUNITIES

- Limited skilled workforce thereby increasing prospects of training for skill enhancement.
- Develop adventure tourism offerings.
- Eco-tourism potential.
- Community-based tourism initiatives
- Organize cultural events and festivals



WEAKNESSES

- Accessibility
- Remote location
- The village lacks developed infrastructure, including proper roads, sanitation facilities, and high-quality accommodation options.
- Lack of promotion and marketing
- Language barrier

THREATS

- Unsustainable tourism practices
- Uncontrolled tourism development
- Limited resources

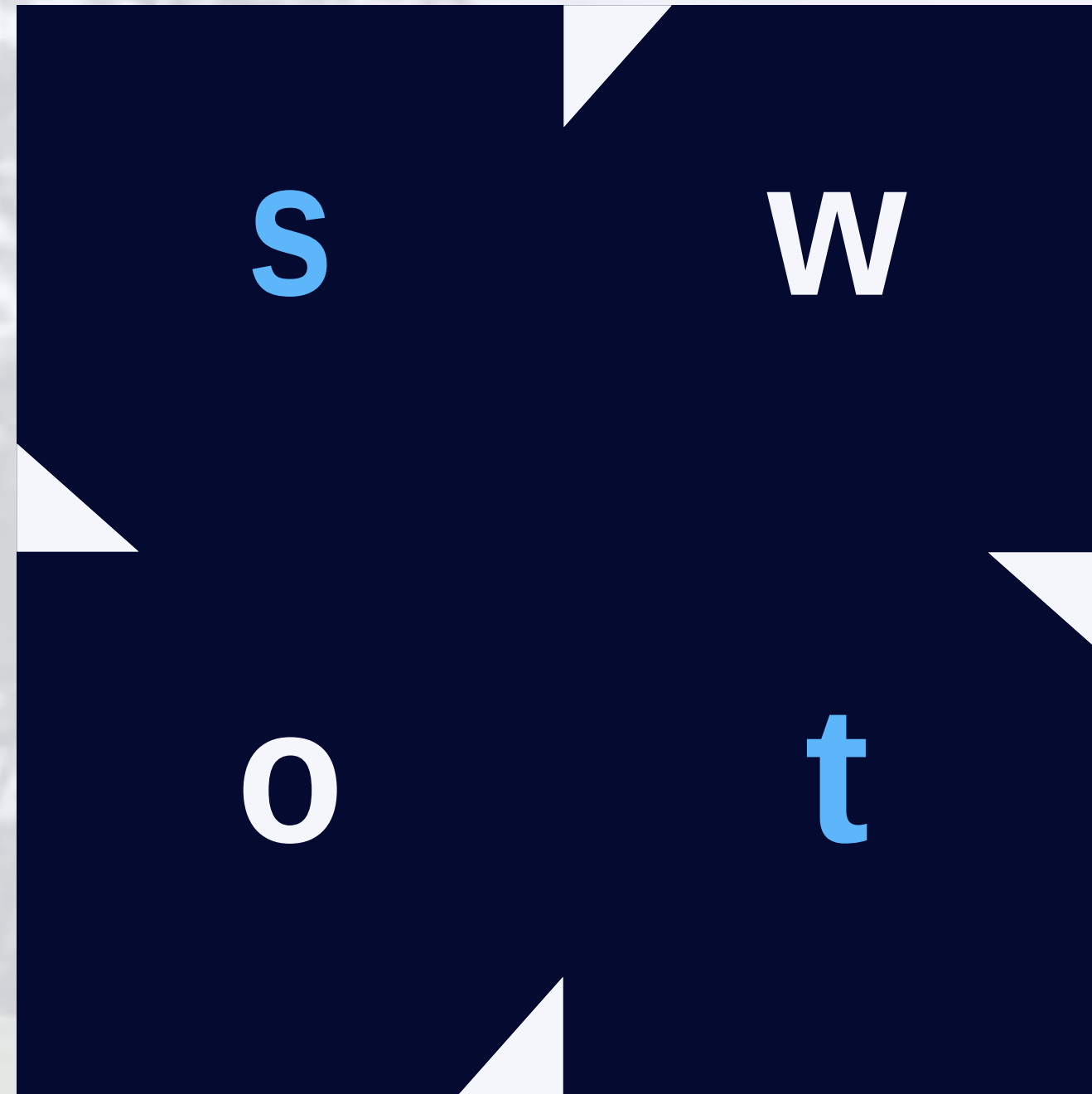
VILLAGE - LEBRANG

STRENGTHS

- Indo-Tibetan border
- Monpa tribe and their vibrant traditions and festivals
- Tawang River

OPPORTUNITIES

- Limited skilled workforce thereby increasing prospects of training for skill enhancement.
- Develop adventure tourism offerings.
- Eco-tourism potential.
- Promote community-based tourism initiatives
- Organize cultural events and festivals



WEAKNESSES

- Limited Resources
- Lack of promotion and marketing
- Unsustainable tourism practices

THREATS

- Limited infrastructure
- Lack of historical significance
- Limited marketing and promotion
- Language barrier

VILLAGE – SINGSOR ANI GOMPA

STRENGTHS

- Unique spiritual experience in a picturesque Himalayan setting
- Panoramic views and a peaceful environment
- Adventure opportunities
- Singsor Ani Gumpa adds historical value and authenticity to the experience

OPPORTUNITIES

- Develop adventure tourism offerings.
- Enhance online presence and marketing
- Promote community-based tourism initiatives
- Organize cultural events and festivals



WEAKNESSES

- Remote location and accessibility
- Limited infrastructure and amenities
- Lack of promotion and marketing
- Language barrier
- Environmental concerns due to unsustainable tourism practices

THREATS

- Limited infrastructure
- Limited marketing and promotion

VILLAGE - TAWANG GOMPA

STRENGTHS

- **Iconic 350-year-old Tawang Gumpa with stunning architecture**
- **Tawang Festival (October)**
- Nestled in snow-capped Himalayan peaks, lush valleys for breathtaking scenery
- Adventure opportunities
- Improved accessibility

OPPORTUNITIES

- Develop adventure tourism offerings.
- Enhance online presence and marketing
- Promote community-based tourism initiatives
- Organize cultural events and festivals



WEAKNESSES

- Remote location and accessibility
- Limited infrastructure and amenities
- Seasonality harsh weather conditions during winter months.
- Language barrier

THREATS

- Limited infrastructure
- Limited marketing and promotion
- Limited resources

SHORTLISTED Villages

- After a thorough SWOT Assessment, 3 villages have been short-listed after assigning scores to identified strengths and weaknesses. The villages are the following:



Village Dong



Village MIPI



Village Tawang

FESTIVAL CALENDAR

VILLAGES	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC
ACHESU		Reh, Losar, Nyokum, Boori Boot		Sangken			Dree		Solung	Chalo-Loku	Chalo-Loku	
ALINYE	Tawang Torgya	Reh							Ke-Meh-Ha			
MIPI HQ		Reh, Losar							Solung			
DONG		Losar, Nyokum, Boori Boot				Dree			Solung		Loku	
KHELOLONG				Chad SUKRA			Behdeinkhlam			Laho Dance	Laho Dance	
GYANGONG ANI GOMPA		Losar, Nyokum, Boori Boot		Sangken							Loku	
JANG DO	Tawang Torgya	Losar										
KHINMEY GONPA	Tawang Torgya	Losar			Saga Dawa	Saga Dawa						
LEBRANG		Nyokum, Boori Boot		Sangken					Solung		Loku	
SINGSOR ANI GOMPA		Losar, Nyokum		Sangken			Dree		Solung			
TAWANG GOMPA	Tawang Torgya	Losar	Gorsam Kora		Saga Dawa	Saga Dawa, Choe-kor	Dukpa Tse-She				Lhabab Duec hen	Gaden Ngam Choe

SCOPE OF WORK - CONSULTANT



Understand Your Audience: Research who wants to visit, segment interests, and analyze current tourism trends.



Craft a Winning Plan: Collaborate with locals for a tourism roadmap. Create diverse experiences (nature walks, cultural tours, etc.) for different visitors.



Go Green: Prioritize sustainable practices to protect the environment and culture.



Work Together: Collaborate with stakeholders for a smooth development process.



Empower Locals: Train locals in hospitality, customer service, and cultural interpretation. Help them form tourism associations and cooperatives.



Spread the Word: Invest in marketing to showcase Anini as a must-visit destination.

ТҖАЛҖК У О И