

2 CAMPING FACILITY



CAMPING FACILITY

1. INTRODUCTION

Uttarakhand, encompassing renowned destinations like Corbett, Auli, Chopta, and Rishikesh, stands as an ideal haven for camping enthusiasts. The state's diverse landscape, including Deoria Tal, Nainital, and Dhanaulti, offers a picturesque backdrop for camping excursions. Known for its revered shrines and breathtaking wilderness, Uttarakhand is a paradise for adventure seekers. Camping amidst the hills of Uttarakhand provides an unparalleled opportunity to connect with nature, creating serene moments for individuals and groups alike. The business potential for offering camping services to tourists in this region is significant, promising lucrative returns.

2. SERVICE & ITS APPLICATION

Camping tours in Uttarakhand encompass a range of services tailored for a diverse audience. This includes the provision of comfortable and secure tents, organizing adventure activities like trekking and hiking, creating a cozy atmosphere with campfires and cultural performances, offering knowledgeable guides for exploring the natural beauty, and providing catering services with meals and refreshments during the camping experience. These services collectively contribute to a holistic camping experience, attracting tourists with varied interests.

3. DESIRED QUALIFICATION FOR PROMOTER

Successful promotion of camping services in Uttarakhand necessitates specific qualifications for the entrepreneur. This includes a deep understanding of adventure tourism, local expertise to navigate the unique geography and culture of Uttarakhand, certifications in safety and first aid to ensure the well-being of tourists, and strong marketing skills to effectively promote and position the camping offerings in a competitive market.

4. BUSINESS OUTLOOK AND TRENDS

The business outlook for camping services in Uttarakhand is exceptionally promising, with the state actively positioning itself to attract substantial investments in the tourism sector. As per the targets and strategic roadmap of the Uttarakhand Tourism Policy 2023, the state government aims to secure an investment of Rs. 40,000 Crore, coupled with the implementation of a minimum of 100 Public-Private Partnership (PPP) projects by the year 2030. The camping services in Uttarakhand are buoyant, aligning with the state's strategic vision for substantial investments and tourism development. To capitalize on these opportunities, camping ventures need to align with emerging trends by adopting sustainable practices, offering personalized experiences, and enhancing their digital presence.

5. KEY BUSINESS ELEMENTS

- **Quality Accommodations:** Providing well-maintained and secure camping facilities with comfortable tents and amenities ensures a positive experience for tourists, leading to positive reviews and repeat business.
- **Adventure Packages:** Offering a variety of adventure activities such as trekking, hiking, and nature walks caters to different preferences, attracting a broad spectrum of tourists seeking unique and personalized experiences.

- **Safety Measures:** Implementing stringent safety protocols for all adventure activities is paramount. Ensuring the well-being of tourists builds trust and enhances the reputation of the camping business.
- **Local Expertise:** A deep understanding of the local geography, culture, and regulations is essential. Local expertise enhances the quality of guided tours, cultural experiences, and overall customer satisfaction.

6. MARKET POTENTIAL AND MARKETING ISSUES; IF ANY

The market potential for camping services in Uttarakhand is robust, driven by the region's natural beauty, adventure opportunities, cultural richness, and government initiatives to attract investments. The growing interest in adventure tourism, coupled with a rising focus on sustainable practices, contributes to the favorable market outlook. However, businesses may face challenges related to competition, potential environmental concerns, seasonal dependency, infrastructure development, and safety issues. Addressing these challenges through strategic planning, responsible practices, and effective crisis management is crucial for camping ventures to thrive in this promising market.

7. SUPPLY OF RAW MATERIAL

Ensuring a smooth camping operation involves sourcing durable and weather-resistant camping equipment, securing quality food and refreshments for campers, and ensuring the availability of safety gear for adventure activities. A reliable supply chain for these raw materials is essential for the seamless functioning of the camping business.

8. BUSINESS MODEL

The business model relies on diverse revenue streams, including accommodation charges, adventure activity fees, and guided tour charges. A well-structured cost framework encompasses operational costs, safety measures, marketing expenses, and equipment maintenance, ensuring a sustainable and profitable business operation.

9. BUSINESS PROCESS

The business process for a camping venture in Uttarakhand encompasses several key stages, each crucial for ensuring a seamless and enjoyable experience for tourists.

- **User-Friendly Online Booking Systems:** The process begins with the implementation of user-friendly online booking systems. The booking platform should provide clear information on dates, pricing, and available activities.
- **Providing Personalized Experiences:** Upon arrival, the camping experience aims to be personalized and memorable. Staff members are trained to engage with campers on an individual level, understanding their preferences and tailoring the experience accordingly.
- **Cultural Interactions:** To enhance customer engagement, the business emphasizes cultural interactions. This involves organizing cultural workshops, performances, or guided tours led by knowledgeable locals.
- **Continuous Improvement:** The business process includes a commitment to continuous improvement. Gathering feedback from campers through reviews, surveys, or direct communication helps identify areas for enhancement.

10. MANPOWER REQUIREMENT

Sr. No	Particulars	No.	No of month in year	Wages/Salaries per month (Rs. In Lakhs)	Annual Expense (Rs. In Lakhs)
1	Self-employed	1	-	-	-
2	Campsite Manager	1	12	0.35	4.2
3	Catering and Hospitality Staff	6	12	0.15	10.8
4	Medical Personnel	1	12	0.25	3
	Total				18.00

11. IMPLEMENTATION SCHEDULE

Sr. No.	Activity	Time Required (in months)
1	Acquisition of premises	1
2	Construction (if applicable)	1.5
3	Procurement & installation of Plant & Machinery	2.5
4	Arrangement of Finance	1
5	Recruitment of required manpower	1
6	Total time required (some activities shall run concurrently)	3

12. COST OF PROJECT

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
1	Pre-operative and preliminary Exp.	0.15
2	Equipment and Furniture Exp.	6.30
3	Working Capital	3.15
	Total Project Cost	9.60

13. MEANS OF FINANCE

Bank-term loans are assumed @ 60 %

Sr. No.	Particulars	Annual Expenses (Rs. in lakhs)
1	Promoter's contribution	3.84
2	Bank Finance	5.76
	Total	9.60

14. FURNITURES AND FIXTURES

Sr. No	Particulars	Unit	Price per Unit (Rs. in lakhs)	Total Amount (Rs. in lakhs)
1	Tools (Tent set up tools, campsite maintenance tools, safety tools, outdoor cooking tools, etc.)	-	1.50	1.50
2	Equipment (Tents, sleeping gear, camping furniture, lighting, cooking equipment, safety and emergency equipment, etc.)	-	2.50	2.50

3	Restroom and Shower facility	-	0.60	0.60
4	Dining Area/Mess Facility	-	0.85	0.85
5	Storage Area	-	0.40	0.40
6	Biodegradable Waste Management System	-	0.45	0.45
	Total			6.30

Local suppliers in India offer a wide range of furniture and fixtures. The entrepreneur can avail furniture after thorough research and analysis. Below are the tentative suppliers in India. Besides these, online platforms such as India Mart, Trade Mart, etc. can also be explored for ordering online.

1. Decathlon Sports India Pvt. Ltd.
Plot Number 1591, Haridwar Bypass Road,
Opposite Mahindra Showroom,
Haridwar Bypass-248001,
Dehradun, India

2. Cliff Climbers
51/61, Moti Bazar, Near Post Office,
Dehradun – 248001,
Uttarakhand, India

3. Hikers 360 Adventures
Plot Number 2, Lane Number -01,
Vishnupuram, Dehradun – 248001,
Uttarakhand, India.

15. SALES REALISATION

Sr. No	Product	Sales in Percentage
1	Tent Accommodations	60.0%
2	Cabin Accommodations	10.0%
3	Camping Pods	30.0%
	Total	100.00%

16. PROFITABILITY CALCULATIONS

The basis of profit calculation is:

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
A.	Sales realization	54.00
B.	Cost of production	
i)	Raw materials	27.00
ii)	Utilities	1.00
iii)	Manpower Cost (Salaries/wages)	18.00
iv)	Administrative expenses	0.28
v)	Material Lost Cost	0.14
vi)	Selling & distribution expenses	1.44
vii)	Rent	2.00
viii)	Interest	0.65
	Total (B)	50.51
	Gross profit/loss (A – B)	3.49
	Less: Depreciation	1.05
C.	PBIT	2.45
D.	Income-tax	0.49
E.	Net profit/loss	1.96
F.	Repayment (Annual)	0.55
G.	Retained surplus (E-F)	1.41

17. BREAKEVEN ANALYSIS

(Rs. in lakhs)

Fixed cost	
Land & Building Rent	2.00
Depreciation	1.05
Interest	0.65
Manpower	5.40
Total Fixed cost	9.10
Variable cost	
Raw materials	27.00
Utilities	1.00
Manpower	12.60
Administrative expenses	0.28
Selling & distribution expenses	1.44
Total Variable cost	42.32
Contribution margin	20%
Break-Even Point in Value	45.48

18. STATUTORY/GOVERNMENT APPROVALS

The business needs to carry out general formalities pertaining to firm establishment; tax registration and shops/establishment registration. The fire safety clearance is the specific requirement. The following specific permits are required

1. Pollution Control Clearance from the state government board; National Green Tribunal in some cases.
2. Fire Safety Clearance is necessary fire safety equipment and obtaining clearance from the local fire department is mandatory.

19. TRAINING CENTERS AND COURSES

Training centers that offer professional training and certification in entrepreneurship and business management are as follows:

1. National Institute for Entrepreneurship and Small Business Development (NIESBUD)
Regional Centre, Dehradun
NSTI Campus, Green Park, Dehradun-248001,
Uttarakhand, India
2. Indian Institute of Entrepreneurship (IIE)
NH-37 Bypass, Near Game Village,
Lalmati Guwahati- 781029,
Assam, India
3. Institute of Entrepreneurship Development (IEDUP)
A- 1 & 2, Industrial Area, Sarojini Nagar,
Kanpur Road, Lucknow-226008,
Uttar Pradesh, India

Besides, Swayam portal (link: <https://swayam.gov.in/>) can also be accessed for handholding services viz. application filling / project report preparation, EDP, financial Training, Skill Development, mentoring etc.

Disclaimer

Only few machine manufacturers are mentioned in the profile, although many machine manufacturers are available in the market. The addresses given for machinery manufacturers have been taken from reliable sources, to the best of knowledge and contacts. However, no responsibility is admitted, in case any inadvertent error or incorrectness is noticed therein. Further the same have been given by way of information only and do not carry any recommendation.