

# Eco-Friendly Event Organizer

## Executive Summary

The Eco-Friendly Event at Dehradun aims to establish a transformative two-day retreat experience in the serene foothills of the Himalayas, leveraging the region's natural beauty, biodiversity, and sustainable practices. This comprehensive event combines environmental education, wellness activities, team-building exercises, and conservation initiatives within a sustainable framework that minimizes ecological impact while providing engaging and meaningful experiences for participants.

The event will accommodate up to 50 participants, divided into smaller groups for more personalized activities and friendly competition. With the inclusion of two professional physiotherapists and a recognized medical doctor, the event ensures participant well-being while delivering valuable health insights. The project offers an immersive experience that balances environmental consciousness with wellness and recreation, creating lasting impact and educational value.

## Project Overview

### Vision

To create a transformative eco-friendly event that inspires environmental stewardship and holistic well-being through immersive experiences in the natural beauty of Dehradun.

### Mission

- Provide engaging and educational environmental activities that promote sustainability
- Deliver holistic wellness experiences through qualified health professionals
- Foster team building and community connection through shared eco-experiences
- Operate with minimal environmental footprint and maximum positive impact
- Support local communities and raise awareness about conservation efforts
- Create memorable experiences that inspire continued environmental action

## Location Analysis

Dehradun offers several strategic advantages for an eco-friendly event:

- **Natural Setting:** Located in the Doon Valley with abundant biodiversity and Himalayan backdrop
- **Climate:** Pleasant moderate climate (average 15-30°C depending on season)
- **Accessibility:** Well-connected via road (250 km from Delhi), rail, and air (Jolly Grant Airport)

- **Environmental Significance:** Rich biodiversity hotspots, forest areas, and conservation sites
- **Tourism Infrastructure:** Established eco-tourism facilities and experienced service providers
- **Local Support:** Strong presence of environmental NGOs and educational institutions

## **Project Scope**

The proposed two-day eco-friendly event will include:

### **1. Venue and Accommodations:**

- Eco-friendly resort or retreat center with sustainable practices
- Accommodation for 50 participants in eco-friendly lodging
- Meeting/activity spaces for both large group and small group sessions
- Outdoor areas for nature-based activities

### **2. Event Program Structure:**

- Four smaller groups of 12-13 participants each for activities
- Rotation through activity stations to ensure all participants experience all offerings
- Competitive elements between groups with sustainability-themed challenges
- Communal meals and evening gatherings for all participants

### **3. Health and Wellness Components:**

- Two professional physiotherapists conducting sessions and available for consultations
- One recognized doctor overseeing medical safety and providing health talks
- First aid facilities and emergency response protocols

### **4. Environmental Education Elements:**

- Guided nature walks and biodiversity identification
- Workshops on sustainable practices
- Conservation project participation
- Local environmental issue awareness sessions

### **5. Supporting Infrastructure:**

- Sustainable transportation options
- Waste management systems
- Local food sourcing network
- Digital resources to minimize paper use

## **Market Analysis**

### **Target Market**

1. **Corporate Groups** (40% of projected participants):
  - Mid to large-sized companies seeking team-building experiences
  - Corporate social responsibility (CSR) initiatives
  - Employee wellness programs
  - Age demographic: 25-45 years
  - Primary motivation: Team building and wellness with environmental consciousness
2. **Educational Institutions** (25% of projected participants):
  - College student groups and faculty
  - Environmental studies programs
  - Age demographic: 18-30 years
  - Primary motivation: Experiential learning and environmental education
3. **Environmental Enthusiasts** (20% of projected participants):
  - Conservation groups and NGO members
  - Sustainability advocates
  - Age demographic: 25-60 years
  - Primary motivation: Deepening environmental knowledge and networking
4. **Wellness Seekers** (15% of projected participants):
  - Individuals seeking health retreats with eco-consciousness
  - Yoga and meditation practitioners
  - Age demographic: 30-55 years
  - Primary motivation: Holistic wellness in natural settings

### **Market Size and Growth**

- The eco-tourism sector in India is growing at 15% annually
- Corporate team building market is expanding with emphasis on sustainability
- Uttarakhand received approximately 39.9 million tourists in 2022
- Demand for wellness tourism with environmental components growing by 20% annually

### **Competitive Analysis**

### **Similar Events/Retreats in Uttarakhand:**

1. Wilderness Retreat Programs (Various locations)
  - Positioning: Adventure-focused eco-experiences
  - Price point: ₹8,000-15,000 per person for 2-day events
  - Strengths: Strong adventure components, established networks
  - Weaknesses: Limited wellness integration, minimal health professional involvement
2. Corporate Retreat Providers (Mussoorie/Rishikesh)
  - Positioning: Business-focused with some environmental elements
  - Price point: ₹12,000-20,000 per person for 2-day events
  - Strengths: Professional organization, corporate-friendly
  - Weaknesses: Often formulaic, limited authentic environmental engagement
3. Yoga and Wellness Retreats (Rishikesh)
  - Positioning: Spirituality and wellness-focused
  - Price point: ₹10,000-25,000 per person for 2-day events
  - Strengths: Strong wellness components, expert practitioners
  - Weaknesses: Less emphasis on broader environmental education

### **Competitive Advantages:**

- Integrated approach combining environmental education, wellness, and team building
- Presence of qualified medical professionals (physiotherapists and doctor)
- Well-structured small group format allowing for personalized experiences
- Competitive elements adding engagement and motivation
- Strong emphasis on local connection and authentic experiences
- Comprehensive sustainability approach throughout all aspects of the event

### **Services and Programs**

#### **Core Activities**

1. **Environmental Education and Conservation:**
  - Guided biodiversity walks with local naturalists

- Hands-on conservation project (tree planting, stream cleaning)
- Workshop on sustainable living practices
- Local environmental issues discussion forum
- Wildlife tracking and observation sessions

## **2. Wellness Components:**

- Morning yoga sessions in natural settings
- Physiotherapy assessments and consultations
- Stress-relief and nature therapy sessions
- Health talk by the attending doctor
- Forest bathing (Shinrin-yoku) guided experience

## **3. Team Building Activities:**

- Eco-challenge course between groups
- Collaborative environmental problem-solving exercises
- Sustainability-themed treasure hunt
- Group cooking challenge using local ingredients
- Eco-art collaborative projects

## **4. Evening Programs:**

- Campfire sessions with storytelling
- Star gazing with astronomy education
- Local cultural performances
- Reflection circles and experience sharing
- Sustainable living pledge ceremony

## **Supplementary Activities**

### **1. Skill-Building Workshops:**

- Organic gardening basics
- Zero-waste lifestyle techniques
- Natural remedy preparation
- Wildlife photography workshop

- Survival skills mini-course
- 2. Cultural Connections:**
- Local artisan demonstrations
  - Traditional food preparation
  - Indigenous knowledge sharing sessions
  - Local community interaction
- 3. Take-Home Components:**
- Digital resource package on sustainability
  - Native plant seeds or seedlings
  - Personalized wellness plan
  - Eco-friendly participant kit (reusable items)
  - Impact certificate with carbon offset information

## **Operational Plan**

### **Event Team Structure**

- 1. Core Management Team:**
- Event Director (1)
  - Program Coordinator (1)
  - Logistics Manager (1)
  - Health & Safety Officer (1)
- 2. Health Professionals:**
- Certified Medical Doctor (1)
  - Professional Physiotherapists (2)
  - First Aid Responders (2)
- 3. Activity Facilitators:**
- Environmental Educators (4)
  - Team Building Facilitators (4)
  - Yoga/Meditation Instructors (2)

- Local Naturalists/Guides (3)

#### **4. Support Staff:**

- Food Service Coordinator (1)
- Eco-friendly Catering Team (6)
- Venue Support Staff (4)
- Transportation Coordinators (2)
- Documentation & Media Team (2)

Total Staff: 34 team members (including professionals and support staff)

### **Venue Requirements**

#### **1. Main Venue:** Eco-friendly retreat center or resort with:

- Accommodation capacity for 50 participants (preferably in sustainable cottages/rooms)
- At least 4 activity spaces for simultaneous small group sessions
- Large gathering area for whole group activities
- Dining facility with capacity for all participants
- Outdoor spaces for nature-based activities
- Medical room for consultations

#### **2. Environmental Features:**

- Proximity to natural areas for biodiversity walks
- Conservation site access for hands-on projects
- Varied ecosystems for educational components

#### **3. Equipment and Materials:**

- Sustainable activity materials and supplies
- Wellness equipment (yoga mats, props, etc.)
- Team building materials and challenge equipment
- Educational resources and field guides
- Medical supplies and physiotherapy equipment

#### **4. Technology Infrastructure:**

- Basic Wi-Fi for emergency communications
- Audiovisual equipment for presentations
- Digital documentation tools
- Renewable energy sources where possible
- Water conservation systems

## **Sustainability Measures**

### **1. Waste Management:**

- Zero waste approach with composting and recycling
- Reusable dishware and cutlery for all meals
- Digital materials to minimize paper use
- Waste segregation and education
- Plastic-free policy throughout the event

### **2. Resource Conservation:**

- Water conservation practices
- Energy-efficient lighting and equipment
- Local food sourcing to reduce carbon footprint
- Carbon offsetting for transportation emissions
- Biodegradable cleaning and personal care products

### **3. Transportation:**

- Group transportation to minimize individual vehicles
- Carpooling incentives for participants
- Vehicle-free zones during the event
- Electric or hybrid vehicles when possible

## **Regulatory Considerations**

### **1. Permits and Permissions:**

- Forest department permits for nature activities
- Local authority event permissions
- Health and safety compliance certification



- Food safety permits for catering

## 2. **Insurance:**

- Comprehensive event insurance
- Participant medical insurance
- Professional liability for health providers
- Property and equipment insurance

## **Marketing and Communication Strategy**

### **Brand Positioning**

"A transformative eco-retreat combining environmental stewardship, wellness, and community in the heart of the Himalayas"

Key brand values:

- Sustainability
- Wellness
- Community
- Education
- Transformation

### **Marketing Channels**

#### 1. **Digital Marketing** (50% of marketing budget):

- Dedicated event website with registration platform
- Social media campaigns highlighting unique features
- Email marketing to target organizations
- Content marketing (blogs on eco-wellness topics)
- Virtual information sessions

#### 2. **Partnership Outreach** (30% of marketing budget):

- Corporate HR and CSR department presentations
- Educational institution partnerships
- Environmental NGO collaborations
- Wellness community outreach

- Local tourism promotion networks
- 3. **Direct Marketing** (15% of marketing budget):
  - Personalized proposals for corporate groups
  - Presentations at environmental conferences
  - Information booths at wellness expos
  - Previous participant referral program
- 4. **Public Relations** (5% of marketing budget):
  - Press releases to environmental and wellness publications
  - Media invitations for coverage
  - Testimonial collection and sharing
  - Impact reporting after events

### **Pricing Strategy**

Tiered pricing structure based on group type and needs:

1. **Standard Participation Package:**
  - ₹12,000 per person (minimum 10 participants)
  - Includes all activities, meals, accommodation, and basic materials
  - Target: Educational institutions, environmental groups
2. **Corporate Package:**
  - ₹16,000 per person (minimum 15 participants)
  - Includes standard offerings plus customized team challenges, branded materials, and exclusive evening session
  - Target: Corporate groups, professional associations
3. **Premium Experience Package:**
  - ₹20,000 per person (minimum 5 participants)
  - Includes all standard offerings plus private wellness consultations, exclusive accommodation, and personalized follow-up
  - Target: Executive groups, premium wellness seekers
4. **Add-on Services:**
  - Additional physiotherapy sessions: ₹1,500 per session

- Private doctor consultation: ₹2,000 per consultation
- Custom activity design: ₹10,000 per custom activity
- Extended stay options: ₹5,000 per additional day

## **Financial Plan**

### **Event Budget (for one event with 50 participants)**

Total estimated budget: ₹12.8 lakh (₹1.28 million)

#### **Fixed Costs:**

- Venue rental (2 days): ₹3.0 lakh
- Professional staff (health and activity specialists): ₹2.5 lakh
- Equipment and materials: ₹1.0 lakh
- Transportation (staff and materials): ₹0.8 lakh
- Insurance and permits: ₹0.5 lakh
- Marketing and promotion: ₹1.0 lakh

#### **Variable Costs:**

- Accommodation (50 participants × ₹3,000 per person): ₹1.5 lakh
- Meals and refreshments (50 participants × ₹2,000 per person): ₹1.0 lakh
- Activity-specific materials: ₹0.8 lakh
- Participant kits and takeaways: ₹0.5 lakh
- Contingency (5%): ₹0.6 lakh

### **Revenue Projection (for one event)**

Estimated revenue for 50 participants: ₹15.5 lakh

#### **Participation Fees:**

- Corporate participants (20 people at ₹16,000): ₹3.2 lakh
- Educational participants (15 people at ₹12,000): ₹1.8 lakh
- Environmental group participants (10 people at ₹12,000): ₹1.2 lakh
- Premium experience participants (5 people at ₹20,000): ₹1.0 lakh

#### **Additional Revenue:**

- Add-on services (estimated 30% uptake): ₹0.9 lakh

- Sponsorships and partnerships: ₹1.0 lakh

### Profitability Analysis (per event)

- Total Revenue: ₹15.5 lakh
- Total Costs: ₹12.8 lakh
- Net Profit: ₹2.7 lakh
- Profit Margin: 17.4%

### Annual Financial Projection (6 events per year)

(All figures in ₹ lakh)

Particulars	Year 1	Year 2	Year 3
Revenue	93.0	111.6	134.0
Operating Expenses	76.8	89.3	103.5
Gross Profit	16.2	22.3	30.5
Marketing & Business Development	8.0	9.5	11.0
Administration & Overheads	4.0	4.8	5.5
Net Profit	4.2	8.0	14.0
Net Profit Margin (%)	4.5%	7.2%	10.4%

### Breakeven Analysis

- Breakeven participation: 40 participants per event
- Breakeven number of events: 4 events per year
- Estimated time to profitability: After 2nd event

### Risk Assessment and Mitigation

Risk Factor	Mitigation Strategy
Weather Disruptions	Develop indoor alternative activities; choose season carefully; have covered activity areas
Health Emergencies	On-site medical professional; comprehensive first aid; emergency evacuation plan; nearby hospital arrangements
Participant Dissatisfaction	Pre-event expectations management; mid-event feedback collection; flexible programming to adapt to needs
Ecological Impact	Environmental impact assessment; follow leave-no-trace principles; offset carbon footprint
Vendor/Partner Failures	Backup vendors for critical services; detailed contracts with clear expectations
Regulatory Issues	Early permit applications; compliance checks; local authority relationships

## **Impact and Evaluation Framework**

### **Success Metrics**

#### **1. Participant Impact:**

- Knowledge gain (pre/post assessments)
- Behavior change intentions (commitment forms)
- Satisfaction ratings (feedback surveys)
- Physiotherapy/health improvement metrics

#### **2. Environmental Impact:**

- Carbon footprint calculation and offset verification
- Waste diverted from landfill (kg)
- Conservation project tangible outcomes
- Biodiversity engagement indicators

#### **3. Business Metrics:**

- Participant numbers and demographics
- Profitability and revenue per participant
- Marketing conversion rates
- Repeat business and referrals

### **Evaluation Methods**

- Pre and post-event participant surveys
- 30-day follow-up assessment
- Staff debrief and evaluation session
- Environmental impact measurement
- Financial analysis and variance reporting

### **Growth and Development Plan**

#### **Phase 1 (Year 1): Establishment and Refinement**

- Launch series of 6 events with core programming

- Gather comprehensive feedback and refine offerings
- Build relationships with key partners and venues
- Establish reputation for quality and impact

### **Phase 2 (Year 2): Expansion and Enhancement**

- Increase to 8 events annually
- Develop specialized themes (conservation focus, wellness intensive, etc.)
- Create loyalty program for repeat participants
- Expand geographical reach to attract wider audience

### **Phase 3 (Year 3): Diversification**

- Develop year-round programming (12 events)
- Create multi-day extension options (3-5 day intensive programs)
- Establish permanent partnerships with venues and providers
- Develop train-the-trainer program for organizational sustainability champions

### **Long-term Vision**

- Creation of dedicated eco-event venue
- Development of certification program
- Expansion to multiple locations across northern India
- Establishment of year-round impact measurement system