

# WILDLIFE SAFARI TOURS

## 1. INTRODUCTION

Uttarakhand, known as the "Land of the Gods," is a treasure trove of natural beauty and biodiversity. Nestled in the lap of the majestic Himalayas, it is home to several renowned national parks and wildlife sanctuaries, offering unforgettable safari experiences. From the iconic Jim Corbett National Park, famed for its Bengal tigers and dense forests, to the serene Binsar Wildlife Sanctuary with its panoramic Himalayan views, Uttarakhand is a paradise for nature enthusiasts and wildlife lovers.

Visitors can embark on thrilling jeep safaris, explore lush landscapes, and witness a wide variety of wildlife, including elephants, leopards, deer, and a rich array of bird species. With its unique blend of adventure and tranquility, wildlife safari tours in Uttarakhand promise a deep connection with nature and memories to cherish for a lifetime.

## 2. SERVICE & ITS APPLICATION

Wildlife safari tours in Uttarakhand offer guided explorations into the state's diverse and protected natural habitats, including national parks and wildlife sanctuaries. These services typically include jeep safaris, elephant rides, bird-watching tours, nature walks, and photography expeditions. Many packages also provide accommodation options within or near the reserves, ensuring a comfortable and immersive experience.

- 1. Ecotourism:**  
Promotes sustainable travel by allowing visitors to experience and appreciate Uttarakhand's rich biodiversity while supporting conservation efforts.
- 2. Education & Awareness:**  
Educates tourists about wildlife conservation, ecosystems, and the importance of protecting endangered species like Bengal tigers and Asiatic elephants.
- 3. Adventure & Recreation:**  
Provides thrilling opportunities for wildlife enthusiasts and adventure seekers to explore the wilderness in a safe and guided environment.
- 4. Scientific Research:**  
Facilitates research opportunities for scientists and wildlife experts to study the region's flora and fauna.
- 5. Economic Impact:**  
Boosts the local economy by creating jobs for guides, rangers, and hospitality workers, and by attracting tourists to surrounding areas.
- 6. Cultural Connection:**  
Offers visitors a chance to engage with local communities and understand their coexistence with nature, fostering a deeper appreciation for the region's heritage.

Wildlife safari tours in Uttarakhand combine adventure, education, and conservation, making them a valuable service for tourists and the environment.

### **3. DESIRED QUALIFICATION FOR PROMOTER**

A promoter of wildlife safari tours in Uttarakhand should ideally have a background in tourism management, environmental science, or related fields, complemented by certifications in ecotourism or wildlife conservation. They must possess in-depth knowledge of Uttarakhand's biodiversity, including its national parks like Jim Corbett and Rajaji, along with a solid understanding of conservation practices. Strong communication skills in English and Hindi, coupled with marketing and sales expertise, are essential to effectively engage tourists and promote services. Networking abilities to collaborate with local communities, tourism boards, and travel agencies are vital, alongside leadership and organizational skills to manage teams and design seamless tour experiences. Passion for nature, experience in adventure or wildlife tourism, and a commitment to sustainable practices are key qualities for creating impactful and memorable safaris while fostering environmental awareness.

### **4. BUSINESS OUTLOOK AND OPPORTUNITIES**

The business outlook for wildlife safari tours in Uttarakhand is bright, owing to the state's unparalleled natural beauty, diverse wildlife, and its reputation as a prime eco-tourism destination. As interest in sustainable and adventure tourism continues to rise, there is significant potential for growth in this sector. Uttarakhand's iconic parks, such as Jim Corbett, attract a steady influx of domestic and international tourists, offering opportunities to develop unique experiences like guided safaris, photography tours, bird-watching expeditions, and nature treks. The increasing demand for eco-friendly accommodations such as jungle lodges and luxury tents presents additional business avenues. Collaborations with local communities can enhance cultural experiences and promote inclusive growth while fostering conservation awareness. By leveraging digital platforms, creating customizable tour packages, and prioritizing sustainable practices, wildlife safari tours in Uttarakhand can evolve into a thriving and environmentally responsible industry.

### **5. MARKET POTENTIAL AND MARKETING ISSUES**

#### **Market Potential**

Uttarakhand has immense market potential for wildlife safari tours due to its globally recognized biodiversity, including flagship attractions like the oldest in India. The growing trend of eco-tourism, adventure tourism, and experiential travel has amplified interest in wildlife safaris. Both domestic and international tourists, including nature enthusiasts, photographers, and researchers, seek unique experiences, creating a steady demand. The increasing awareness of environmental conservation and Uttarakhand's position as a year-round tourist destination further strengthen its appeal. Additionally, government initiatives to promote sustainable tourism and improve infrastructure, such as better roads, eco-lodges, and connectivity, have opened new avenues for growth.

#### **Marketing Issues**

Despite its potential, the wildlife safari sector in Uttarakhand faces several challenges. Limited awareness among international tourists compared to other Indian destinations like Rajasthan hinders full market penetration. Inadequate digital marketing and online presence for smaller operators make it difficult to compete with well-established players. Seasonal

dependency due to weather conditions and restricted access during monsoons can also affect business stability. High competition within the region and a lack of innovation in tour packages may reduce customer retention. Moreover, poor visitor management and overcrowding in popular parks can degrade the experience and deter eco-conscious travelers. Addressing these challenges through effective branding, technology-driven marketing, and sustainable tourism practices can unlock the full potential of wildlife safari tours in Uttarakhand.

## 6. BUSINESS INPUTS AND MATERIAL REQUIREMENTS

- **Human Resources:** Skilled guides with knowledge of wildlife, ecosystems, and local geography are essential. Trained drivers for safari vehicles and support staff for logistics, hospitality, and maintenance are also needed.
- **Financial Resources:** Capital investment for acquiring vehicles, setting up eco-lodges or camps, obtaining permits, and marketing the business.
- **Infrastructure:** Safari vehicles like jeeps or open-roof 4x4s, eco-friendly accommodations such as lodges or tents, and visitor facilities like restrooms and cafes.
  
- **Permits and Licenses:** Legal permissions from forest departments and tourism authorities to operate within protected areas and national parks.

### Material Requirements:

**Vehicles:** Well-maintained, off-road capable jeeps or similar vehicles equipped with safety features and guides.

**Communication Tools:** Walkie-talkies, GPS devices, and mobile connectivity for efficient coordination during safaris.

**Wildlife Equipment:** Binoculars, telescopes, and cameras for wildlife spotting and photography.

**Eco-Friendly Supplies:** Solar-powered lighting, biodegradable utensils, and sustainable materials for campsites and lodges.

**Marketing Materials:** Brochures, maps, and digital content for advertising, including social media and travel platforms.

**Safety Equipment:** First-aid kits, emergency rescue tools, and safety instructions for visitors and staff.

Collaboration with local communities for crafts, guides, and cultural programs; alliances with travel agencies, eco-tourism boards, and conservation organizations for enhanced credibility and reach.

Efficient utilization of these inputs and materials is critical for delivering high-quality, sustainable, and memorable wildlife safari experiences in Uttarakhand

## 7. OPERATIONS AND EXECUTION PROCESS

The operations and execution process of wildlife safari tours in Uttarakhand involves several key steps to ensure a smooth and memorable experience for visitors. First, tourists typically book safari packages through travel agencies or directly with tour operators, where packages are customized based on preferences like park selection, duration, and type of experience (jeep safari, bird watching, etc.). Once the booking is confirmed, the operator arranges for permits, coordinates with local authorities, and ensures the necessary infrastructure, such as eco-lodges or camps, are ready. On the day of the tour, visitors are picked up from designated points and transported in specially designed safari vehicles. Trained naturalists and guides accompany the tourists, ensuring safety while offering educational insights into the park's biodiversity. The safari is conducted according to the park's timings and regulations to prevent overcrowding and to maximize wildlife sightings. After the safari, guests may enjoy other activities like nature walks or cultural experiences, depending on the package. Throughout the tour, attention is given to maintaining environmental sustainability, ensuring waste management, and following eco-friendly practices. Effective communication, safety protocols, and smooth coordination between different stakeholders are crucial for the seamless execution of wildlife safari tours in Uttarakhand.

## 8. MANPOWER REQUIREMENT

Sr. No	Particulars	No.	No of month in year	Wages/Salaries per month (Rs. In Lakhs)	Annual Expense (Rs. In Lakhs)
1	Administrative support and owner (self-employed)	1	12	0	0
2	Experienced Drivers	2	12	0.12	2.88
3	Maintenance Staff	1	12	0.06	0.72
4	Tour Guide	2	12	0.1	2.4
<b>Total</b>					<b>6.00</b>

## 9. IMPLEMENTATION SCHEDULE

Sr. No.	Activity	Time Required (in months)
1	Site Selection for Driving School	0.5
2	Arrangement of Finance	1
3	Car and motorbike purchase	1
4	Vehicle Registration	1
5	Staff Hiring	0.5
6	Marketing	1
<b>Total time required (some activities shall run concurrently)</b>		<b>5</b>

## 10. COST OF PROJECT

<b>Sr. No</b>	<b>Particulars</b>	<b>Annual Expenses (Rs. in lakhs)</b>
1	Land	-
2	Building (Rented)	0.08
3	Plant & Machinery	17.35
4	Equipment and Furniture Exp.	0.25
5	Misc. Fixed Asset	0.02
6	Preoperative & Preliminary Exp.	0.13
7	Working Capital	3.03
<b>Total Project Cost</b>		<b>20.85</b>

## 11. MEANS OF FINANCE

<b>Sr. No.</b>	<b>Particulars</b>	<b>Annual Expenses (Rs. in lakhs)</b>
1	Promoter's contribution	8.34
2	Bank Finance	12.51
	<b>Total</b>	<b>20.85</b>

## 12. LIST OF MACHINERY AND EQUIPMENT

### A. MACHINERY

<b>Sr. No</b>	<b>Particulars</b>	<b>Unit</b>	<b>Price per Unit (Rs. in lakhs)</b>	<b>Total Amount (Rs. in lakhs)</b>
1	Computers with all necessary hardware and installed Windows	1	0.25	0.25
2	Jeeps	2	8.00	16.00
3	Binocular	2	0.20	0.40
4	Telescope	2	0.15	0.30
5	Camera		0.40	0.40
<b>Grand Total Amount</b>				<b>17.35</b>

### B. FURNITURE & EQUIPMENT

<b>Sr. No</b>	<b>Particulars</b>	<b>Unit</b>	<b>Price per Unit (Rs. in lakhs)</b>	<b>Total Amount (Rs. in lakhs)</b>
1	Communication Tools (Walkie-talkies, GPS devices)	1	0.05	0.05
2	Office Set Up	1	0.10	0.10

3	Eco-Friendly Supplies: Solar-powered lighting, biodegradable utensils etc .	5	0.01	0.05
4	Maintenance Supplies			0.02
<b>Total Rs.</b>				<b>0.25</b>

### **13. SUPPLIERS OF MATERIALS AND EQUIPMENT**

#### **1. Suraj Industries**

**Products:** Swiss tents, camping equipment, safari tents

**Location:** Dehradun, Uttarakhand

**Contact:**

- Phone: +91-135-2761105
- Email: [info@surajindustries.com](mailto:info@surajindustries.com)
- Website: [surajindustries.com](http://surajindustries.com)

#### **2. Saara Trading Company**

**Products:** Camping goods, canvas tents, and safari equipment

**Location:** Dehradun, Uttarakhand

**Contact:**

- Phone: +91-135-2759601
- Email: [info@saaraindustries.com](mailto:info@saaraindustries.com)
- Website: [saaraindustries.com](http://saaraindustries.com)

#### **3. D D International**

**Products:** Canvas tents, camping accessories, outdoor equipment

**Location:** Dehradun, Uttarakhand

**Contact:**

- Phone: +91-135-2762591
- Email: [ddfabric@ddinternational.com](mailto:ddfabric@ddinternational.com)
- Website: [ddinternational.com](http://ddinternational.com)

#### **4. Bharat Industries**

**Products:** Polyester tents, safari tents, camping equipment

**Location:** Dehradun, Uttarakhand

**Contact:**

- Phone: +91-135-2761191
- Email: [info@bharatindustries.com](mailto:info@bharatindustries.com)
- Website: [bharatindustries.com](http://bharatindustries.com)

## 5. Capital Dyeing & Tent Works

**Products:** Camping tents, safari tents, and related equipment

**Location:** Dehradun, Uttarakhand

**Contact:**

- Phone: +91-135-2764580
- Email: capitaldyeing@gmail.com

## 6. Bharat Tent Manufacturers

**Products:** Safari tents, camping structures, and accessories

**Location:** Dehradun, Uttarakhand

**Contact:**

- Phone: +91-135-2763470
- Email: info@bharattentmanufacturers.com
- Website: [bharattentmanufacturers.com](http://bharattentmanufacturers.com)

## 7. Shri Ganesh Enterprise

**Products:** Solar-powered camping lights, safari equipment

**Location:** Dehradun, Uttarakhand

**Contact:**

- Phone: +91-135-2767102
- Email: shriganeshenterprises@gmail.com

For safari vehicles and additional equipment, companies like **Maruti Suzuki** provide rugged 4x4 vehicles, popular for safaris. Contact a local dealership for specific requirements or visit their website for more details.

## 14. SALES REALIZATION AND PROFITABILITY

Sr. No	Service	Sales in Percentage	INR
1	Jeep Safari	25.0%	4.5
2	Bird Watching Tours	25.0%	1.44
3	Camping	15.0%	1.35
4	Nature Walks	10.0%	1.08
5	Photography Tours	5.0%	2.025
6	Adventure Activities	5.0%	1.35
7	Customized Packages	15.0%	90000
<b>Total</b>		<b>100.00%</b>	<b>90011.745</b>

## 14. PROFITABILITY PROJECTION

<b>Sr. No</b>	<b>Particulars</b>	<b>Annual Expenses (Rs. in lakhs)</b>
A.	Sales realisation	12.65
B.	Cost of production	
i)	Raw materials	0.30
ii)	Utilities	0.10
iii)	Manpower Cost (Salaries/wages)	6.00
iv)	Administrative expenses	0.04
v)	Packaging Cost	0.00
vi)	Material Lost Cost	0.10
vii)	Selling & distribution expenses	0.66
viii)	Repairs & maintenance	0.10
ix)	Rent	0.08
x)	Interest	1.55
xi)	Misc. expenses	0.00
	Total (B)	8.92
	Gross profit/loss (A – B)	3.72
	Less: Depreciation	1.77
C.	PBIT	1.95
D	Income-tax	-
E	Net profit/loss	1.95
F.	Repayment (Annual)	-1.12
G	Retained surplus (E-F )	3.07

#### 14. BREAK-EVEN ANALYSIS

<b>Fixed cost</b>	
Land & Building Rent	0.08
Depriciation	1.77
Interest	1.55
Manpower	1.80
<b>Total Fixed cost</b>	<b>5.19</b>
<b>Variable cost</b>	
Raw materials	0.30
Utilities	0.10
ManPower	4.20
Administrative expenses	0.04
Selling & distribution expenses	0.66
<b>Total Variable cost</b>	<b>5.30</b>
<b>Contribution margin</b>	<b>20%</b>
Break-Even Point in Value	25.97

#### 15. STATUTORY APPROVALS



The following statutory approvals will be required:

1. **Uttarakhand Tourism Policy Approval:** Ensure compliance with the Uttarakhand Tourism Policy 2023, which includes guidelines for tourism projects.
2. **District Level Committee for Tourism (DLCT) Approval:** Obtain approval from the DLCT for project verification and monitoring.
3. **District Tourism Development Officer (DTDO) Consent:** Secure consent from the DTDO for operational and infrastructural requirements.
4. **No Objection Certificate (NOC) from Local Authorities:** Acquire NOCs from relevant local authorities for land use, construction, and environmental clearances.
5. **Uttarakhand Environment Protection & Pollution Control Board (UEPPCB) Approval:** Ensure compliance with environmental regulations and obtain necessary approvals from the UEPPCB.
6. **GST Registration**
7. **Trade License** from the local municipal authority.

## 16. TRAINING CENTERS AND COURSES

In Uttarakhand, several institutions offer training programs and courses related to wildlife safari tours, focusing on wildlife conservation, management, and guiding. Here are some notable options:

1. **Wildlife Institute of India (WII)**  
Dehradun, Uttarakhand  
Offers a Certificate Course in Wildlife Management designed for in-service Range Forest Officers and equivalent ranks, focusing on wildlife conservation and management.
2. **Wildlife Institute of India**  
**Corbett Wildlife Training Centre**  
Ramnagar, Uttarakhand  
Provides hands-on training in wildlife conservation, responsible tourism practices, and bird watching, aiming to equip participants with essential skills and field-based knowledge.
3. **Corbett National Park**  
**Uttarakhand Forestry Training Academy (UFTA)**  
Haldwani, Uttarakhand  
Conducts Forest Guard Training programs designed to impart theoretical knowledge supplemented by extensive field visits and practical work. □
4. **Uttarakhand Forestry Training Academy**  
**Vanghat - The Wildlife Lodge**  
Ramnagar, Uttarakhand  
Offers educational programs providing opportunities to experience the wilderness of Corbett Tiger Reserve and Kalagarh Tiger Reserve, focusing on survival skills and environmental awareness.
5. **Swayam Portal (<https://swayam.gov.in>)**

These training centers provide valuable courses in event management, decor planning, and wedding coordination.

## **Disclaimer**

Only a few machine manufacturers are mentioned in the profile, although many 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.